

Leveraging Indian-Dutch relationships for Innovation

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Background

- Hanze University of Applied Sciences
 - Professor New Business & ICT
 - Leading Professor Center for Entrepreneurship
- Foundation “De Pelikaan”
 - Board member
- Experience in: research and business management in ICT & Telecoms

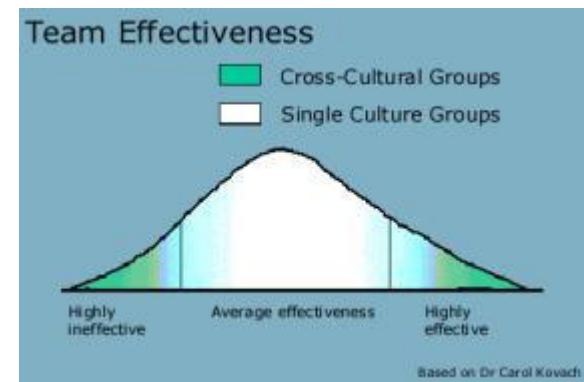


Intercultural collaboration



See e.g. research by Milton Bennett

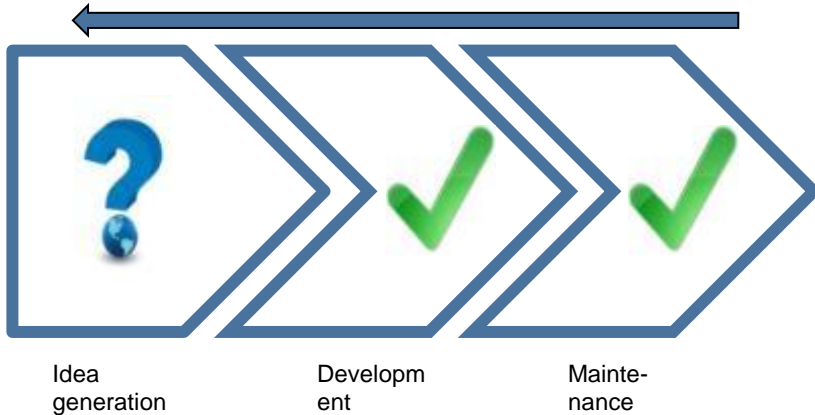
- Multicultural teams have more potential than a monocultural team
 - More variety in perspectives
- Keys to get at that potential:
 - Developing trust
 - Developing a new, common language and culture
- Mission of “De Pelikaan”: to create opportunities for young people to experience the potential of intercultural collaboration



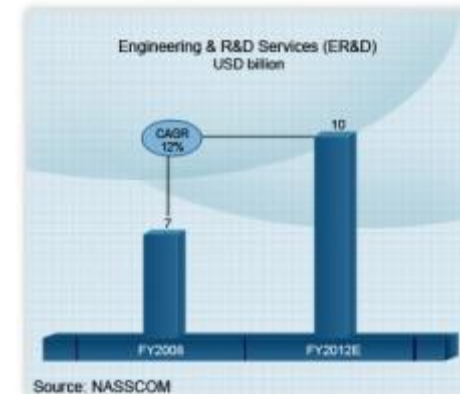
Learnings from ICT

Indian-Dutch collaborations in IT BPO outsourcing/offshoring

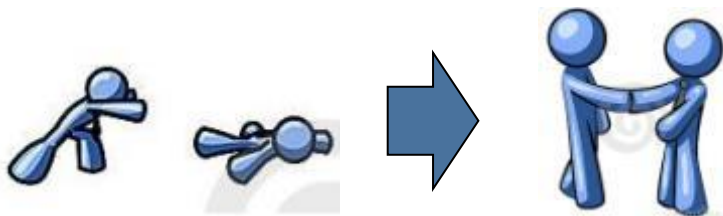
Increasing involvement



Involvement in innovation still low



From power-based to partner-based



Innovative ideas occur situationally

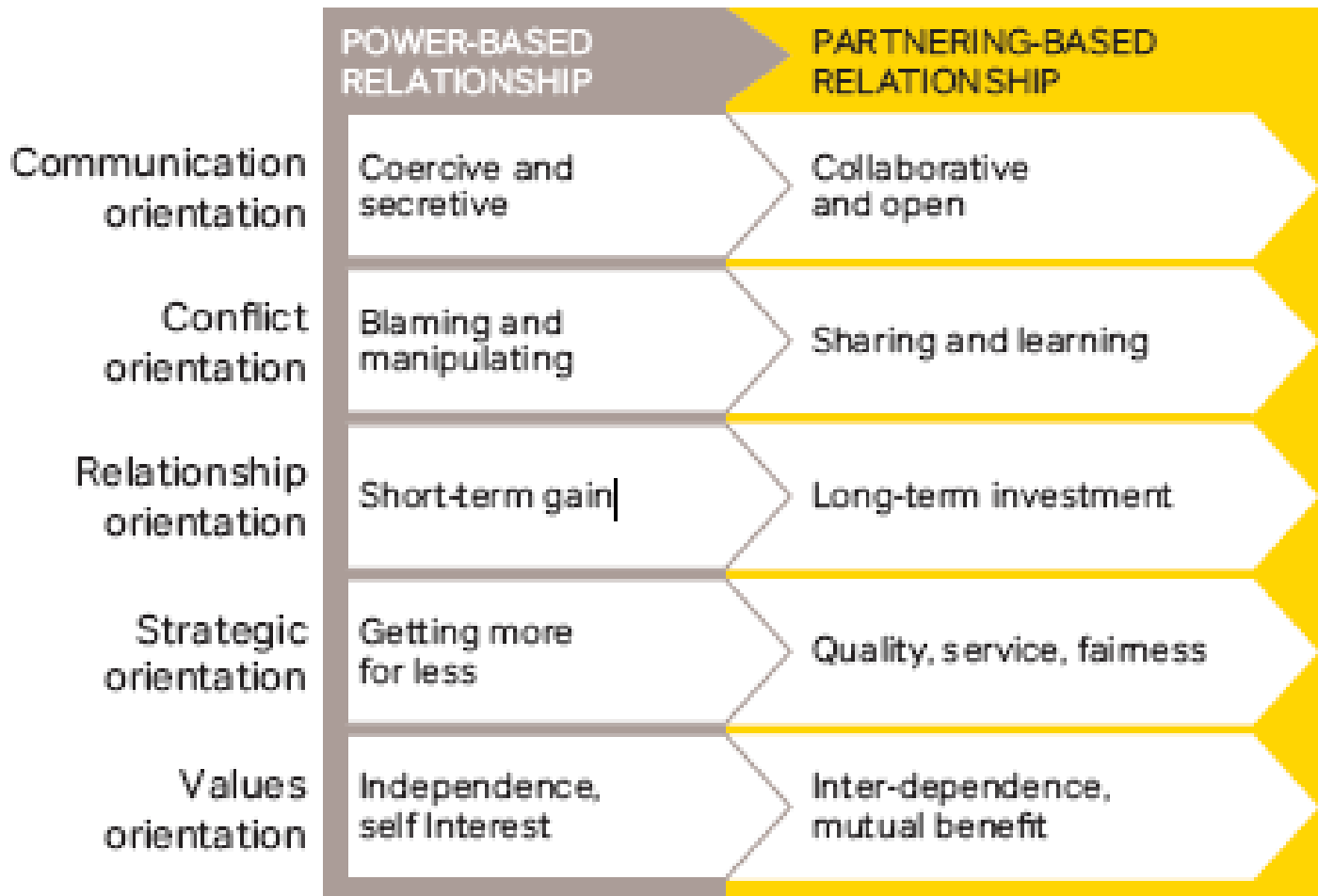
“Surely technology always promises something radically new, wholly unexpected, and unlike anything anybody has seen before. But in fact even when a product or service breaks new ground, it’s usually following a familiar trajectory.”

Thomas Goetz, How to spot the future, Wired, April 2012



Relationship styles

Style differentiation according to type of relationship



Source: Cullen and Willcocks, 2003



Innovation needs



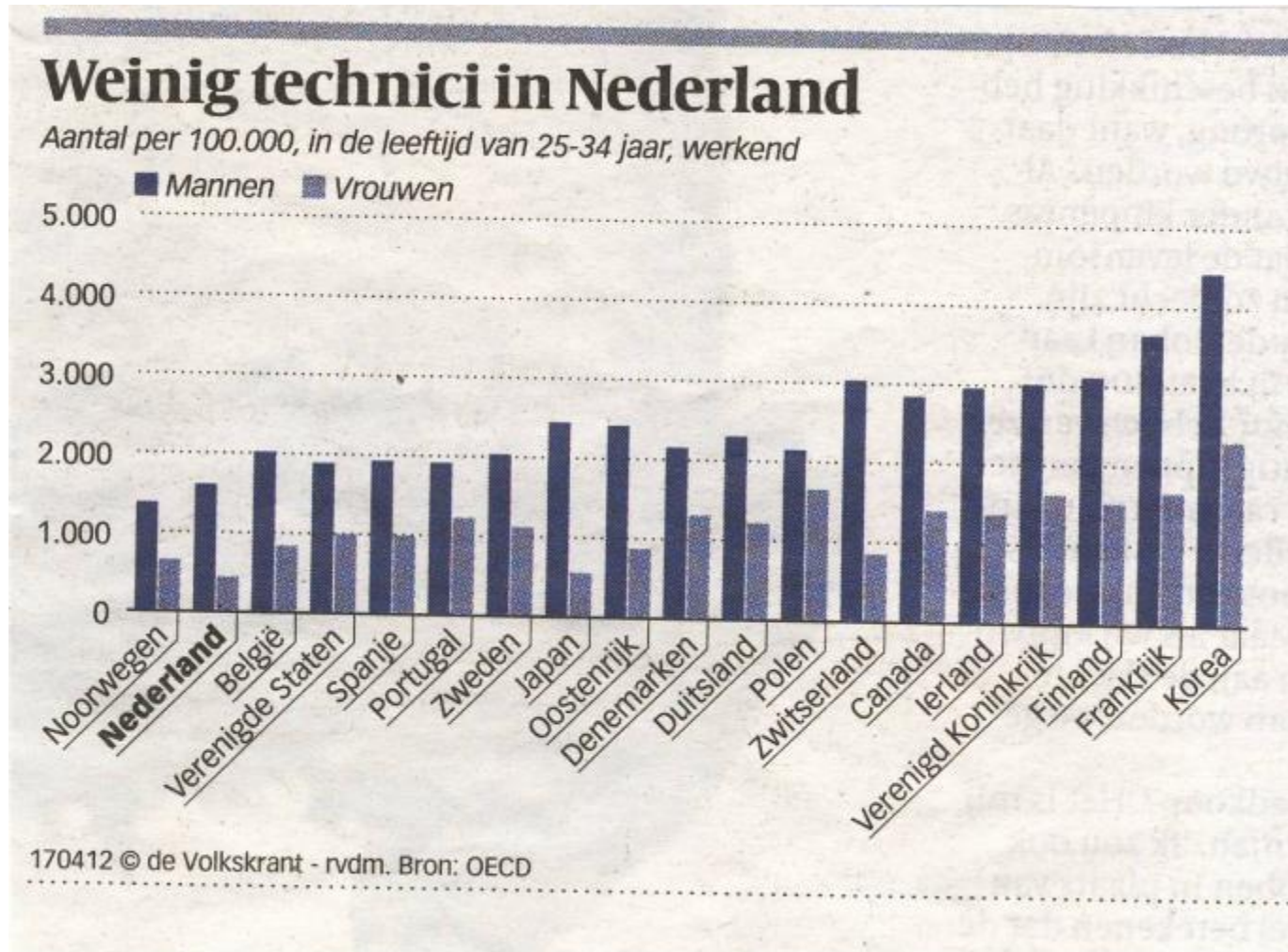
Indian and Dutch working together on similar problems



The Dutch challenge in innovation



Serious lack of (technology) professionals



Observations in Kochi



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Input from politicians, priests, business men, teachers, students

- Recurring advice: start small and local
- Use local good practices for gaining interest, acceptance, and expansion
- Make sure all stakeholders benefit
- There are also big opportunities: there are



Waste, Water, Energy



Hanze Hogeschool Groningen

Kenniscentrum
Ondernemerschap

Interconnected chains: transsectoral solutions

Water contamination



Waste for energy production

Waste of energy production

Hydropower



Energy for water purification



Thank you!

