Inward Investment and International Networking – Two sides of the same coin –

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Science Parks as tools for Inward Investment and Soft Landing
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Mjärdevi Science Park
Inward Investment

- Central Focus of Local/ Regional/ National Economic Development

- Main Focus of Science and Technology Parks

Strengthen the local Business
International Networking

- Pathway to international understanding

- Key to connect relevant actors in the global market

Base for Inbound and Outbound Business
The Case

Heidelberg Technology Park
International Networking

- Membership in International Associations
- Council of European BioRegions
- Sisterpark Network
- San Francisco Office
- International PartnerPort
Membership in International Associations

- International Association of Science Parks (IASP), Headquarter: Malaga, Spain
- Biotechnology Industry Organization (BIO), Washington, D.C., USA
- World Technopolis Association (WTA), Daejeon, Korea
Council of European BioRegions
Sisterpark Network

27 Partners in America, Asia, Europe

A worldwide alliance to explore international markets and to offer information, collaboration and partnering.
San Francisco Office

HEDA
San Francisco Office
Technologiepark Heidelberg GmbH
50 California St.
Suite 1500
San Francisco, CA 94111
International PartnerPort

The soft-landing point

- EU/ German Home Office
  - Virtual Offices
- Services
International Networking

Results

- Inward Investment increased?

- International Business developed?
International Networking

Opportunities

- for Inward Investment

- for Outbound Business
International Networking

Not a One-Way-Road

A successful inward investment strategy in a globally connected world always needs to be combined with encouraging and facilitating outbound business.
All business is global

All business is local
Our Local Business is where our international Partners are.
Science and Technology Parks

- Not only a tool of Local/Regional/National Economic Development (Inward Investment)

- Also a driving engine and a major actor to provide outbound business opportunities (International Networking)
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