

Arnold

G.E.C. 17,000 engineers + scientists

Research → Production → Consumer.

Demolish organizational barriers.

Research → management → marketing.

* Research establishments - please note.

Last year buying only partial funds
to future.

Development programmes - set targets

Need commercial success - not only
solⁿ of technical problems.

Maneri Budget of years from research
to market.

High Tech - expensive.

- number selected in X-pub markets

Optical fibres, - now
- young ventures -
managing director of
Optical Fibres Ltd.

Schools Universities - two way flow
of data.

Small Co's - Pyramid structure as
in Japan

Most small co's not so significant.

Diff. schemes - most effective in regard
of movement programmes

They - useful innovations.

* Tariffs 7.6% into G.P.C. 14.7% into U.S.

Low cost Investment - not useful
Bid likely contribute to loss.
desire to destroy its own
contribution

Dr. Harvey - Jones.

Chemical Industry

↳ Target.

Re. Perception of Marketing Need

→ - very innovatory

Large financial resources.

No shortage of risk capital.

But large risks on large amounts of money

Need staying power for long haul.

Polythene, polyester, - could not force multiple use.

Product - Market Development.

Years of persistence to bring their products to the market.

3 out of world's top 6 drugs invented in UK

Need to be selective in areas of high technology

e.g. Information Technology

[1] job, choose, job &
select right]

Open up channels of communication
& contacts between people

Wider range of links with Universities
than any other company.

Key - end products best to compete with
other countries.

Sound, involving small. bus.

Welcome ALWAY. (ALWAY) research.

Necessary to move with speed.

Developed high rate. - speed is key
market opportunities.

Man^t commercial opportunity.

Small Co's. -

Indeed

MOI - Half of output of electronic industry,

Debra sales \int 2 billion a year.

4th place after U.S. France U.S.S.R.

No substitute for eye & will to see opportunities
and to exploit them.

R.S.P.E. - Pilot scheme - profitable ideas
with commercial potential.

- Summarize initiatives chosen as letterhead.

3 -

Financial incentives

Needs special letters to find niche in
civil market.

What comes from MOI \rightarrow Private sector

Small Co's better.

The Durban - Underway

Innovation - the protection
exploitation of invention.

Change

San Antonio Trade

- Intellectual Property.

Survival requires strict
vigilance

Design - fundamentally
important.

Small business. 'Pratish Vana.

Agreement.

City - call to - more cosmetic than
practical.

Peter Michael - United Kingdom's Industries
not right with U.K.

From chemi look forward
of highly intellectual people.

Center of excellence in Universities

Research - light weight - not heavy-weight

Release: Brit. Telecom

Marketing Costs

Walter Reuther

Technology led.

Market led. innovation.

90% pro-market led side

Per. Dev. Demos. Design Products
Customer led information.

Management - Some have to think.

Lord Cullen - Wrong account of
method.

→ - M01 - Contract conditions
High quality engineering in auto service

Medford Tech. Nuclear - Aerospace mostly
semi det R&D.
Risk - not much

Capra

→ Solid State approach

Sir Peter Richards

Unconvinced - continues to be
sensitive to the
needs of the time.

Transitor -
- solid state physics,
- mechanics - of polymerisation,
- study of fracture loads

Must preserve quality of fundamental research

DESIGN - Industry

Integration

SECURITY - step to by on
own.

'leave a stream for 3 years

University - Industry → Mutual confidence
& collaboration

~~Are we satisfied~~

Co's enough time to
senior management to
keep in touch

Sweden

- After war

Pursuit of more & whether
had
will not now do.

Young companies - particular advantage
- no large investment in old
technologies.

Need strong established firms as well
as new ones.

Key components & actively follow.

Unconvinced . Innovation always
builds on existing technology

Key: - served well but not well enough
- everyone should be taught
TECHNOLOGY

Person right
- portable,

Some tax changes in
new business.

Share options,

One flat rate for income.

Private firm co's will continue
to shed stuff.

Dr. Ingham - worked for Lotus,

Intuitive engineer of modest
eduⁿ

Capable of thinking & reasoning

- enjoy thinking - difficult to
avoid doing.

Govt & ind. have euphoria for
electronics research.

All electronics have to end up with
a mechanical device

Britain - inability
to go for
science → products that will
sell

Plain, design, product engineering, problem.

Sold technology on the cheap.

Long term market strategies.
to keep down unit-costs.

All progress due to extremely gifted people.

—
Vast expansion of Universities in 50's & 60's
for academic research
has needed up decline of British industry
since world war II

Used to recruit 5-star performers at age 11 -
because of the fact that they had to work

Then went to night-school
Practical Training attached to night school & day release -
- the best training

No practical with theory now
except by employing graduates.

Terence Parrott. - Customer potential wants
Need to cope with change

Behind Open is per capita growth of economies
Academic research

Brookings groups - needed

ACORN computer. - Silicon valley phenomenon.
in Cambridge.
Good consulting arrangements.
Share option schemes.

Ph. Duckworth -