



Developing a Vision Statement for
the industry:

The LT Innovation Agenda

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THE FORUM FOR EUROPE'S
LANGUAGE TECHNOLOGY INDUSTRY

[#1]

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INNOVATION



Innovation is the creation of better or more effective products, processes, services, technologies, or ideas **that are accepted by markets, governments, and society.**

..... **innovation** refers to the **use** of a new idea or method, whereas **invention** refers more directly to the **creation** of the idea or method itself.

From Wikipedia

In business terms:

Innovation implies changing business models to deliver better value for stakeholders.



What is it

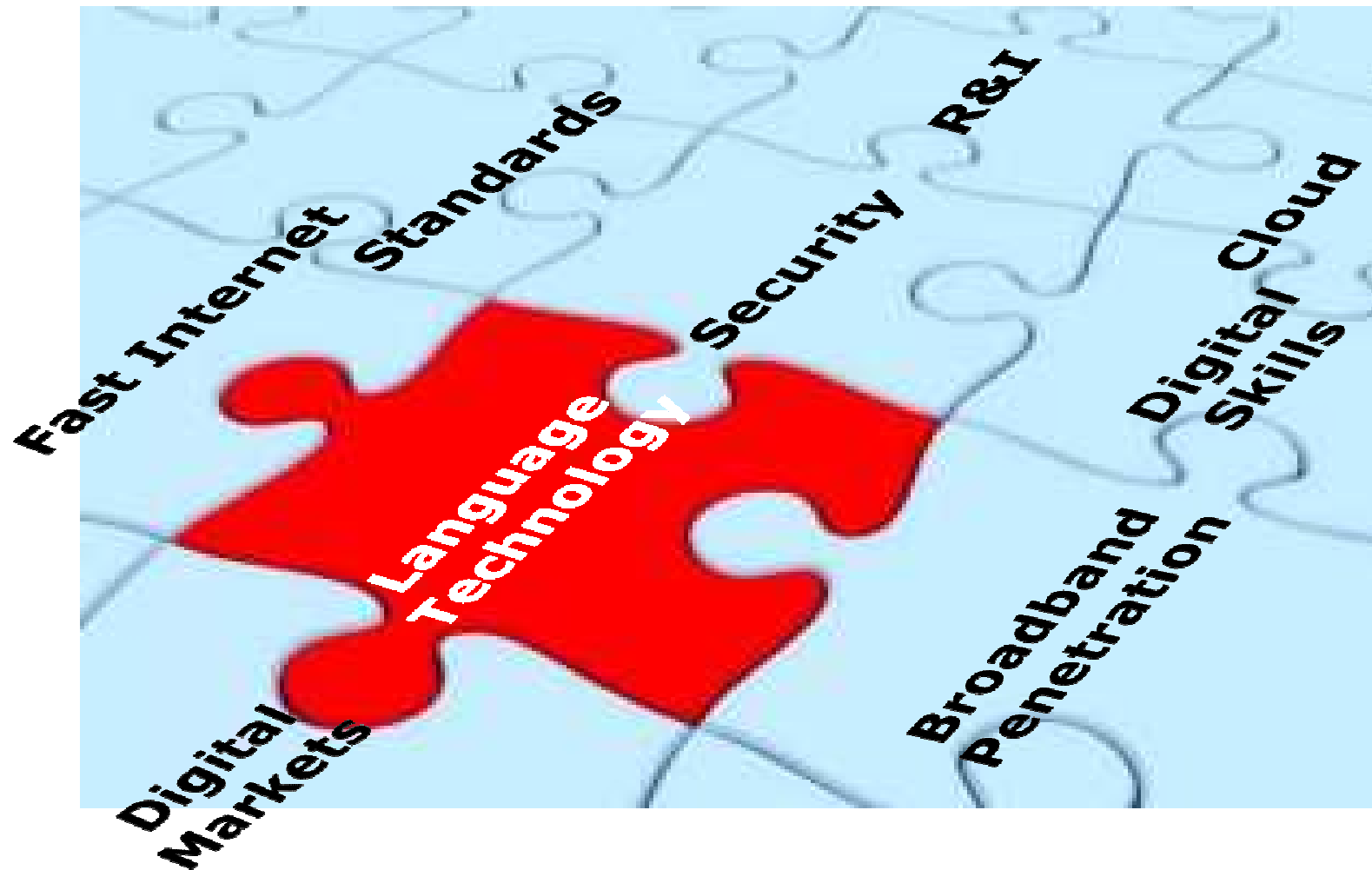


Set of Strategic Objectives

- ✓ Competitiveness & growth
- ✓ Position in vertical and linguistic market segments
- ✓ Industry structure and branding
- ✓ Resourcing

.....consolidate Europe´s LT industry as a global competitor

The Missing block



What is it (2)



Innovation ambition manifesto

- ✓ Fostering attractiveness of LT vendors' offering
- ✓ Unleashing growth potential
- ✓ Improving success rate competing with *800 Lb. Gorillas*

***...Creating new and better ways of delivering VALUE
to all LT industry stakeholders (healthy business
models)***

What is it (3)



Call to Action!

for all European LT vendors, to **engage in cooperation**:

- ✓ Generating competitive services offerings,
- ✓ Leveraging usage of key resources,
- ✓ Acting within and beyond Europe, and
- ✓ Delivering value to all stakeholders

.....to secure long term competitiveness

What is it & (4)



Making LT biz case clear to:

- ✓ Downstream industries
- ✓ Policy makers
- ✓ Applied research communities
- ✓ Other LT stakeholders

All must be on board, otherwise, the puzzle will remain incomplete.



Agenda Content



Core Analyses

1.Environment for EU LT Industry

2.Industry current dynamics

3.The Vision

4.Statement of required innovations

5.Assessment of the role of R&I

Agenda Drafting



Participative process

- ✓ Working groups (SIG)
- ✓ Forum meetings
- ✓ Demand and supply surveys,
- ✓ Interviews with industry players and other experts

Let us know your opinions and proposals!



THE END



THANK YOU!

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