



# 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 100+ 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 defines strategy and oversees an Operation Team of five people based in Brussels 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 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.

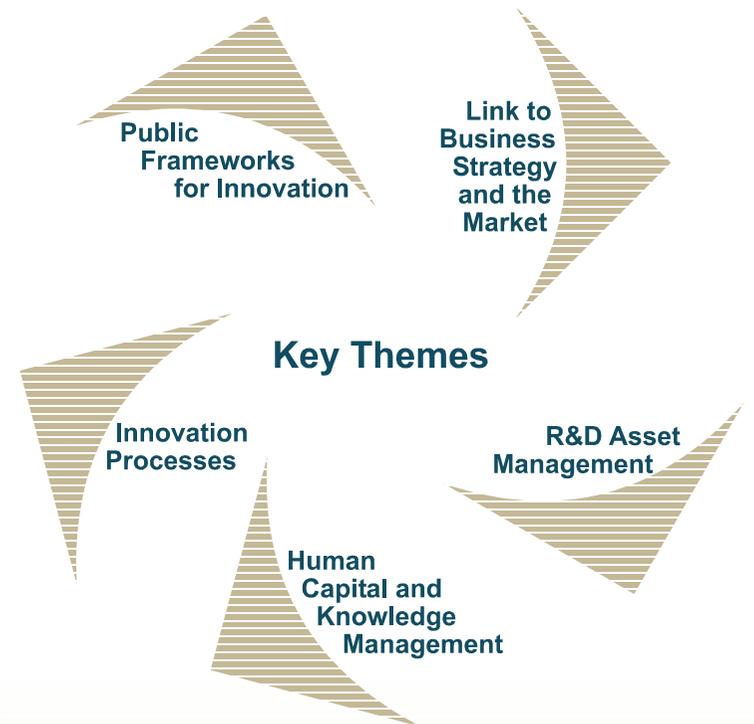
Provide a balanced overview,  
make effective use of members' time and effort,  
help achieve synergies, demonstrate impact and value

## 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 1 570 € to 9 420 €
- Ø Covers the running costs of the Operations Team, 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 500 and 1000 € depending on the type, duration of activities)
- Ø “Give-and-take” approach for every participant  
No registration fee for speakers and chairmen

# A Governing Board drawn from Industry

## **President :**

Dr. Carlos Härtel, Director, GE Global Research Europe (Germany)

## **Past President :**

Dr. Léopold Demiddeleer, Founder & Administrator of TechBridgeOne SPRL,  
Honorary President of EIRMA (Belgium)

## **Vice Presidents:**

Ms Carla Hilhorst, VP R&D Foods Europe Deploy & Global Specifications  
Unilever (Netherlands)

## **Members:**

Ms Anne-Christine Ayed, VP Research&Innovation, Tarkett (Luxembourg)

Dr Ernst Lutz, past CTO Sulzer (Switzerland)

Dr Hedi Fagerholm, Chief Technology Officer, Kemira Oyj (Finland)

Dr Matthias Kaiserswerth, Vice-President Europe, IBM Research (Switzerland)

# Want to know more?

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