



# **IMP<sup>3</sup>rove – Euromed in Egypt**

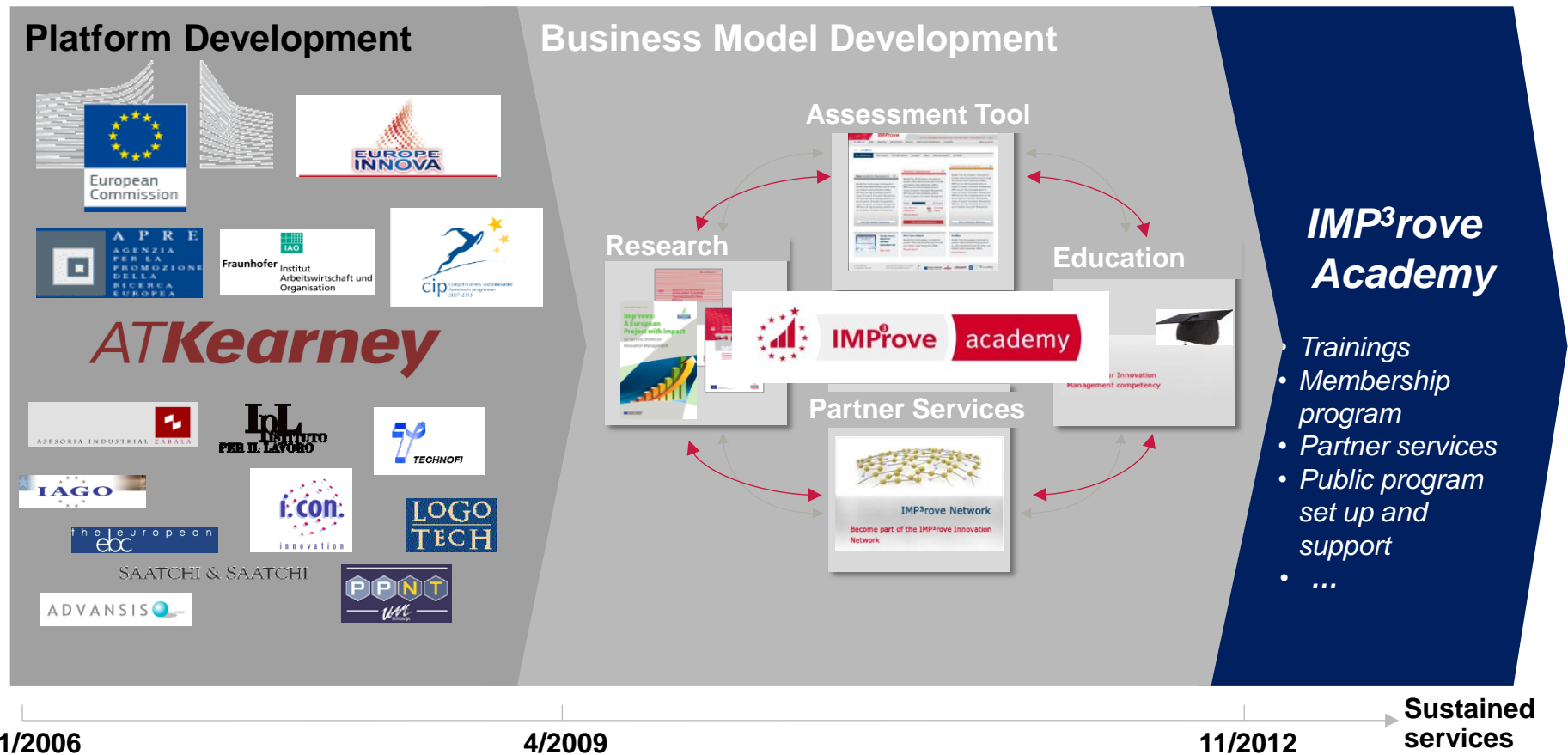
*Ewa Ali*

*17<sup>th</sup> March 2013,  
Technology Innovation and Entrepreneurship Center*

*Cairo Smart Village, Egypt*

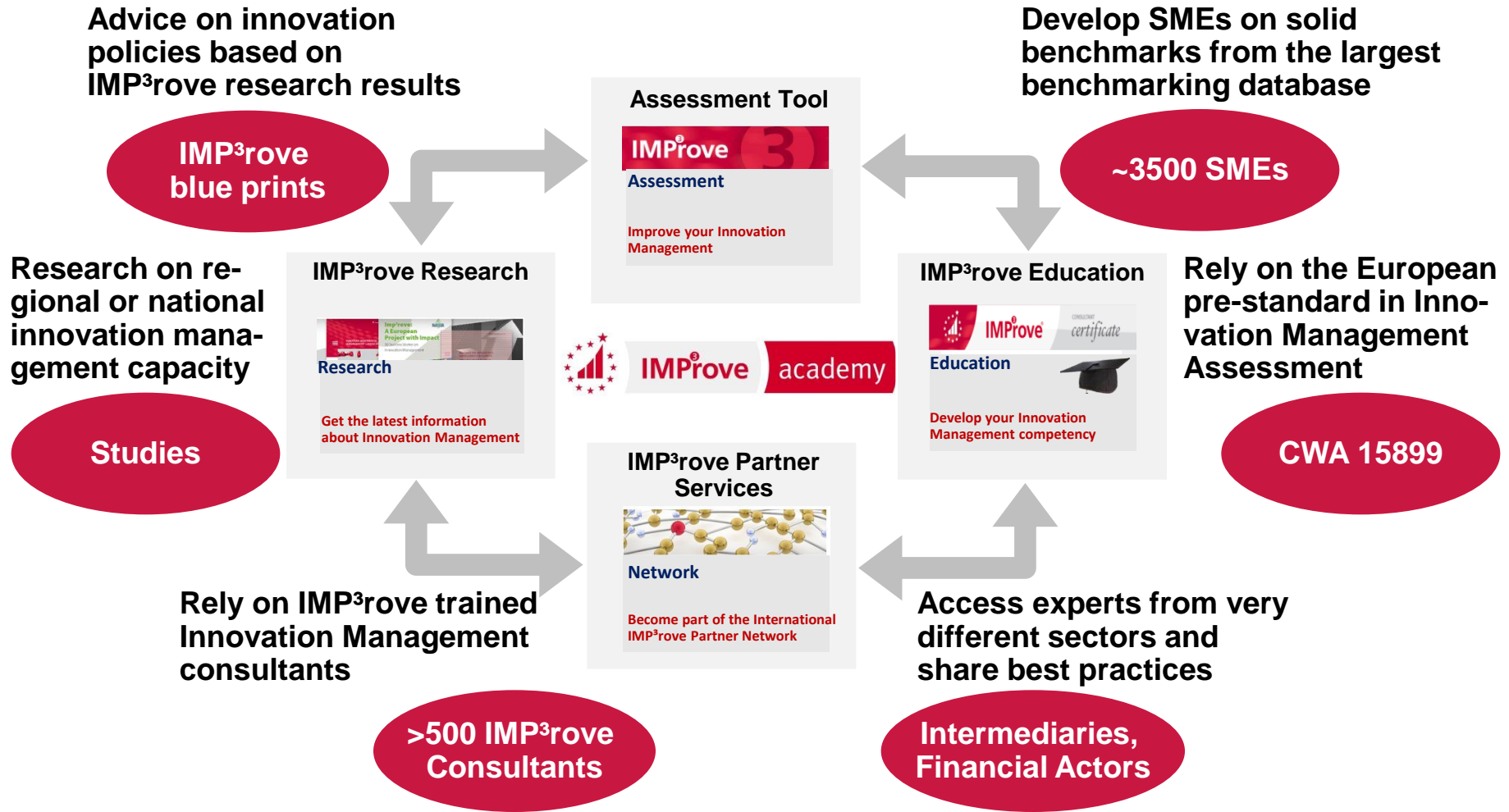
# IMP³rove is the initiative of the EC<sup>1</sup> to *IMP*rove *I*nnovation *M*anagement *P*erformance of SMEs with sustainable *IMP*act

## The IMP³rove European Innovation Management Academy Evolution



1) European Commission, Directorate General Enterprise and Industry  
 Source: IMP³rove Academy, 2013; www.improve-innovation.eu; IMP³rove is a registered trademark

# The IMP³rove Academy's offerings will be leveraged for the development of better IM<sup>1</sup> support in Egypt



1 IM = Innovation Management

Source: IMP³rove Academy, 2013; www.improve-innovation.eu; IMP³rove is a registered trademark

# IMP³rove – Euromed project aims at increasing competitiveness through innovation management in the MENA region

## Objective and duration of the IMP³rove Euromed project in Egypt



**Creating awareness of the benefits of high proficiency in innovation management as driver for growth and wealth**



**Increasing the knowledge in innovation management and innovation management consulting**



**Inclusion of Egyptian enterprises, innovation management support providers and intermediaries**

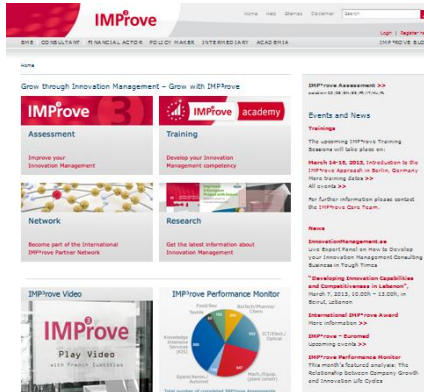


**Celebrating outstanding achievements in establishing strong innovation management capabilities in local companies**

**July 2014**

# The IMP³rove support services are designed to the needs of key stakeholders in Egypt

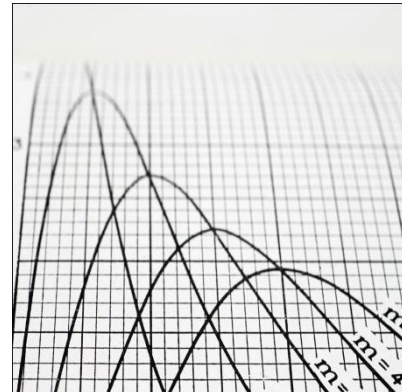
## IMP³rove Support Services



Involving all stakeholders relevant for innovation and competitiveness



Increased proficiency in high impact innovation management support



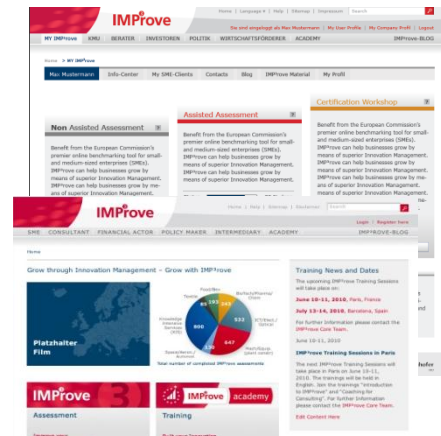
Transparency on current innovation management performance



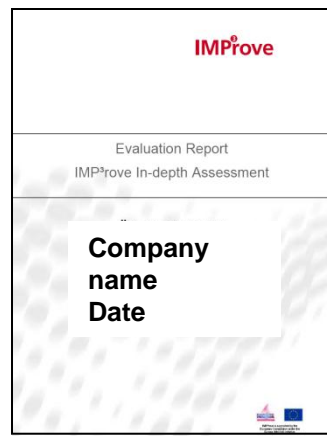
Promotion of innovation management excellence

# The IMP³rove Approach offers a systematic process aiming for improved innovation management performance

## IMP³rove Approach



**Covering all dimensions of Innovation Management and its economic results**



**Transparency on current Innovation Management performance**



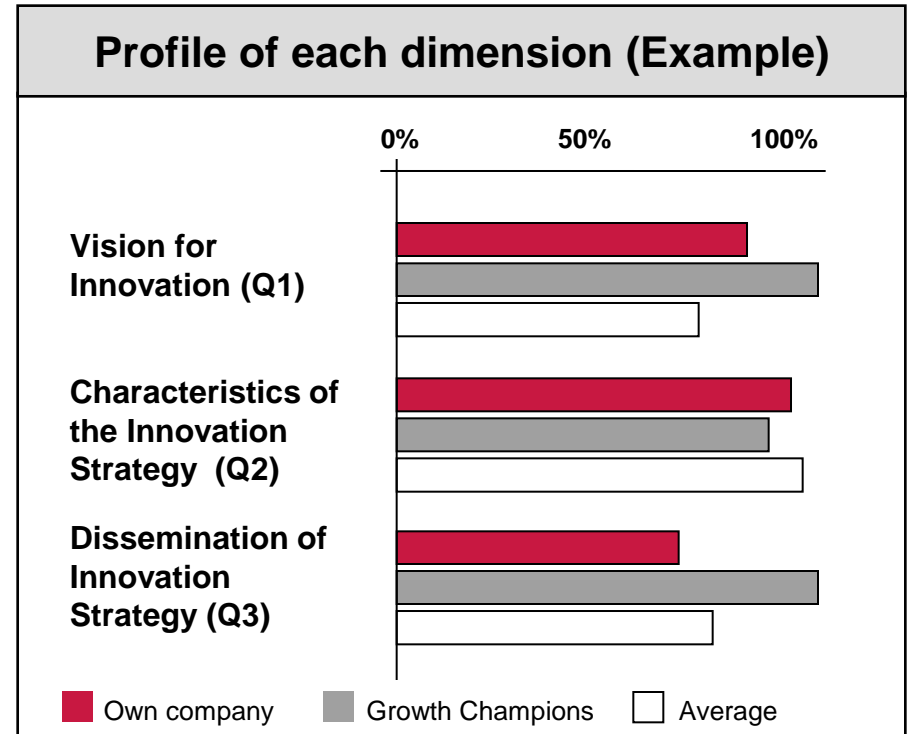
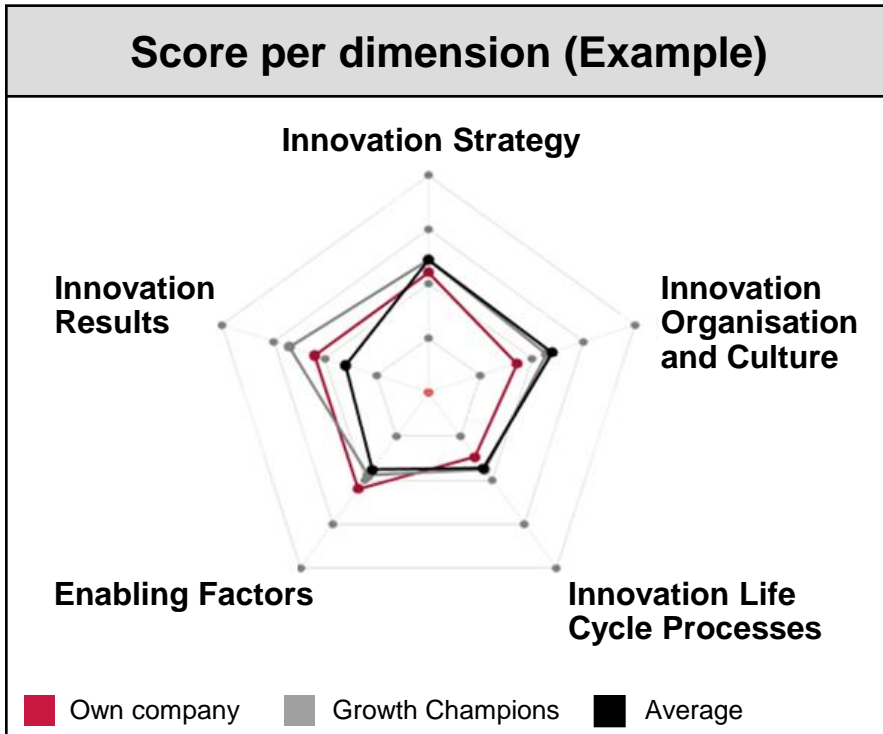
**Concrete measures with high impact on Innovation Management performance**



**Continuous improvement of Innovation Management for profitable growth**

# IMP³rove provides quick insight into the own performance relative to the Growth Champions and the Average

## Dimensions of the IMP³rove Assessment



**The score in each dimension points to the areas for improvement**

# IMP<sup>3</sup>rove – Euromed in Egypt will first focus on training and coaching of IMP<sup>3</sup>rove Guides

## IMP<sup>3</sup>rove training and coaching of consultants

Second cycle

First cycle



March 18-21, 2013

- Introduction to Innovation Management and the IMP<sup>3</sup>rove Approach – 4-day training in Cairo Smart Village



March - April, 2013

- Practical application of the IMP<sup>3</sup>rove Approach with Egyptian enterprises



May 5-6, 2013

- IMP<sup>3</sup>rove Coaching Workshop – 2-day workshop with IMP<sup>3</sup>rove Expert in Cairo Smart Village

### IMP<sup>3</sup>rove Guides

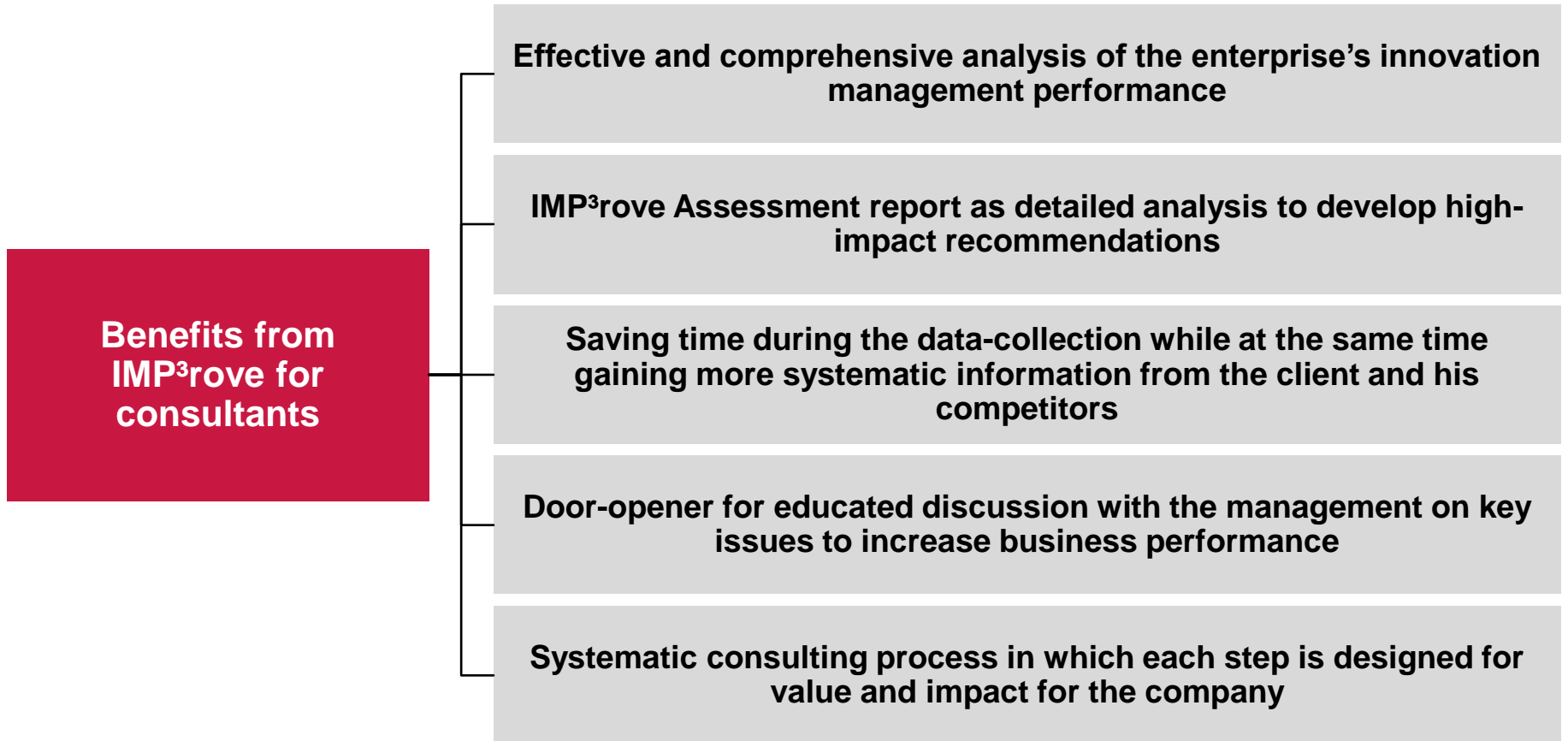
With comprehensive practical experience in supporting Egyptian companies to improve their innovation capabilities and competitiveness





# IMP3rove Guides will benefit from the IMP3rove services in many ways

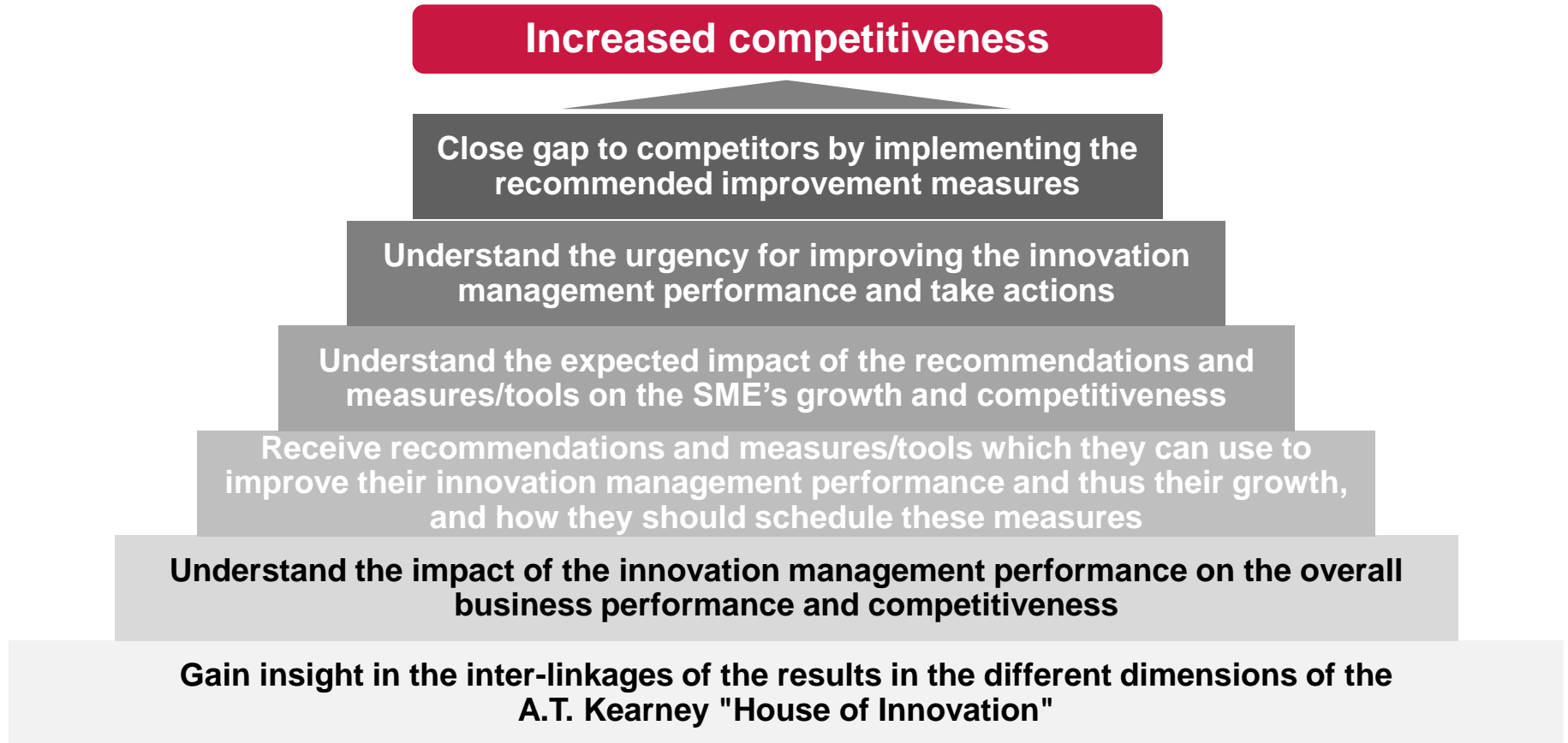
## Benefits for IMP3rove Guide





# It is proven: SMEs gain in competitiveness with the IMP³rove Approach

## Benefits for SMEs from the IMP³rove Approach

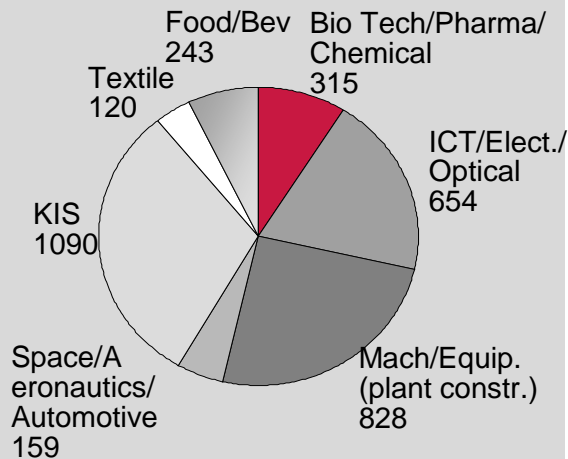


# With the IMP<sup>3</sup>rove you build your Innovation Management Assessment on the “Gold Standard”

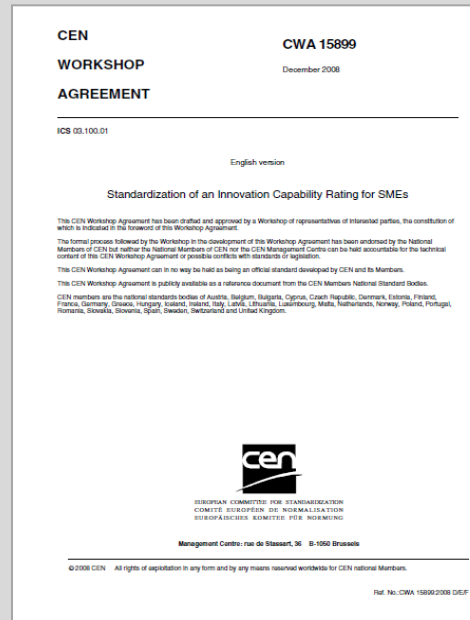
## IMP<sup>3</sup>rove Innovation Management Assessment as “Gold Standard”

Largest benchmarking database on innovation management

> 3,400 Companies



Part of the European Pre-standard in innovation management assessment



Award-winning approach of innovation management assessment





IMP<sup>3</sup>rove

award

# IMP³rove Award in Egypt is an excellent opportunity to celebrate success of innovative companies

## Benefits resulting from establishing IMP³rove Award in Egypt



### Objectives of IMP³rove Award in Egypt

- Creating visibility of the parties involved including SMEs, trained IMP³rove Guides, public authorities, media, and other institutions, and their active role in support of Innovation Management
- Increasing awareness of innovation management within SMEs
- Providing the patrons/sponsors a new attractive service offering
- Providing insights into the barriers and drivers of innovation management present in the national SME environment for better policy-making on innovation and competitiveness
- Ensuring an effective allocation of structural funds or other public funding programs



# We invite you to joint activities within the IMP<sup>3</sup>rove – Euromed Egypt

**IMP<sup>3</sup>rove** academy

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