FIELD RESEARCH

The aim of the research is to assess the innovation and enterpreneurship environment in the region of Central Macedonia. More specifically, regarding the innovation environment, the sufficiency of the potentials offered by the region was studied concerning the development of research and technology, the transfer of technology, the financing of innovation and the technological collaboration between enterprises. As concerns the enterpreneurship environment, the sufficiency of potentials provided by Central Macedonia to established enterprises was studied, along with whether the labour market of Central Macedonia displays satisfactory manpower skills. Furthermore, the adequacy of the opportunities that Central Macedonia provides in the fields of information science and telematics was also studied.

For the purpose of the research, 100 enterprises from the region of Central Macedonia were selected based on ICAP data. These enterprises were chosen based on their field of activity (sector), the number of people they employ, and their annual turnover, so that they be representative of the total of enterprises in the region. Questionnaires were sent to those 100 enterprises that had been selected. The questionnaires had been formulated in such a way as to accomplish the goal of the afore-mentioned research. Out of the 100 questionnaires sent out, 31 were returned and the processing was based on those. We should mention that, for the purpose of this research, the enterprises have been divided into two categories, based on their field of activity (sector): traditional (17 out of 31) and innovative (14 out of 31). The results are indicative of the prevailing trends.

## THE QUESTIONNAIRE

In the context of presenting the research data, 3 main question modules have been defined:

I. Innovation environment

II. Enterpreneurship environment

III. Information and telematics technologies

Regarding the innovation environment, 4 modules of questions have been defined, aiming at registering the possibilities that Central Macedonia provides:

A. For the development of research and technology

B. In the field of technology transfer

C. For the financing of innovation

D. For technological collaboration between enterprises

As regards the enterpreneurship environment, 3 question modules were set, concerning:

E-F. The adequacy of the possibilities provided by Central Macedonia to established enterprises

G. The potential of manpower in the Central Macedonia labour market

As regards the information and telematics technologies, 2 question modules have been set, concerning:

H. The adequacy of the possibilities provided by Central Macedonia in the fields of information technology and telematics

I. The activities of the enterprise regarding the internet, e-commerce, internal and external communication systems.

The results are presented separately for each question module, based on the structure of the report.

| ENTERPRISE CODE | |
|---|---|

| I INNOVATION ENVIRONMENT | | | | |
|---|---|---|---|---|
| **Are the possibilities provided by C. Macedonia adequate?** | | | | |
| **A. For the development of research and technology** | Absolutely | Sufficiently | Somewhat | Not at all |
| Regarding the existence of and the access to research and technology institutes and centers | | | | |
| Regarding the existence of and the access to universities units that develop research and technology | | | | |
| Regarding the existence of units that provide access to European research | | | | |
| Regarding the existence of research departments that belong to private enterprises and that provide research services to other enterprises for a fee | | | | |
| **B. In the field of technology transfer** | | | | |
| Do you consider the access to the Technological Park of Thessaloniki adequate? | | | | |
| Do you consider the access to the Aristotelian University of Thessaloniki research results adequate? | | | | |
| Do you consider the access provided by the Thessaloniki and Serres TEI to technological services adequate? | | | | |
| Do you consider that the system of technological information, developed in the Region of Central Macedonia, is adequate? | | | | |
| Do you consider that the level of technological services provided by consultant agencies in C. Macedonia is adequate? | | | | |
| Would the operation of the departments of Technological Development Corporations of the GSRT in Central Macedonia improve the transfer of technology? | | | | |
| Would the operation of the department of the Organisation of Industrial Property in Thessaloniki improve the transfer of technology? | | | | |

| C. For the financing of innovation | Absolutely | ufficiently | Somewha | Not at all |
|---|---|---|---|---|
| Do you consider that the activity of private banks in the field of financing innovation for the development of new products and production procedures is adequate? | | | | |
| Do you consider the mobilisation of operational risk funds in Central Macedonia adequate? | | | | |
| Do you believe that the incentives provided by the Law on Development and the programmes of the Region of Central Macedonia for the financing of innovation are adequate? | | | | |
| **D. For technological collaboration between enterprises** | | | | |
| Do you believe that you have adequate technological collaboration with other enterprises based in C. Macedonia? | | | | |
| Do you believe that you have adequate technological collaboration with other enterprises based outside of Central Macedonia? | | | | |

| II. ENTERPRENEURSHIP ENVIRONMENT | | | | |
|---|---|---|---|---|
| **Are the possibilities that C. Macedonia provides to established enterprises adequate?** | | | | |
| **E** | Absolutely | ufficiently | Somewha | Not at all |
| As regards the attraction incentives | | | | |
| As regards the enterpreneurial establishment infrastructures | Absolutely | Sufficiently | Somewhat | Not at all |
| As regards the regional policy for the support of enterpreneurship | | | | |
| As regards the financial services of the private sector | | | | |
| **F** | | | | |
| As regards the networks and infrastructures for the transport of products | | | | |
| As regards the support of exports | | | | |
| As regards the presence of raw material, product and services suppliers | | | | |
| As regards the enterpreneurial services provided by the private sector (marketing, business consultants, legal services, etc.) | | | | |
| **Are the skills of the manpower offered in the labour market of Central Macedonia satisfactory?** | | | | |
| **G** | Absolutely | ufficiently | Somewha | Not at all |
| As regards the degree of their specialisation | | | | |
| As regards the level of their knowledge | | | | |
| As regards their prior experience | | | | |

| INFORMATION TECHNOLOGIES & TELEMATICS | | | | |
|---|---|---|---|---|
| **Are the possibilities that Central Macedonia provides in the fields of information technologies and telematics adequate?** | | | | |
| **H** | Absolutely | Sufficiently | Somewha | Not at all |
| Regarding infrastructures, networks | | | | |
| Regarding manpower | | | | |
| Regarding the bodies of relevant services provision | | | | |
| | | | | |
| **I** | YES | There is no need | In the next 2 years | YES |
| Does the enterprise have an Internet site? | | | | |
| Is the enterprise active in the field of e-commerce? | | | | |
| Does the enterprise have on-line activities? | | | | |
| Is there an internal communication network in your enterprise? | | | | |
| Is there an external communication network in your enterprise? | | | | |