



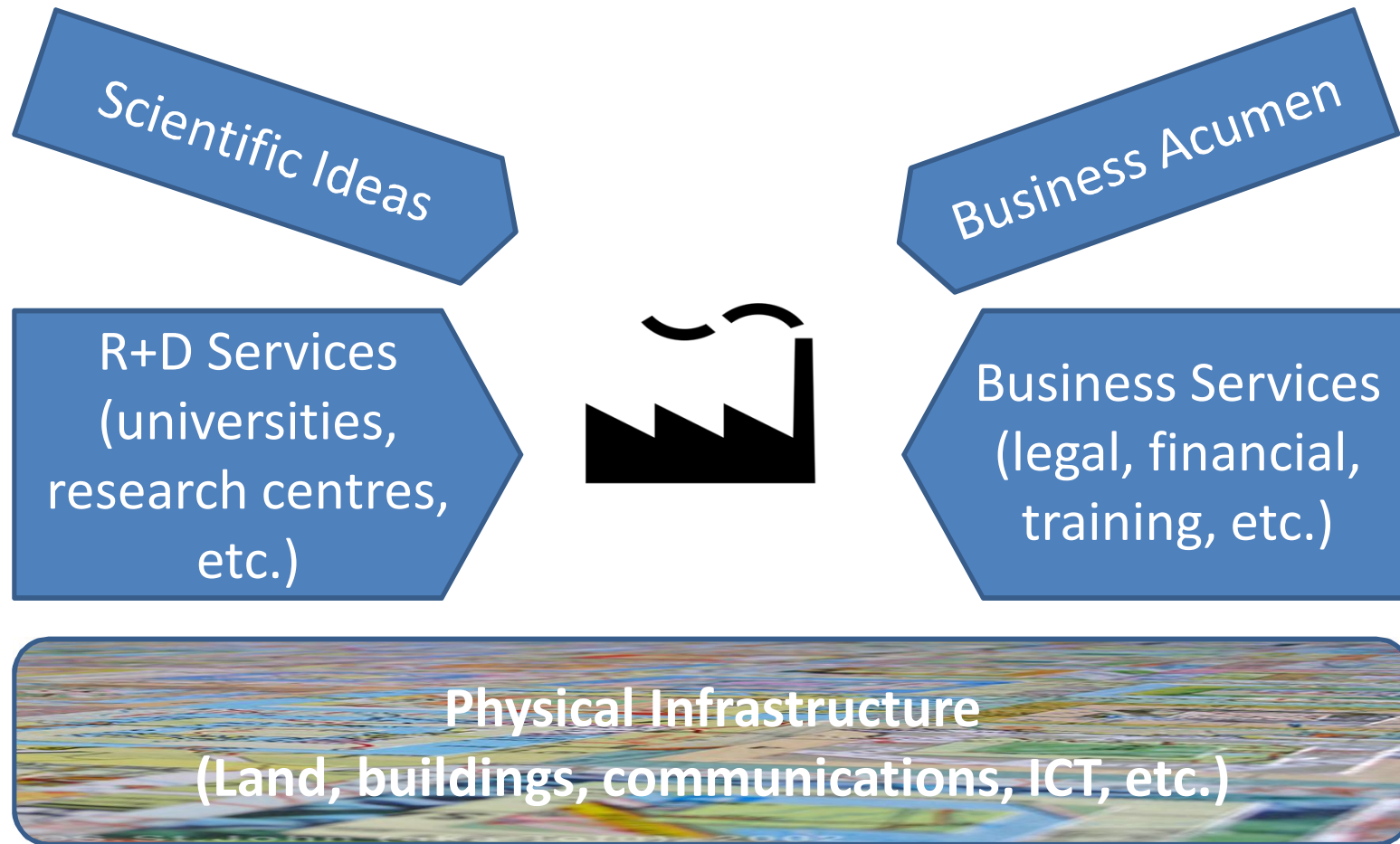
# Building Environments for Technology and Knowledge Transfer - The Spanish Example

Ramon Noguera, Academic Director (rnoguera@eada.edu)

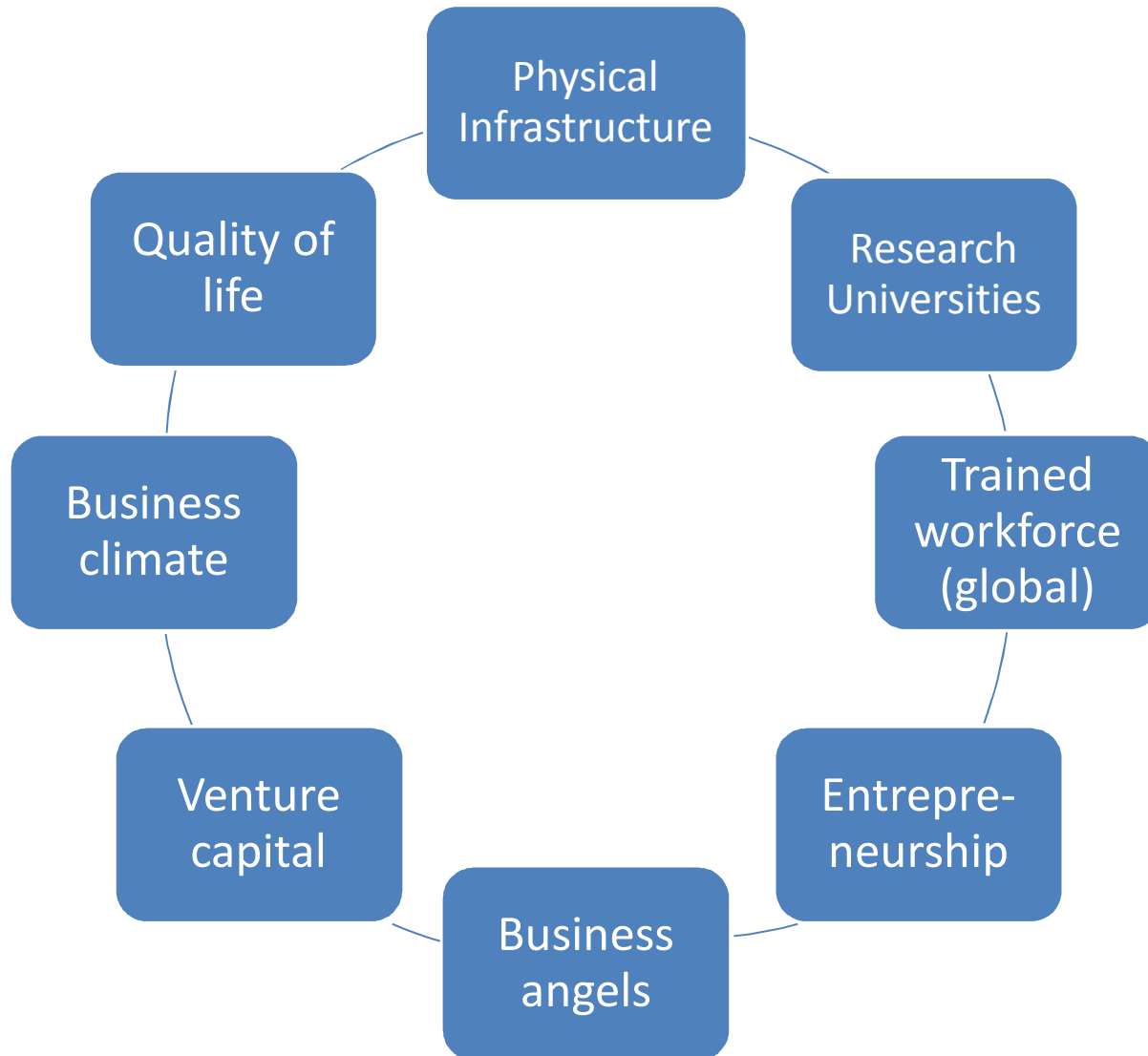


Where business people grow

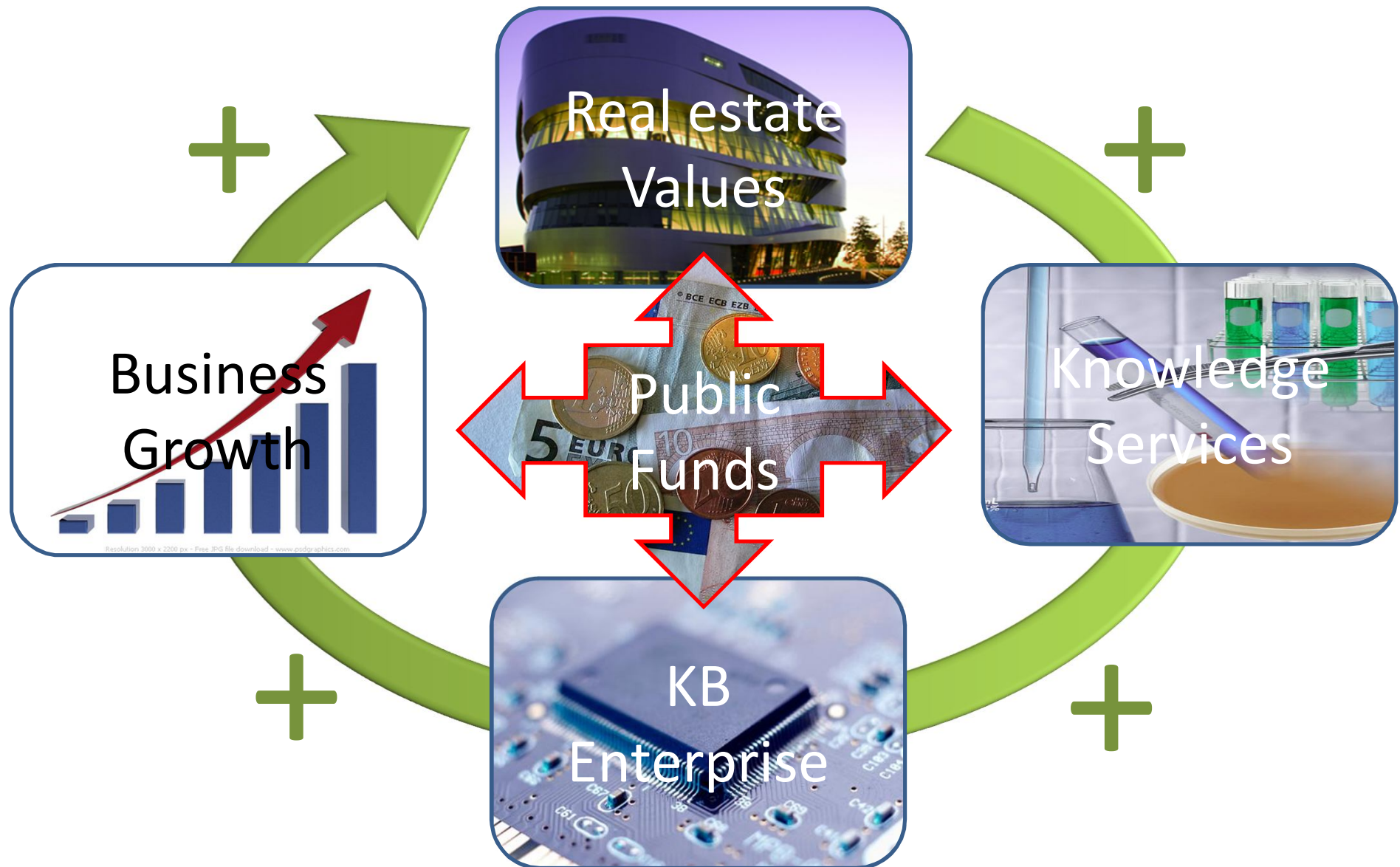
# What makes a ST Park?



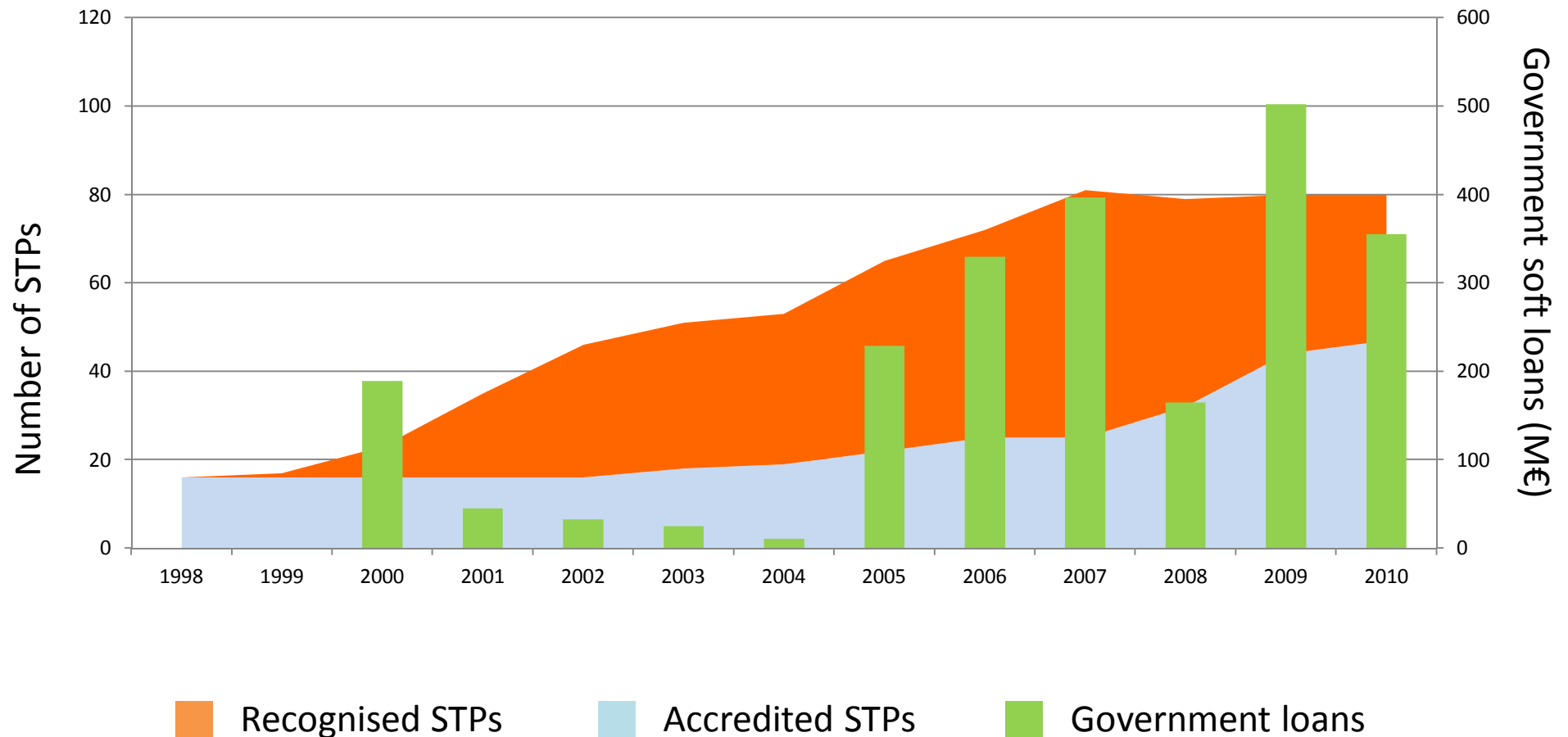
# Key elements of innovation



# The value proposition

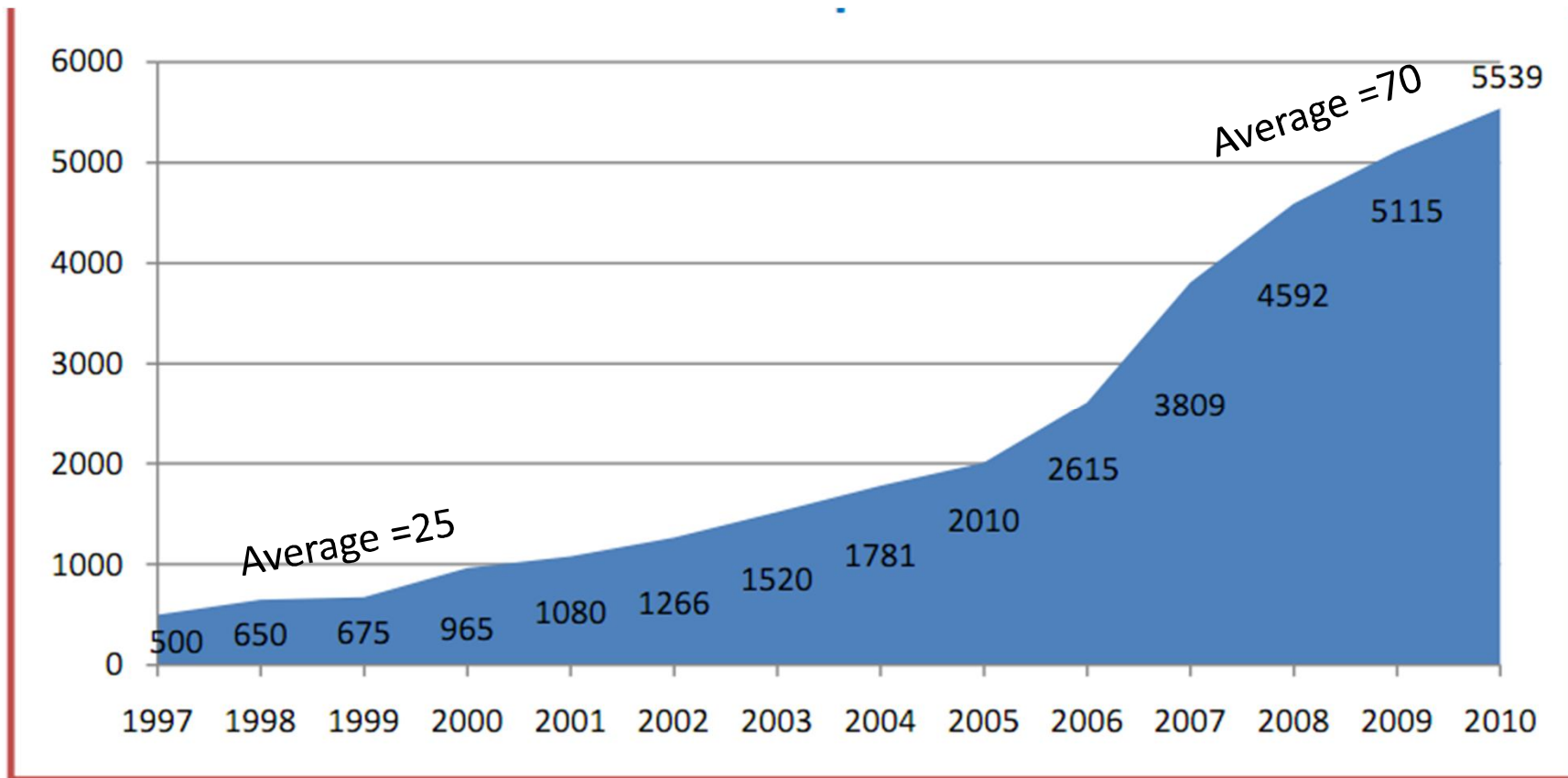


# Growth of STPs in Spain (98-10)



Source: Noguera, R., Condom, P., 2008 (updated)

# Businesses located in Spanish STPs



# Multiple missions

Real-estate operations



Entrepreneurial public science



Attracting high-quality FDI



Developing the regional economy



# STPs as Real Estate operations

Google

science park



Cerca

Aproximadament 675.000.000 resultats (0,30 segons)

Cerca segura moderada ▾

Tot

Imatges

Mapes

Vídeos

Compres

Més

Tots els resultats

Per tema

Qualsevol mida

Grans

Mitjanes

Icona

Més grans que...

Exactament...

Qualsevol color

Color complet

Blanc i negre

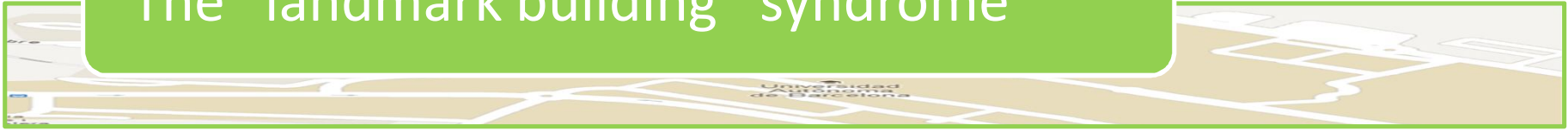


Pàgina 2

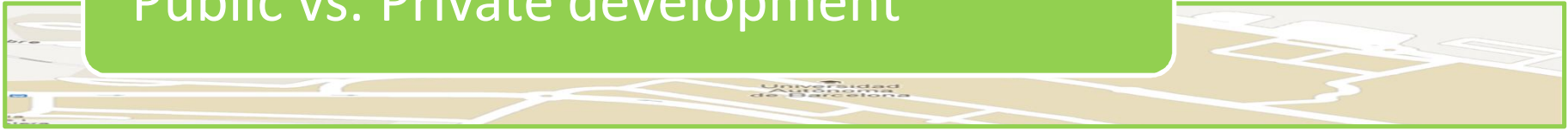




# The “landmark building” syndrome



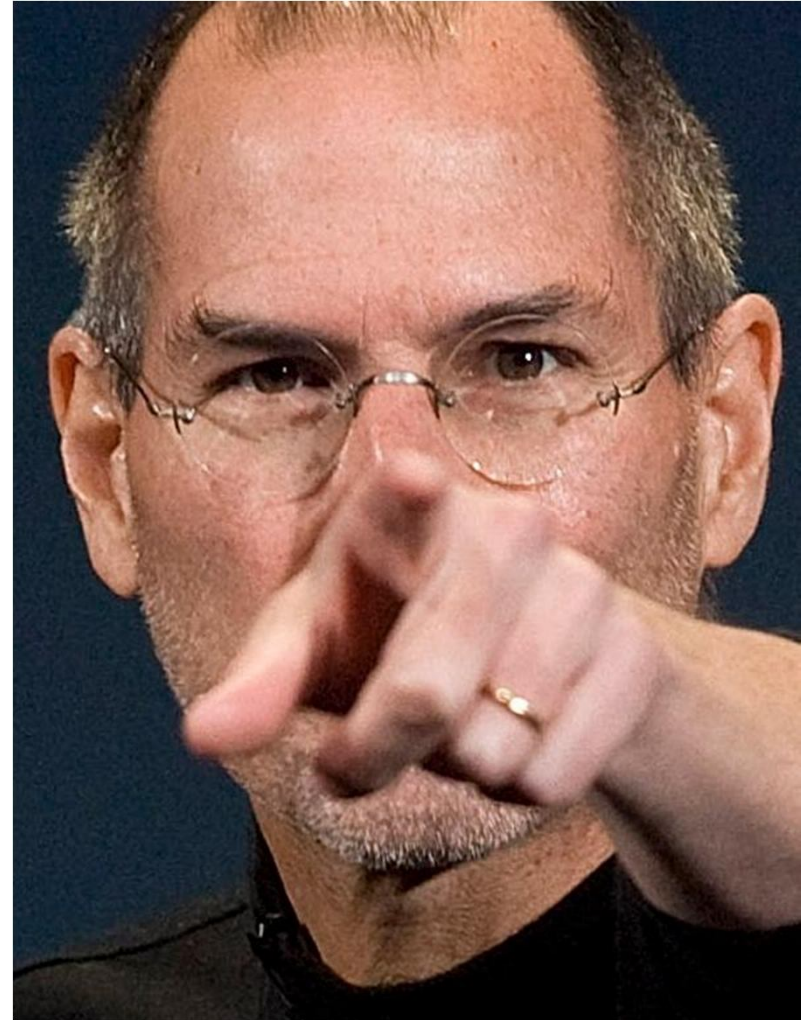
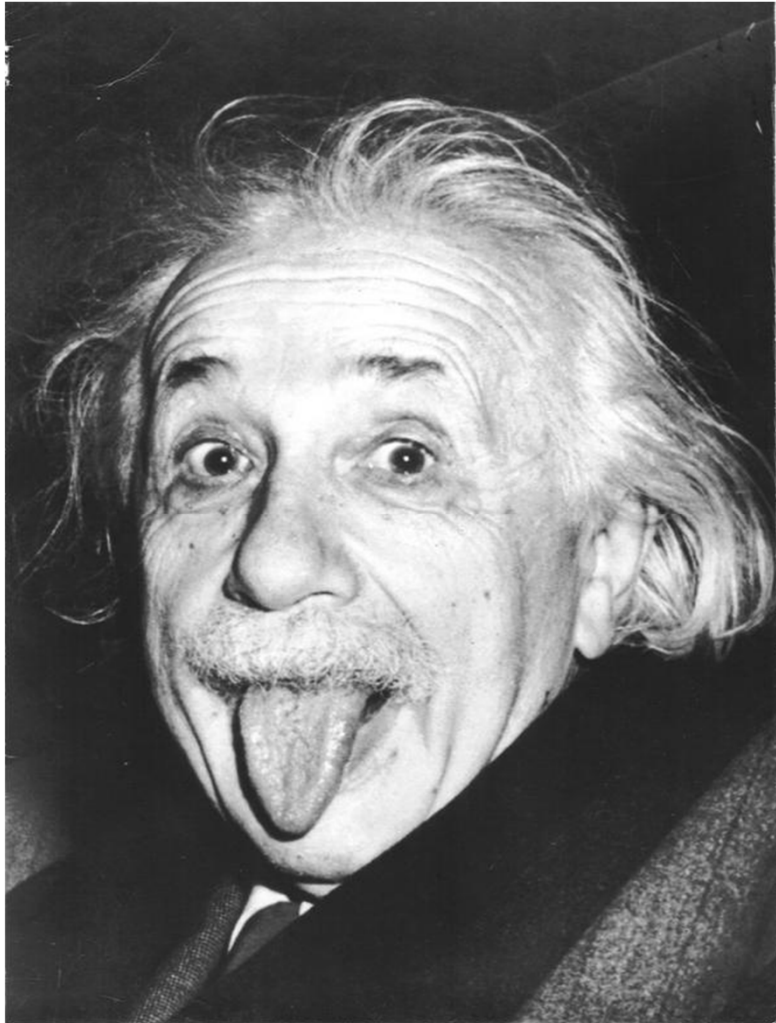
# Public vs. Private development



What are the opportunity costs?



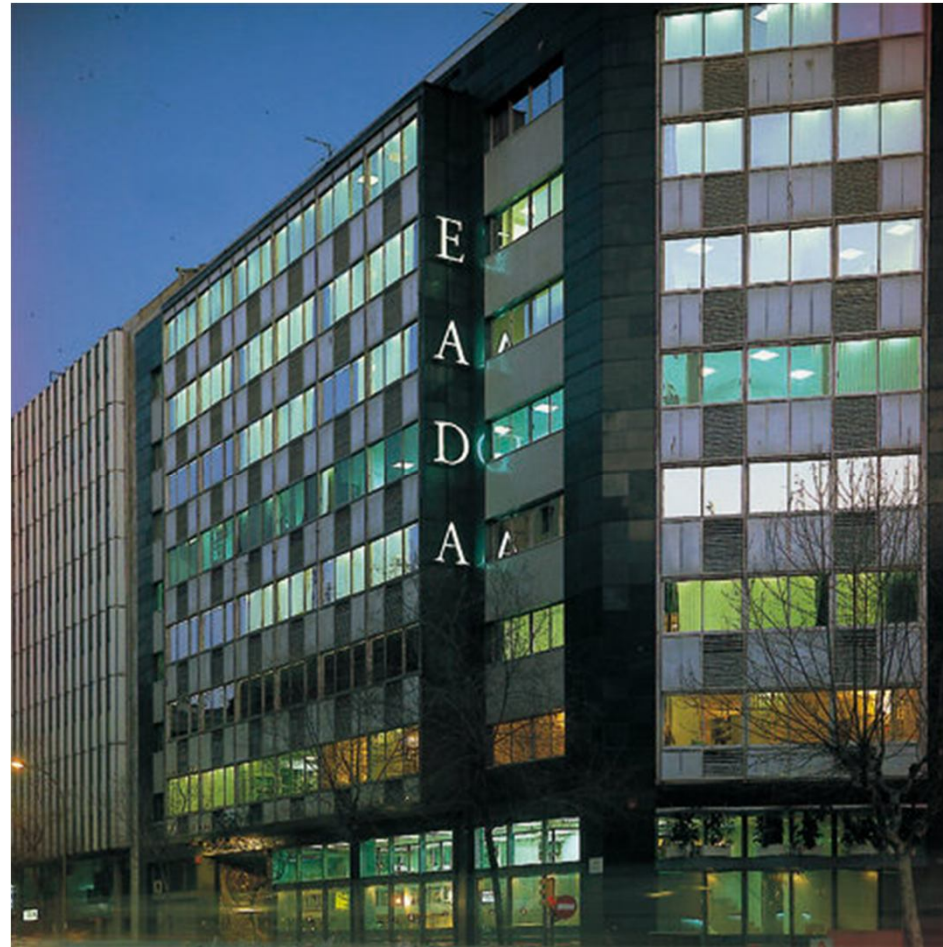
Meet Albert and Steve...



# Governance: universities and business



## Involving business schools



# Access to local/regional/global markets



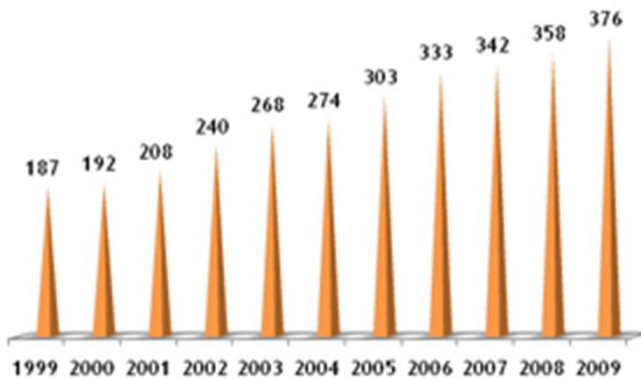
“If you build it... will they come?”



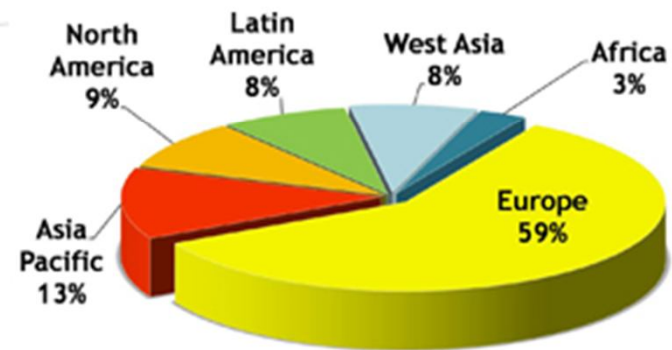


# International competition for FDI

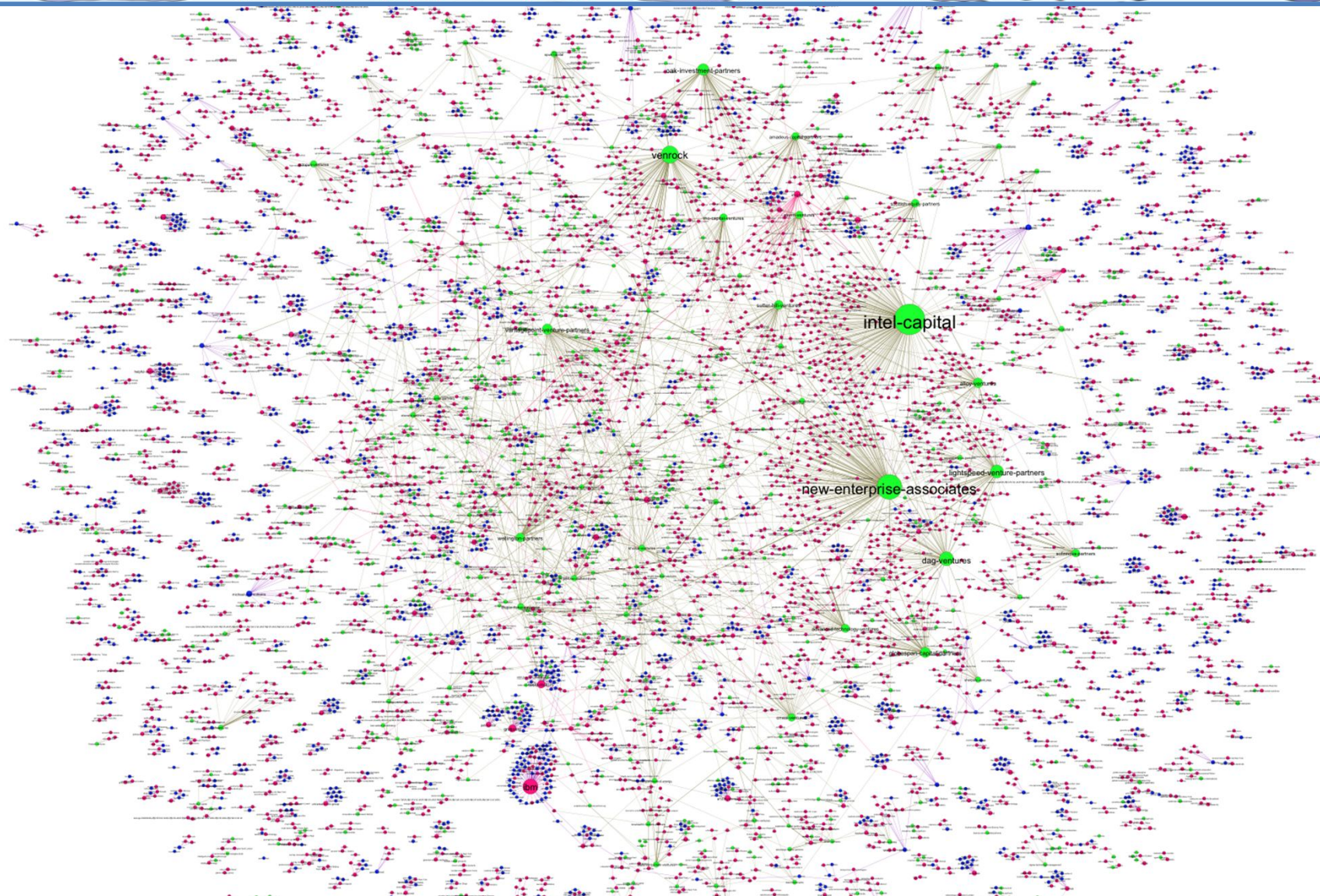
IASP Membership: Growth 1999-2009



IASP Membership: Geographical Distribution



# Part of the local innovation ecosystem



Source: Innovation Ecosystems Network (<http://www.innovation-ecosystems.org/>)

Beware of “prestige” projects



# What is your development model



Garage start-up?

Multinational?



# Multiple missions

Real-estate operations



Entrepreneurial public science



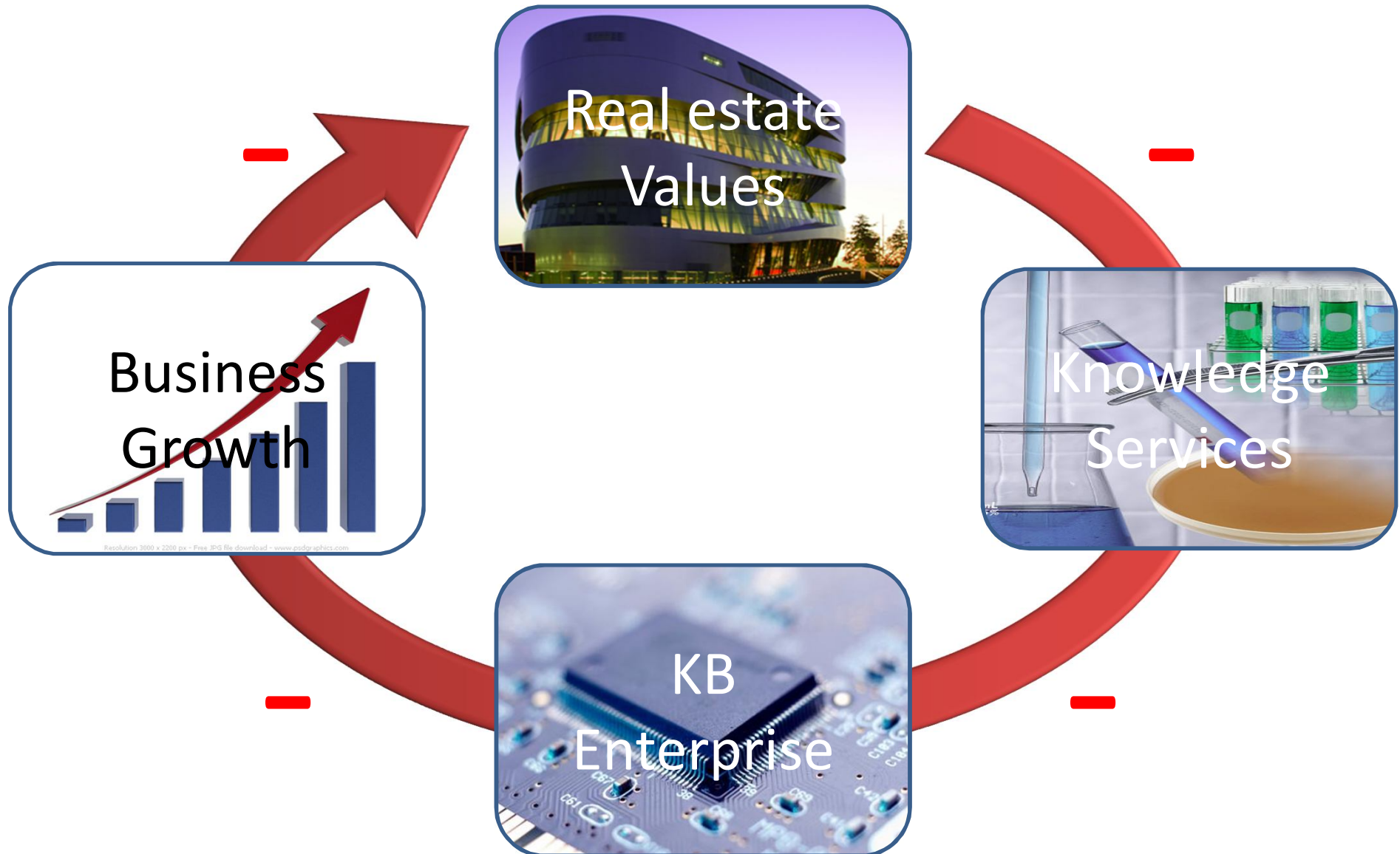
Attracting high-quality FDI



Developing the regional economy



# The de-value proposition



# To summarise...

- 1 STPs re-create hot-house conditions for growth and innovation
- 2 Very useful (if slow) tools for culture change in universities / research centres
- 3 Small (and sustainable) is beautiful
- 4 It is about business (not science, not politics).