

MFG



**Innovation Agency
for ICT and Media**

ISO 9001 certified
for Innovation Management
and Cluster Management

INNOTRAIN IT

INNObation TRAINing IT Central Europe

„Innovative angles in transnational programmes“

14th April 2010 – Stuttgart, Germany

Kirsten Wissing

MFG Baden-Württemberg



MFG Baden-Württemberg – Who we are

Facts & Figures:

- Public Innovation Agency for ICT and Media
- Shareholders: State Ministry Baden-Württemberg 51%
+ SWR (public broadcaster) 49 %
- More than 60 highly qualified employees
- Annual budget approx. € 11 million (2008)
- 31 managed projects, including 10 international programmes
- Almost 15 years of experience in:
Management of Cluster Initiatives, Innovation Processes, Consulting, Training
- Innovation support processes ISO 9001-certified



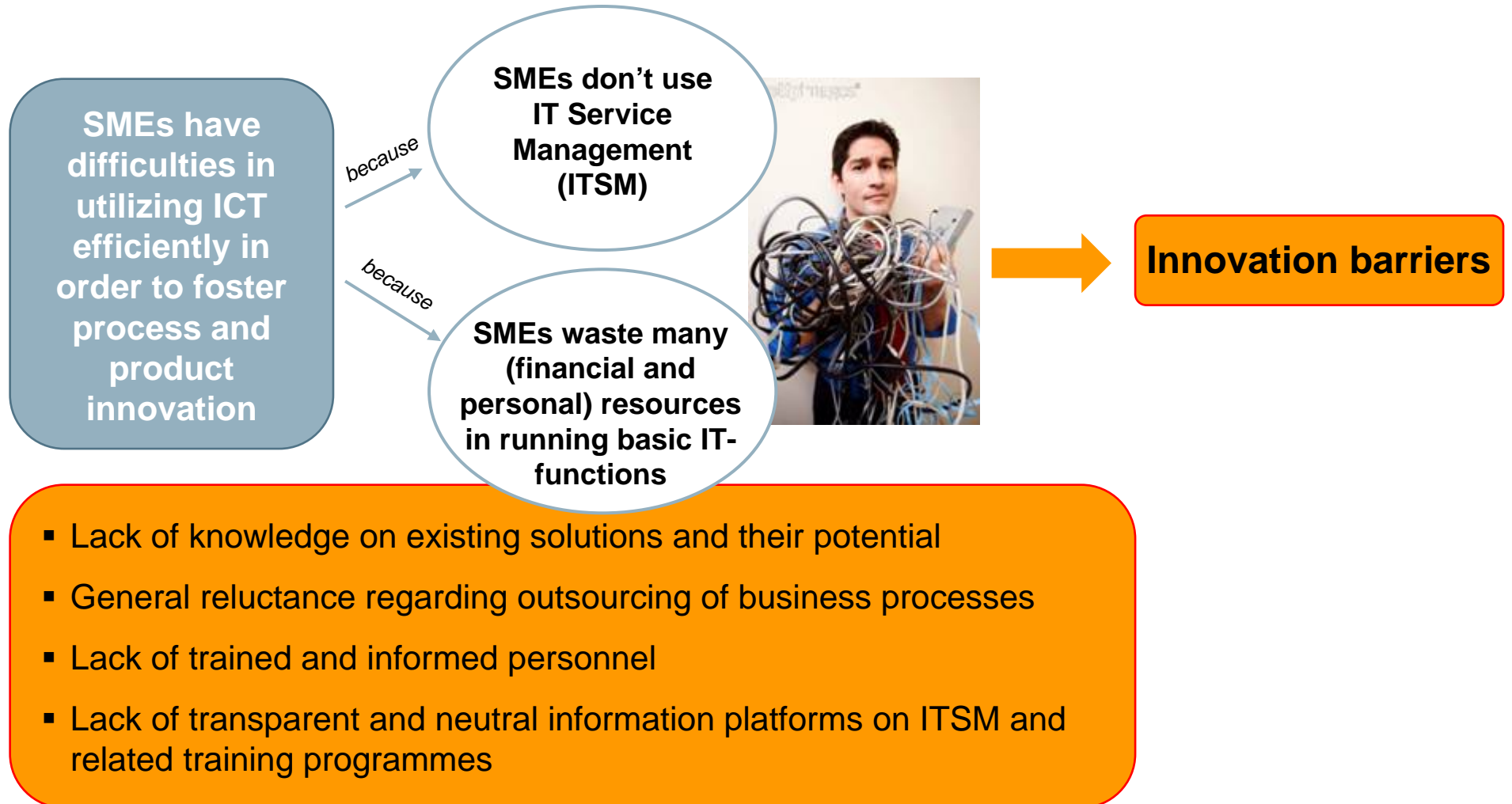


INNOTRAIN IT – Facts

- **Project duration:** April 2010 - March 2013
- **Leadpartner:** MFG Baden-Württemberg, Germany
- **Partners:**
 - Germany:**
Heilbronn University of Applied Sciences / Beatrix Lang GmbH
 - Poland:**
Chamber of Commerce and Industry Cracow / Cracow University of Economics
 - Czech Republic:**
European Projects & Management Agency (EPMA) / Westmoravian College Trebic
 - Slovakia:**
Faculty of Electrical Engineering and Information Technology
 - Austria:**
Austrian Computer Society / University of Vienna
 - Hungary:**
Innova Eszak-Alföld Regional Development and Innovation Agency Nonprofit Ltd., University of Debrecen



INNOTRAIN IT – Project idea: Challenges for SMEs





INNOTRAIN IT – Objectives

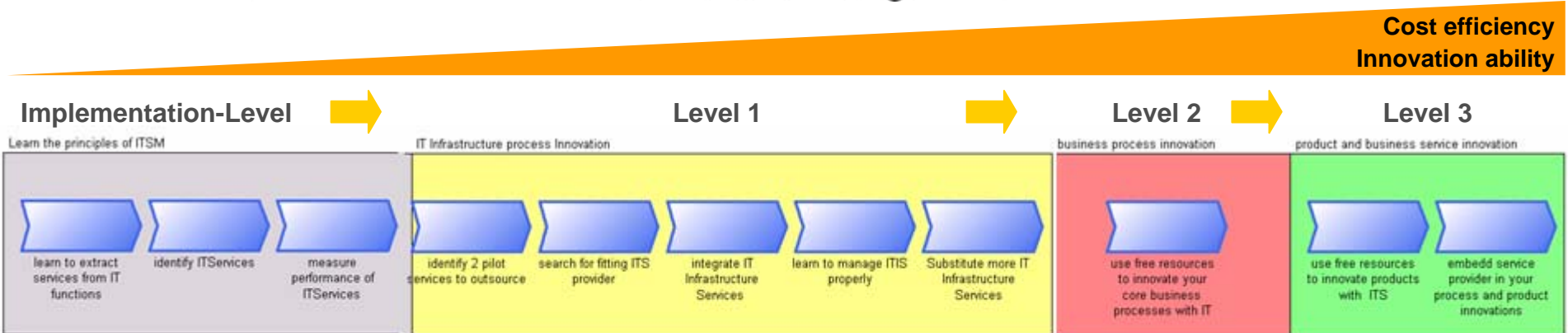
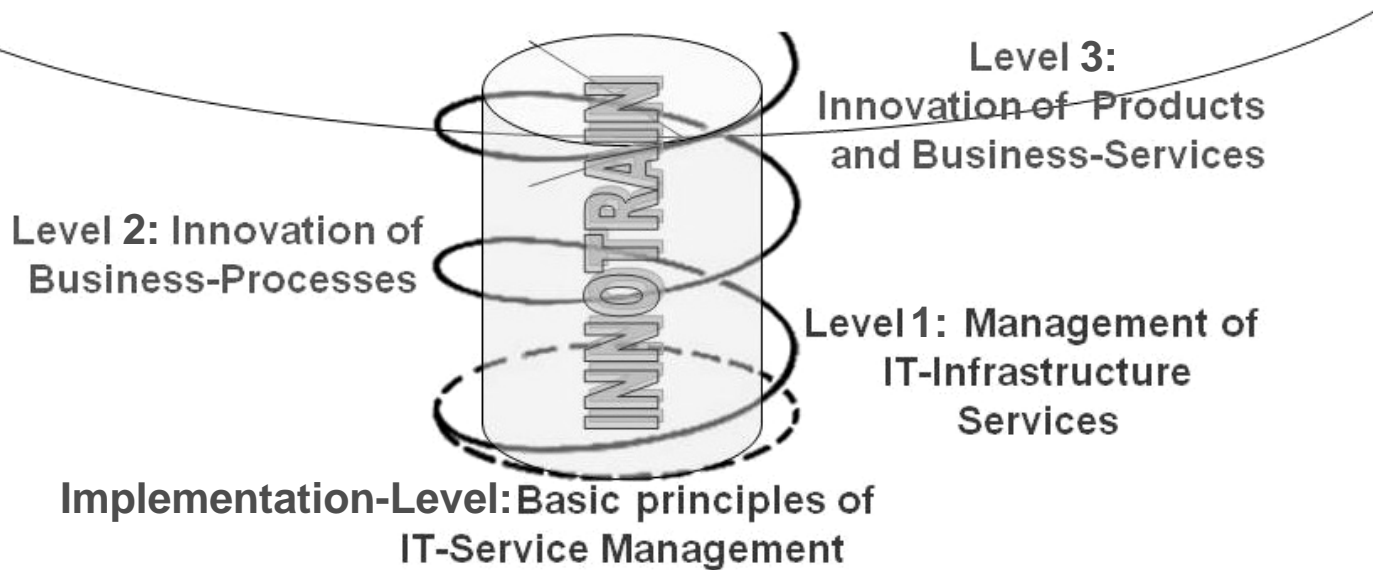
Removal of innovation barriers for processes and products in SMEs via the uptake of IT Service Management

Empowering CIOs of SMEs to run a service oriented IT department that delivers innovation

Developing a transnational cluster to improve innovation conditions and reduce regional innovation disparities



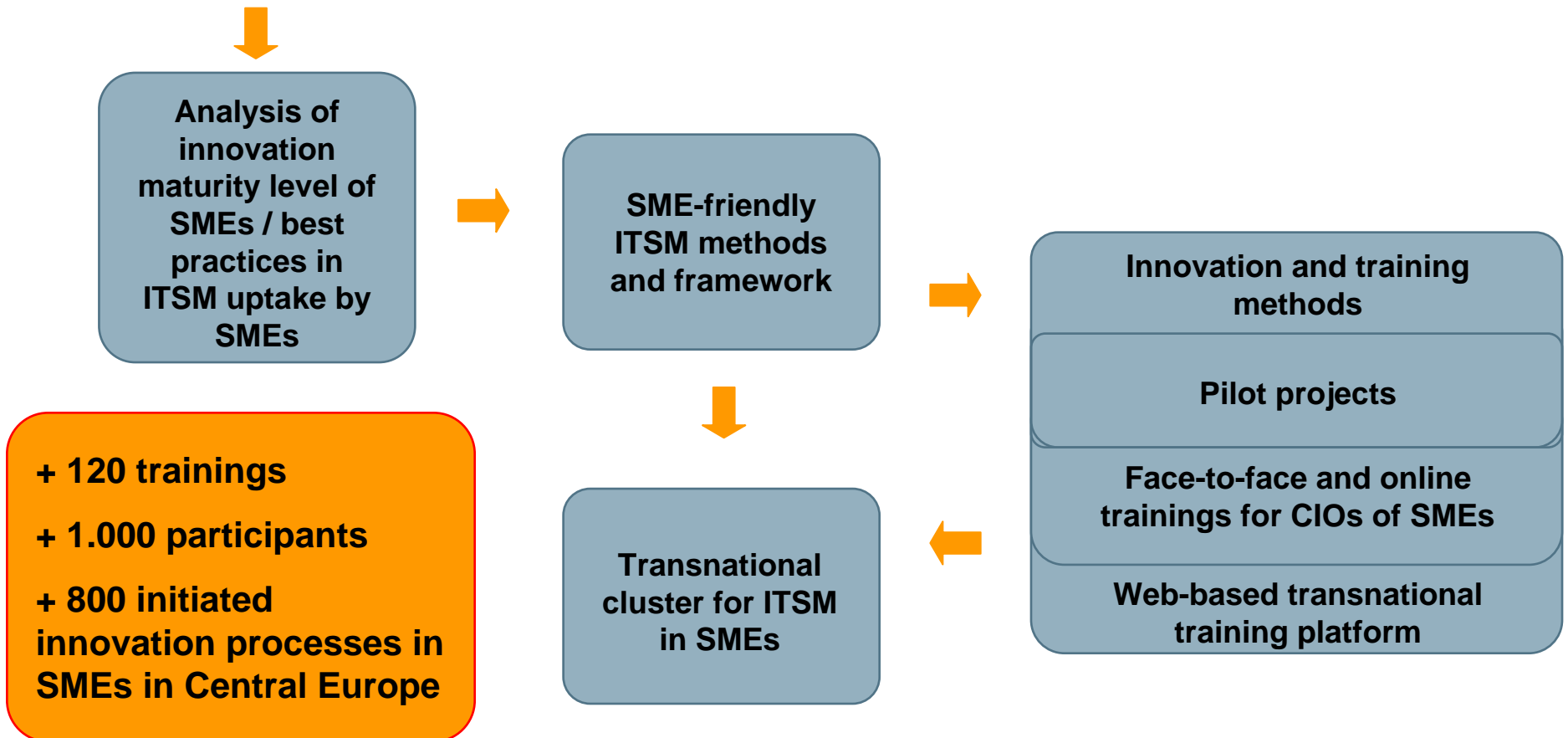
INNOTRAIN IT – INNOTRAIN innovation spiral





INNOTRAIN IT – Project outputs

The project designs and implements a comprehensive interregional training and technology transfer support programme with a focus on innovation in SMEs.





INNOTRAIN IT – Transnational dimension

- Innovation depends on diversity of knowledge and means of communication and cooperation
- Know-how on IT service enabled innovation in Central Europe is dispersed:
 - Austria is very strong in ITSM tools,
 - Germany offers a big variety in Software as a Service (SaaS),
 - Poland has a good level of infrastructure management,
 - in Czech Republic SMEs are quite familiar with ITSM frameworks like ITIL)

→ INNOTRAIN IT will

- **pool talents** and **area expertise** between different regions
- **support** the vital transnational **exchange** about methods, best practices and tools, that are helpful to design and operate IT services
- **harmonize** ITSM **strategies** and related „vocabulary“ between CIOs in different Central Europe regions
- **support innovation** in the whole Central Europe area



INNOTRAIN IT – Contact

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