

Value Networks in V4 countries for Automotive and Vehicle Industry

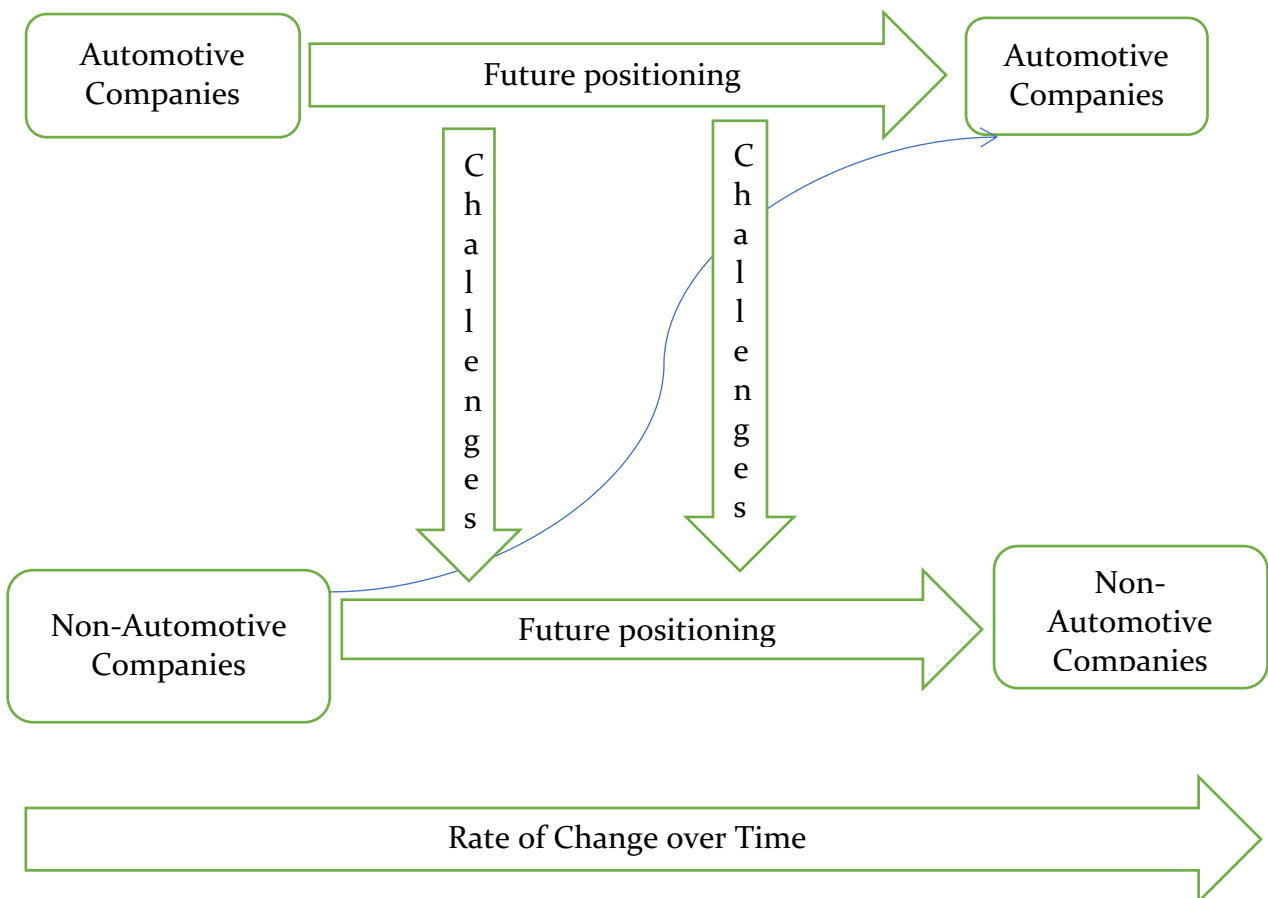
(Working title)

1 Current situation

The rate of change in the modern world is becoming faster and faster. Many SMEs are unable to keep pace with this change. They are always trying to catch up, which in turn leads to many SMEs becoming less competitive and less able to win contracts to supply goods and services. This can often lead to reducing profits and reduced capacity to invest in skills & innovation. The future for many SMEs is not looking hopeful.

2 Automotive Industry as an example

Positioning in the future Global Automotive Marketplace



Within the new modern economies, the value of intangible assets such as reputation for quality, reliability and technical expertise has increased and the old techniques and practices that focused on efficiency have become obsolete. In the 21st Century global economy, the “creation of value” and the “speed of innovation” are paramount to acquiring and maintaining a successful position in the market. Within this new context of globalised, complex, dynamic, and diversified economies, a new approach is required, e.g. by bringing SMEs together into small groups to form Networks that add and create Value, they become more flexible, have more capacity, increased competences and the ability to compete more effectively.

3 What next?

This project proposes to: -

1. Identify key intermediary organisations in the V4 countries to debate the merits of this new approach through a series of facilitated workshops,
2. Draw conclusions and to develop a strategy to create a minimum of 4 Value Networks (one in each partner country),
3. Identify and invite between 5 and 8 SMEs in each partner country to workshops and discuss the benefits of forming Value Networks to strengthen their position in the market place,
4. Develop and agree a plan of the steps required to form Value Networks,
5. Bring all the intermediaries and SMEs together to officially launch at a high-profile event, a) the 4 Value Networks and b) to launch a Network of all 4 Value Networks to increase collaboration and exploit business opportunities.

4 Key Tasks

The key tasks for the project are outlined below, together with lead responsibility allocated per task, to the different partners (to be agreed and confirmed).

No	Description	Responsible Partner
1	Launch event – bring together all the partners and appropriate intermediary organisations together to launch the project, to agree the detailed delivery plan and agree timescale.	Partner 1 - Hungary
2	Design, develop and deliver workshops in each partner country to bring SMEs on-board, to form a Value Network in each partner country.	Partner 2 – supported by Partner 1
3	Develop approach to be adopted to bring the SMEs on-board, including identifying the benefits, developing key messages and identifying potential SMEs to be	Partner 3 – supported by Partner 1

	invited to form the Value Network in partner countries. Key messages to include the benefits of working collaboratively in networks.	
4	Develop and agree the mechanisms and tools we will use to a) form the 4 Value Networks and b) create a Network of the 4 Value Networks to encourage cross border collaboration.	Partner 4 – supported by Partner 1
5	Final project event to launch the 4 Value Networks and 1 cross border network of the 4 Value Networks and agree steps going forward.	Partner 1 – supported by all partners

5 Project Duration and Key Milestones

The project is planned to be delivered over 18 months.

Milestone No	Description	Responsible Partner	Month
1	Project Launch (duration 2 days) – series of workshops.	Partner 1 - Hungary	1
2	Develop an approach to identify and bring SMEs on-board to form Value Networks.	Partner 3 – supported by Partner 1	2 to 3
3	Deliver workshops in each partner country to bring SMEs and all appropriate intermediary organisations on-board (duration 2 days in each partner country).	Partner 2 – supported by all Partners in their respective countries	3 to 6
4	Prepare a development programme to work with the SMEs in the 4 Value Networks to improve the competencies, capacities and competitiveness of the SMEs and Value Networks	Partner 3 – supported by Partner 1	4 to 7
5	Develop the mechanisms and tools to form the 4 Value Networks and a network of the 4 Value Networks and encourage cross border collaboration.	Partner 4 – supported by Partner 1	4 to 7
6	4 Value Networks formed (1 in each partner country).	Partner 2 – supported by all Partners in their respective countries	9

7	Deliver the development programme to strengthen the SMEs, the 4 Value Networks and the network of Value Networks.	Partner 1 – supported by all the other partners	10 to 16
8	Develop strategy going forward to continue to support the 4 Value Networks and the network of the 4 Value Networks.	Partner 1 – supported by all the other partners	15 to 17
9	Identify and secure resources required to continue to support the SMEs and networks going forward.	Partner 1 – supported by all the partners	15 to 17
10	Support SMEs to develop strategic plans for their businesses going forward.	Partner 1 – supported by all the partners	15 to 17
11	Final event to launch the 4 Value Networks and network of the 4 Value Networks and agree the next steps going forward.	Partner 1 – supported by all the other partners	18
12	Move to next phase		

Planned outcomes: -

1. Development strategy and method for further development;
2. 4 Value Networks (one in each of the V4 countries);
3. 20-28 SMEs and organisations participating in initiative;
4. 20-28 strategic plans.