



Benefitting from sectorial advantages vs. creating new sectors: what we can learn from the research cases?

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Introduction of discussion in brief:

- 1. *Market sectors: where to find new idea?*** The intuition, or strong knowledge, or advise, or example
- 2. *Panel discussion:*** short presentation of each research unit: researcher-company (8-10 min)
- 3. *The free exchange of meaning*** of work and entrepreneurial experience and research organization and lessons from companies from 4 countries (large and small)

Questions for discussion

- Main market environment factors in your country, what help for the Champions to set up business (economic, education level, competition, continuation of tradition, social, cultural, technological/innovation)
- Where do they find the idea of new market, product? (in General? In particular?)
- What new market sectors/niches discovered?

We are on maps:

- **Belorus :**
 - Champions...
 - Researchers...
- **Croatia**
 - Champions...
 - Researchers...
- **Machedonia**
 - Champions...
 - Researchers...
- **Russia**
 - Champions...
 - Researchers...



Conclusion: “Super Nichists”?

Motivations:

- Advantages of competences and excellence
- The public-less politics (to be quite and close)
- Specialization of unique talents
- Self-reliance (no subcontracting, no strategic alliances, no outsourcing...)

Why they became “Super Nichists”?

- Right time, right place, right people...?
- Combination of education, experience, personal and management talents
- Recruitment outstanding people, develop talents
- Partnerships
- Right combination of technology and marketing

What will be the future of HC in our countries?

What we are learning from Hidden Champions in our countries and CEE?

- Researchers?
- Champions?
- Business?
- Society?
- Education?
- The world market?
- ???

