



The European Industrial Research Management Association

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What is EIRMA?

is an independent not-for-profit organisation

provides a European perspective on the global management of applied R&D and innovation

engages 120+ major companies which are based in over 20 countries

operating in a wide range of sectors

gathering world-class R&D performers

In a Nutshell...

What does EIRMA offer?

- Ø Access to a vibrant network of global R&D performers coming from different business sectors
- Ø The entrance ticket to world-class performance
- Ø A topical programme as a basis for informal benchmarking
- Ø The best environment to help people become top-class managers
- Ø A clear focus on improving global business performance through more effective applied R&D

In a Nutshell...

What makes EIRMA unique?

- Ø Membership and networks are pan-European and cross-sectoral
- Ø Open and honest discussion between practitioners, exchange of pragmatic experience with people who face similar challenges
- Ø The “give and take” approach: based on mutual exchange of ideas between all members

Who can participate to EIRMA activities?

- Ø Any company carrying out R&D in Europe can join EIRMA and benefit from the self-learning opportunities
- Ø All managerial staff – junior to senior – of member companies are able to take advantage of our resources and networks.

In a Nutshell...

How is EIRMA funded?

EIRMA is an independent, not-for-profit body

Members fund EIRMA through their membership and meeting participation fees

We receive no public subsidies, although we do take part in some sponsored projects

Who runs EIRMA?

EIRMA is a **member-led** association:

Ø Member companies elect a Governing Board, which define strategy and oversees an Operation Team of six people based in Paris who handle all day-to-day activities

Ø A Programme Planning Committee of experienced R&D managers in member companies selects relevant topics in the programme

In a Nutshell...

Is EIRMA a “lobby organisation”?

No!

- Ø Our focus is on helping you learn what works well and communicating this insight
- Ø We do work with public authorities on ways to improve the environment for R&D, but it is not our job to represent the interests of specific companies

Is EIRMA a “think tank”?

Not really.

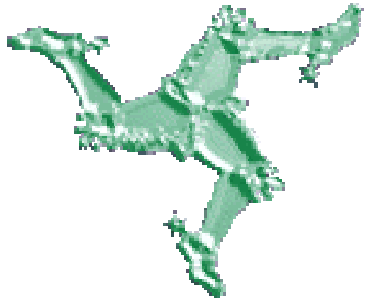
- Ø Think tanks usually employ people to do research for others
- Ø We concentrate on helping members to learn from each other and translate this understanding into a form that is most useful for our members.

How do we make this happen?

Three Complementary Legs

Programme of events

15-20 meetings a year in various forms



Publications

Electronic and printed information
(Website, EIRMA Insights from meetings,
Various reports...)

Outreach

Public policy work at European and International levels
External talks, sister organisations, etc.

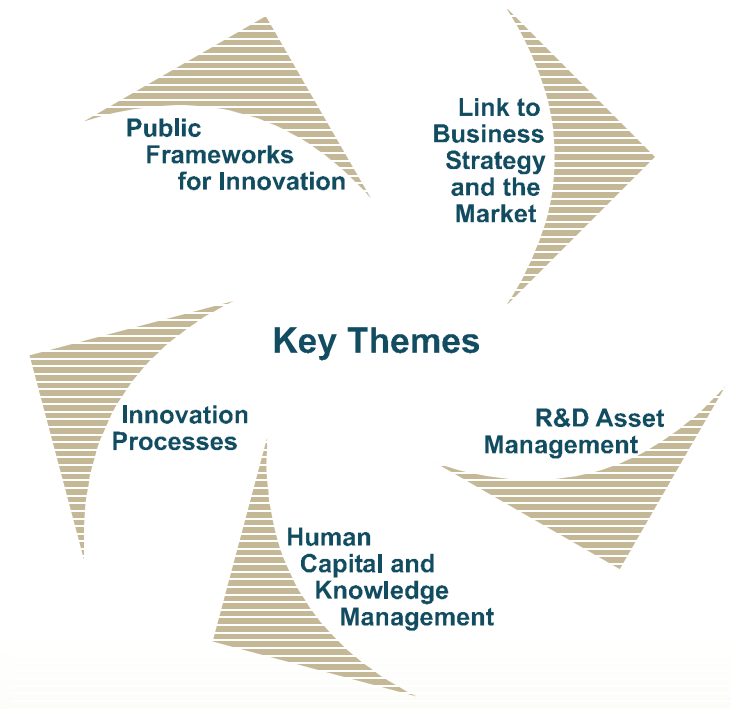
Provide a balanced overview,
make effective use of members' time and effort,
help achieve synergies, demonstrate impact and value

Key benefit: Awareness of what your peers are doing

EIRMA networks are sustained by our programme of activities which are organised around five main themes:

Innovation Processes

- *Link to Business Strategy and the Market*
- *R&D Asset Management*
- *Human Capital and Knowledge Management*
- *Public Frameworks for Innovation*



*As a member, your biggest and best information resource is the **network of people** who form the Association*

Engaging in public outreach activities

Ensuring the competitiveness of Europe in an increasing global environment

Working with others who help to determine the effectiveness of business-led R&D and innovation:

Ø European Commission, OECD, national governments

For a better and more effective environment for business R&D and innovations

Ø Universities and Public Research Organisations

For establishing more effective collaboration & knowledge exchange

For ensuring that people are well prepared for careers in the industry

Examples: “Responsible Partnering” initiative; “Doc Careers” project with EUA...

Eligibility to join EIRMA

Ø Any company that carries out R&D in Europe to support its own products and services

Ø By invitation, other companies and similar that make a significant contribution to the effectiveness of innovation and market-oriented R&D

Ø By invitation, a limited number of Individual Memberships are offered to key people professionally active in the field

Costs of Membership

Annual membership fee is related to the member's total consolidated sales

- Ø Feescale ranging from 1 435 € to 8610 €
- Ø Covers the running costs of the secretariat, preparation of meetings, communications (printing & distribution of reports, etc.)

Participation fees for each activity

- Ø Cover any financial costs associated with running the event (between 400 and 1000 € depending on the type, duration of activities)
- Ø “Give-and-take” philosophy:
Speakers, chairmen and participants pay the same meeting fees

A Governing Board drawn from Industry

President :

Dr Léopold Demiddeleer, Director of Future Businesses, Solvay

Past President:

Dr Leif Kjærgaard, Founder, Leif and Food Science

Members:

Mr Hans Dröge, Senior Vice President R&D to the Regions, Unilever

Dr Carlos Härtel, Director, GE Global Research Europe

Dr Matthias Kaiserswerth, Director, IBM Research GmbH

Dr Kari Knuutila, Senior Vice President – CTO, Outotec Oyj

Want to know more?

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