

SPICE Project Document

Scanning the Potentialities for Future ICT Research Collaboration between China & the European Union



WP3, Information Collection in Europe

D3.2.1 Interview Methodology, Guideline, and list of 20 potential interviewees

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The SPICE project partners are:

- | | | |
|---|----------|--|
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| 2 | CSTEC | China S&T Exchange Center, P.R. China |
| 3 | Skillnet | Skillnet GmbH, Germany |
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CO	Confidential, only for members of the consortium (incl. the Comm. Services)	



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1 Preparing the interviews

1.1 Objective

The objective of the interviews of European ICT players active and experienced in research cooperation with China is to gather more detailed information about their participation and experience of doing R&D cooperation in the past, at the moment and in the future, in order to be able to analyze the collected tacit knowledge and increase the understanding of the potential in the area of Sino-European ICT R&D cooperation.

1.2 Target Groups

To obtain a broader scope of opinions SPICE attempts to carry out interviews with organizations at different stages of R&D cooperation with China.

- 1) Organizations that have already previously been involved in R&D cooperation with China
- 2) Organizations that are currently engaged in R&D projects with China
- 3) Organizations that are planning and preferably already preparing to do R&D cooperation with China

The target groups of the SPICE interviews are representatives of European ICT companies and research organizations that are actively engaged in research collaborations with China.

These representatives (interviewees) should be able to define their organizations' strategy and provide detailed information about previous and current R&D activities in/with China. They would typically have the following functions: Chief Research Officer (CRO), Chief Information Officer (CIO), Chief Security Officer (CSO), Chief Executive Officer (CEO) or Chief Financial Officer (CFO) etc..

The preliminary list of potential interviewees (Annex II) is based on the results of previous research, feedback and the network of ICT contacts of the SPICE partners.

1.3 Addressing the interviewees

Prior to the interviews an initial phone call should be conducted to assure a general interest of the organization to support the SPICE project with an interview. Therefore, an introduction of SPICE and the advantages of SPICE for the organizations to be interviewed should be communicated.



The major benefits for participating organizations can be:

- Finding potential ICT R&D partners for future cooperation in China and Europe
- Gaining knowledge about current development and focus areas of ICT R&D activities and about the different and similar stages of ICT R&D activities in Europe and China
- Becoming part of an international contact pool of European and Chinese organizations highly interested and involved in Sino-European R&D cooperation in the ICT-industry
- Gaining knowledge about R&D potentials and barriers in the Chinese ICT markets for European companies
- Possible qualification for funding from potential EU-programs
- Create R&D cooperation potential and contacts to win Chinese R&D partners
- Possibility to present the own organization within an international context
- Information on FP7
- Exertion of influence on the contents of FP7
- ...

If necessary more information (e. g. the SPICE fact sheet) can be send via Email. These initial calls are also meant to be a guideline to identify and confirm the appropriate interview partner.

Moreover, the initial calls serve to identify which stage of R&D cooperation the addressed organization is currently in (see 1.2). This way the interviewer can prepare his interview according to the stage.

After confirming the interviewee, time and location for the final interview should be planned and fixed. The interviews will be conducted both in Europe and China via personal meeting or phone.

These initial calls should be used to introduce the general interview conditions to the interviewees.

- Timing: Each interview should take about an hour maximum
- Language: All interviews will be conducted in English
- Recording: It is recommended to record all interviews via digital recording or tape recording to facilitate later assessment of the interviews. Thus, all interviewees should be requested to give their informed consent to the SPICE partners to recording the interview. (If the interviewee is objecting to recording the interviewer has to be prepared to take notes during the actual interview.)

1.4 Timing of the interviews

All interviews should be conducted before January 31, 2008 when Deliverable 3.3.2 "Final report on 20 interviews with R&D Deciders" is due.



2 Conducting the interviews

2.1 General guideline

In principle, these interviews should provide answers and information on the following topics:

- Background (Information about previous involvement and experiences in R&D cooperation with China (areas, business model, partners etc.))
- Objectives
- Strengths/ Opportunities of R&D cooperation with China
- Weaknesses/Threats of R&D engagement of European ICT players in China
- Objections
- Outlook

2.2 Interview guideline

To allow a qualitative interview the SPICE interviews will follow a guided approach. The attached interview guideline should help the interviewer to lead through the interview. The interviewer should carefully follow the instructions as some of the questions might not be relevant for all organizations.

The interviewer should use the guideline to have an outline of topics and issues that have to be covered, but is free to vary the wording and order of questions to some extent. Thus, the interviewer can probe for more in-depth responses or guide the conversation to make sure that all topics of the outline are covered.

3 Assessment of the interviews

3.1 Findings of the interviews

Findings of the interviews will be assessed and evaluated in Task 3.4 "Assessment & Evaluation" and collectively published in Deliverable 3.4.1 "Public report on interview assessment and evaluation".

Since the number of planned interviews is limited to about 20 a quantitative interview approach is excluded as it would not deliver reliable conclusions. Therefore, the guided expert interviews will follow a qualitative approach and analyzed in a qualitative manner as well.



4 Annex I – Interview Guidelines

A Background

Name of responding organization: _____

Name of responding person: _____

Position of responding person: _____

Function during R&D cooperation: _____

1. In which areas of ICT is your organization engaged in R&D?

(Instructions for the interviewer: Ask the respondent to name the areas of ICT his organization is actively doing R&D cooperation with China in. If he/she needs support, you may read out the SPICE definitions of ICT following under "F". Please note that the list is exhaustive. It might be helpful to only read out the main sections. Since the list is exhaustive, it will be sent to the interviewee by email in advance (as website link or attached file) or handed out as print version in personal interviews.)

2. Which areas of the R&D value chain is your organization covering?

(Instructions for the interviewer: Ask the respondent to name the area(s) of R&D his organization is actively engaged in. If support is needed, you may read out the following areas of R&D.)

- a) Basic research
- b) Applied research
- c) Technology development
- d) Application oriented development
- e) Product development

Comments:



3. When did/will your organization start R&D cooperation with China?

4. In which technology areas of ICT R&D were/are you cooperating/will you be cooperating with China?

(Instructions to the interviewer: Please refer to the same list as in question 1.)

5. What type of Chinese R&D partner were/are you working with?/What type of Chinese R&D partner would you like to be working with?

(Instructions for the interviewer: Ask the respondent to name the type(s) of R&D partner his organization is working with/would like to work with. If support is needed, you may read out the following categories.)

- a) Government institution
- If yes, please chose:
- provincial government
 - national government
- b) State-owned organization
- If yes, please chose:
- local organization
 - national organization
 - international organization
- c) Private-owned industry organization
- If yes, please chose:
- local organization
 - national organization
 - international organization
- d) University



- e) Other non-profit organization
- If yes, please chose:
 - local
 - national
 - international
- f) Other. Please specify.

Comments:

6. What Chinese partners were/are you working with?/ Which Chinese partners will you be working with?

(Instructions to the interviewer: Please refer to the same list as in question 5.)

7. What kind of business model did/do/will you use?

(Instructions for the interviewer: Ask the respondent to answer the question above in an open form. If support is needed, you may read out the following categories. Please note down any comments that might be useful in this respect.)

- a) Joint Venture
- b) Assigned project
- c) Revenue-share from R&D services rendered
- b) Other



8. What was/is/will be the value chain model in the cooperation? Where were you/are you/do you see yourself within that model? *(Instructions for the interviewer: For example for developing a new technology, the Chinese partner is taking care of the basis technology in China, while localization will be handled in Germany.)*

9. What process models do/did you use? What R&D methodology?

10. How did/do you/are you planning to deal with Intellectual Property rights? Did/do you have any Intellectual Property protection policies & measures? Did you face any problems with IPR issues during your cooperation?

(Instructions for the interviewer: Ask the respondent to name any measurements they had/have to protect Intellectual Property? If they had/have any, please ask them to explain those policies and measures.)



11. Did you participate in any of the following programs?

- a) TORCH
- b) 863
- c) 973
- b) FP6

Comments:

12. How would you describe your experience in the program(s)?

B Objectives

1. What were/are your initial objectives when working with China?

(Instructions for the interviewer: Ask the respondent to answer the question above in an open form. Please note down any comments that might be useful in this respect.)

Comments:



2. What do you think were/are the objectives on the Chinese side?

3. Did your objectives change during the process/cooperation period? If yes: How did your objectives change during the process/cooperation period? *(Instructions for the interviewer: Please note, this question is not relevant for organizations that are still in an early stage of R&D cooperation with China or have not started yet.)*

4. Have your objectives been met? What were the results of your cooperation? *(Instructions for the interviewer: Please note, this question only relevant for organizations that have already previously been involved in R&D cooperation with China.)*



C Strengths/Opportunities

1. Where do you see the drivers and potentials of R&D cooperation with China? Please explain.

(Instructions for the interviewer: Ask the respondent to answer the question above in an open form and tick the appropriate boxes without reading out the options. Please note down any comments that might be useful in this respect.)

- a) Saving of costs
- b) Better customer access
- c) Access to new technologies
- d) Advantage in international competition
- e) Other

Comments:

2. What were/are the most effective results and achievements from R&D cooperation with China? *(Instructions for the interviewer: Please note, this question is not relevant for organizations that are still in an early stage of R&D cooperation with China or have not started yet.)*



D Weaknesses/Threats

- 1. Where do you see problems and barriers of R&D engagement of European ICT players in China?**

- 2. Do you have any objections to continue R&D cooperation with China?**
(Instructions for the interviewer: Please note, this question is not relevant for organizations that are still in an early stage of R&D cooperation with China or have not started yet.)

E Outlook

- 1. What requirements and expectations do you have about future R&D cooperation with China?**

- 2. Which solutions and proposals do you have to improve future cooperation?** *(Instructions for the interviewer: Please note, this question is not relevant for organizations that are still in an early stage of R&D cooperation with China or have not started yet.)*



F SPICE – ICT categories

- **Electronics & Microelectronics**
 - Electronic Core Sciences
 - Nanotechnology
 - Microelectronics & integrated circuits
 - Electrical Engineering
 - Embedded Systems & real-time systems
 - Robotics & manufacturing

- **Information Processing, Information Systems**
 - General informatics
 - Formal methods & languages
 - Mathematics
 - Artificial Intelligence
 - Semantic Systems
 - IT security
 - Medical informatics

- **Multimedia & Human-Computer-Interaction**
 - Visual Computing
 - Multi-modal Interfaces
 - Audio & Human Language Technologies

- **Communication Technologies**
 - Telecommunication
 - Mobile & wireless communication technologies
 - Distributed systems
 - Telematics
 - Photonics and quantum informatics

- **Informatics for Business & Society**
 - Information systems & business informatics
 - ICT & society, technology assessment

- **Other, please specify**



5 Annex II – List of Interviewees

The following table is preliminary. Throughout the process of gathering and analyzing existing and up-coming R&D cooperation of European organizations in China, this list will be completed and actively adapted into a list of interviewees that will contribute essentially to the SPICE analysis.

Company	Interviewee
Arvato Systems	Mr. Dietrich Henne
Bitkom	Mr. Fabian Bahr/ Mr. Dr. Weber
Com Center München	Mr. Horst Werner
FAST GmbH	Mr. Prof. Rudolf Hagenmüller
Fraunhofer Gesellschaft/Fraunhofer ISST	Mr. Prof. Dr. Hartwig Steusloff/ Mr. Bernhard Holtkamp
IMAG	Mr. Joseph Sifakis
Infineon/Infineon Shanghai	Mr. Leo Lorenz/ Mr. Richard Wang
Kathrein-Werke KG	Mr. Alois Trepesch
KEBA AG	Mr. Ernst Schacherl
INRIA / LIAMA	Mr. Stephane Grumbach
Nokia	Mr. Juha Saarnio
OW2	Mr. Cedric Thomas
Patent- und Rechtsanwälte Hoffmann Eitle	Mr. Dr. Thomas Berthold Koch
Philips	Mr. Steven Luitjens/Mr. Patrick Pype
SAP	Mr. Ming-Chien Shan
Siemens AG	Mr. Rudolf Siebenhofer/Mr. Armin Dieckmann
Siemens Ltd., China	Dr. Wan Lin Li
Uni Bamberg, WS-Fakultät; ce-bis	Mr. Dr. Klaus Schmitz
Universität Karlsruhe	Ms. Jivka Ovtcharova
Uppsala Universitet	Mr. Wang Yi