

**Corporate R&D  
investment for the  
support of EU's long-  
term competitiveness in  
a context of green and  
digital transition**

22 May 2024



Alex Nussem - Secretary General  
European Industrial Research Management Association

# EIRMA

---

**EIRMA** is the **MEETING POINT** of:

**EUROPEAN INNOVATION & RESEARCH LEADERS** aiming to share and improve practices – in view of generating multidisciplinary **INDUSTRIAL GROWTH, SUSTANABILITY** and **COMPETITIVENESS**

Programs:

- CTO / CVC Forums
- SIGs and TaskForce
- Conferences
- Webinars
- Market Place
- Digital CVC platform
- Worldwide R&I Collaboration (W-FIRA)
- EU Technology Projects (ex: ATTRACT) and more..



# Long and Historic Membership

---



# INDUSTRY OVERVIEW

- **The Score Board is an excellent benchmarking tool for R&D managers** (serve not only public policies but also as a communication tool between public and private stakeholders)
- **Data highly aggregated** (simplicity and focus is useful)
- **Lag effect indicator between R&D investment and Company value** (5 years)
- **Contribution of SME's** (analysis in Value Chain segment)
- **StartUp creation and related funding instruments** (incl. private funding (VC/CVC) and Public Funding)
- **EUROPE "GREEN DEAL" (EGD)**

Defining suited KPIs is critical for EGD success - notably in areas of EU infrastructure like:

- High-Speed Communication
- low/zero CO2 transportation

## Current challenges for competitiveness ( Value discussion):

- - **Energy policies**
- - **Supply Chain – Reshoring?**  
(Experimenting with new trade and investment policies is risky in the middle of a deep economic crisis and growth of protectionism. A soft version of a reshoring strategy would need to build on a sound business rationale for firms to engage in reshoring (scope for competitive domestic production, improved risk management, consumers ready to pay a premium, niche markets, responsible business conduct, etc.). Supportive policies for such a strategy could include improvements in business conditions, including investments in education and skills, innovation, infrastructure, collaboration, market integration, etc.)

## Research – WHERE? :

**AI / Quantum / Sustainability / Health / Semi Conductor / EU space & defense**  
research / policies (Inn. Factor - Competitors USA, China invest massively)





THANK YOU

---