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## BENEFITS FOR COMPANIES CO-OPERATING WITH HEIS AND RESEARCH CENTRES

By cooperating with HEIs and research centres companies/SMEs have a lot of benefits. The list below highlights the top 10 motivations:

**1** **HAVING ACCESS TO UPDATED KNOWLEDGE TO DEVELOP INNOVATIVE SOLUTIONS**

Cooperation of SMEs, HEIs and research centres ensures knowledge transfer and enables to develop and implement innovative solutions. Cooperating with HEIs also opens the door to academic and scientific knowledge, research and facilities.



**2** **ACCESS TO A CREATIVE THINK-TANK**

Collaboration in research and development includes joint R&D activities, contract research, R&D consulting, cooperation in innovation, joint publications with firm scientists/researchers, joint supervision of Bachelor, Master or PhD theses and projects in cooperation with business.



**3** **FUNDING INNOVATIVE INVESTMENT IN THE T&C SECTOR (FACILITATED ACCESS TO FUNDING)**

Entrepreneurs appreciate financial support to innovation offered at national and EU levels. EU funds facilitate the investment and development of new activity areas.



**4** **HAVING ACCESS TO NEW MANAGEMENT IDEAS FOR ENTERPRISES IN THE T&C SECTOR**

The participation of entrepreneurs in training courses in innovation management techniques is critical for building the competitive advantage of enterprise



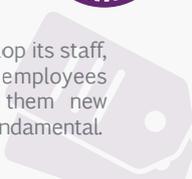
**5** **POSSIBLE COOPERATION IN JOINT VENTURES OF HEIS, RESEARCH CENTRES AND OTHER EXTERNAL PARTNERS, WHICH FACILITATE COOPERATION WITH ENTERPRISES**

from the sector in areas such as, e.g.: promotion of achievements, the use of consulting services, collaboration with self-government.



**6** **IMPROVEMENT OF KNOWLEDGE TRANSFER TO THE T&C SECTOR**

In order for any organisation to effectively develop its staff, it must improve their knowledge. Allowing employees to follow trainings offered by HEIs to give them new skills is fundamental.



**7** **DEVELOPMENT OF ICT TECHNOLOGIES IN THE T&C SECTOR**

Common application of CAD technology with 2D, 3D and 4D software in the clothing industry increasingly reduces costs of production preparation. Trends force out close collaboration with the HEIs and transfer of IT innovation, in particular to SMEs, as well as promotion of products through new ICTs and social media.



**8** **INCREASED CORPORATE SOCIAL RESPONSIBILITY (CSR) AMONG FIRMS FROM THE T&C SECTOR**

Together with increasing environmental awareness of the society requirements vis-a-vis SMEs with respect to environmentally-friendly practices increase. Customers are more and more interested in products and services that meet stringent environmental standards.



**9** **MULTIDISCIPLINARY APPROACH TO COMPLEX PROBLEMS**

Tomorrow's leaders must tackle challenging issues across different disciplines. A multidisciplinary approach facilitated by cooperation with HEIs can push the frontiers of knowledge. It will be a powerful engine for innovation and economic success.



**10** **IMPROVED IMAGE OF THE T&C SECTOR IN THE LABOUR MARKET**

Training staff in enterprises in cooperation with HEIs is an incentive when recruiting new staff. It reinforces the team spirit and helps in maintaining the required level of employment. Offers of training courses and internships improve the firm's position in the local community and its image in the labour market.

