

WienWin

ZIT - Technology Agency of Vienna

Research, Technology, Development & Innovation

Vienna, 2011

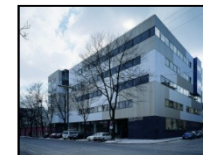


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Facts & Figures

RTDI in Vienna

- **Small and Medium-Sized Enterprises in Vienna**
400 companies doing research & development in Vienna (Austria: 2.100)
40.000 innovative companies (without special R&D departments)
- **Budget City of Vienna**
33 million €/ year business funding
17,5 million €/ year monetary funding
Plus: Money for consulting, information and other services as well as for the development of technology clusters
- **Research in Vienna**
3,13 % R&D quota (2,21 % in Austria)
4 %: Vienna's aim until 2015



RTDI in Vienna

ICT Information and Communication Technologies

8.000 companies with about **80.000** employees; **20** billion € turnover
Vienna is the third largest ICT location in Europe



Life Sciences

140 companies with about **10.000** employees;
100 million € venture capital



Media

about **3.000** media companies employing about **50.000** people
Media Quarter Marx



Mobility/ Automotive Technologies

5% of all cars worldwide are produced within 300 km around Vienna



Social Sciences

Essential part of innovation policy



ZIT Technology Agency of the City of Vienna

- **Mission**

- Create** the best environment possible for innovative companies and
 - Drive** innovation in all enterprises in Vienna

- **Challenges**

- Reinforcing** the existing strengths in regional science and economy
 - Concentrating** on knowledge and human resources
 - Increasing** awareness and efficiency in dealing with public money

- **Instruments**

- Funding** Research & Development by cash grants
 - Consulting** enterprises and policy makers
 - Developing** infrastructure

ZIT Technology Agency of the City of Vienna

FUNDING

ZIT o8plus

RESEARCH &
DEVELOPMENT
INNOVATION
COOPERATION
COMMUNIKATION
KNOW-HOW

REAL-ESTATE

Technology Quarters

Campus Vienna
Biocenter
Life Sciences

Media Quarter Marx
Media

SERVICES

Technology transfer &
Consultancy for SME

**WienWin –
Public
Procurement of
Innovations**

Innovation Talks
LISA VR
Competence Centres
Academic Business
Incubator INiTS

AWARNESS & INFORMATION

Events, Fairs and
Conferences on RTDI

Agenda-Setting and Policy Consulting

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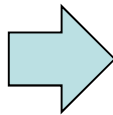
WienWin – The Beginning

2006



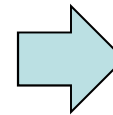
<http://www.wiendenktzukunft.at/>

experts agree on need for
innovation driven public
procurement in Vienna



Use of market
power

Public
procurement of
Innovations



2009



<http://www.wienwin.at/>

WienWin Information Brokerage Service

- Viennese Role-Model on support for public procurement of innovations
- Platform Innovations of viennese based companies
- Listing of Commercial and pre-Commercial Innovations
- Surchengine for public procurement operators
- Marketinsupport for SME's
- Consulting on funding for joint projects on pre-commercial development



www.wienwin.at – Platform for Innovations

- Communication of innovations to public procurement authorities by
 - **Individual Talks**
individual consulting & matchmaking between Public Procurement Operators and Innovators
 - **Innovation-Talks**
public decision-maker (>50pax) meet selected innovative entrepreneurs on special topics
 - **Workshops**
moderated workshops & get-to-gheter for Public Procurement Operators (city of Vienna) and innovative entrepreneurs
 - **Media-cooperations/Onlinecampagnes**
on sucessful WienWin Matches



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