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Implementing collaborative innovation for the industry. Experience stories from TIBS

The Vidzeme Planning Region (Latvia)

Ģirts Broks

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Short background & accumulated experience

Videzme Entrepreneurship center

- Various events, seminars, experience visits, hackatons etc.
- Closer links with >200 entrepreneurs
- Two handshakes away from others
- Informed about their challenges, future plans

Identified challenges

Entrepreneurs often operating only at the local level
even if they export their goods

Often too cautious to cooperate. Especially at international level
unpleasant previous experience, no guarantees for 'safe'
collaboration, overall lack of trust

Researchers and entrepreneurs speak different languages,
foreign entrepreneurs speak different language too.. literally

Identified opportunities

Innovation broker as trust person for international cooperations
speak simply, does not complicate things unnecessarily, offered
co-op is reliable and secure

Importance of networking

teaching it through activities (digitalization webinar, *Innovation co-co-creation lab*, other activities via *VEC*)

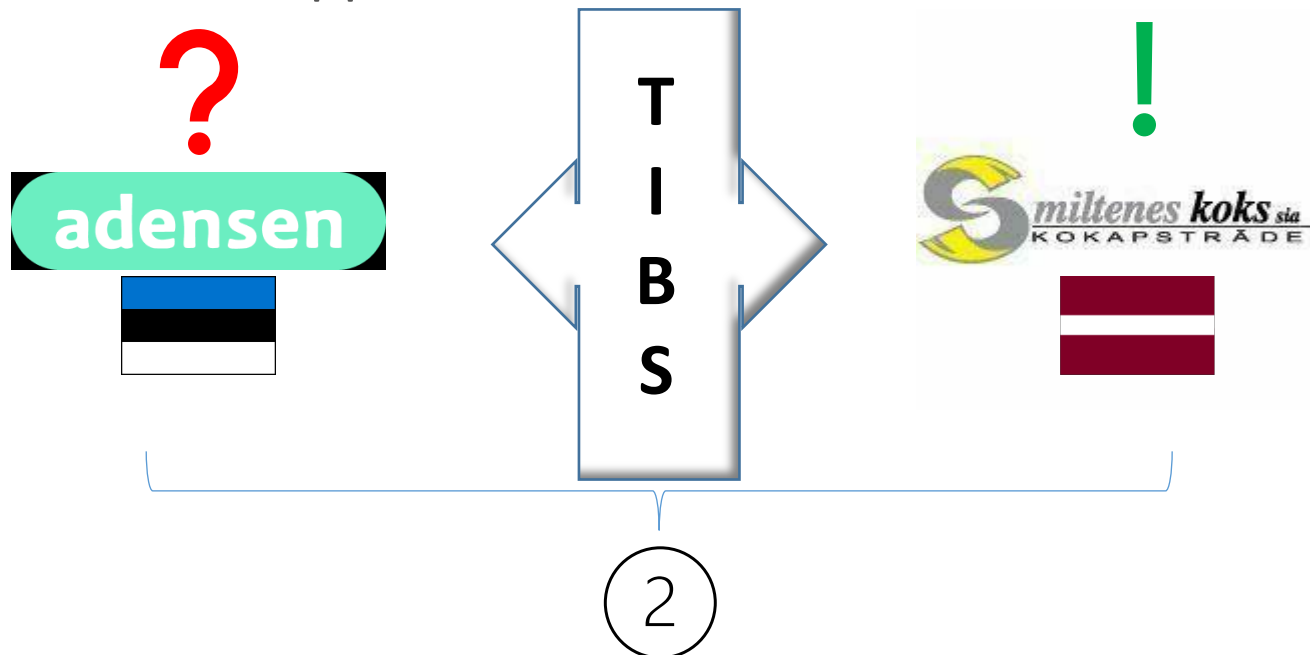
Enough competition in business already

Not just compete, but collaborate to compete

region specifics with SME's – opportunity to co-op with TIBS network
countries

In summary

TIBS network is not unique, but it has significant differences from other business support tools.



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The solutions and cooperation offers offered by brokers to entrepreneurs have been personally selected.
Individual and exclusive service.

And what does that mean?

High reliance on brokers and their proactive actions taken

Huge potential - significant risks

In summary

TIBS in future with VPR

As opportunity for next step or level to business environment in Vidzeme

by increased networking, cooperation skills – creating more added value overall

Innovation broker as a part of current VEC functions

as a key to international co-partners for Vidzeme entrepreneurs

Vidzeme Planning Region



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