

# Hidria



## Strategic Cooperation and Mobility of Researchers; Opportunities and Threats

Tanja Mohorič, Alpbach, August 20th, 2008

"Researchers Mobility in the European Region Adria-Alpe-Pannonia - Challenges, Opportunities and Initiatives".

# Hidria

Hidria Automotive

Hidria Klima



Engine

Steering



Energy management

Complete HVAC solutions

Strategic focus



# Hidria

**Sales and production facilities**

- Australia
- Bosnia and Herzegovina
- Columbia
- Croatia
- Ecuador
- Great Britain
- Hong Kong
- The Netherlands
- Peru
- Poland
- Portugal
- Russia
- Serbia and Monte Negro
- Switzerland
- USA
- China
- ....

**Global Corporation**

# Hidria

Year	Sales (Approximate)
2003	140
2004	155
2005	165
2006	190
2007	225
2008	245
2009	275
2010	320
2013	470


**Continuous Sales Growth**

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Challenges

- globalization
- competition
- changes and new business models
- innovation
- profitability

What to do?



# Hidria




## Hidria Innovation Model

# Hidria

Key elements

- Infrastructure
- Innovation positioning
- Allocation of Resources
- Networking

Hidria Innovation Model



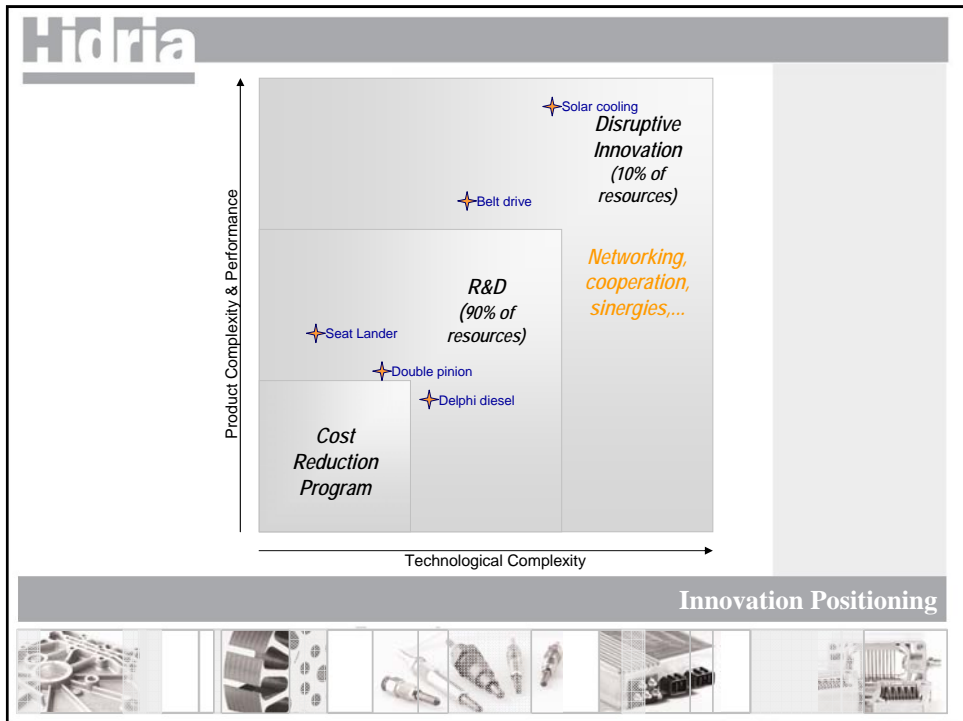
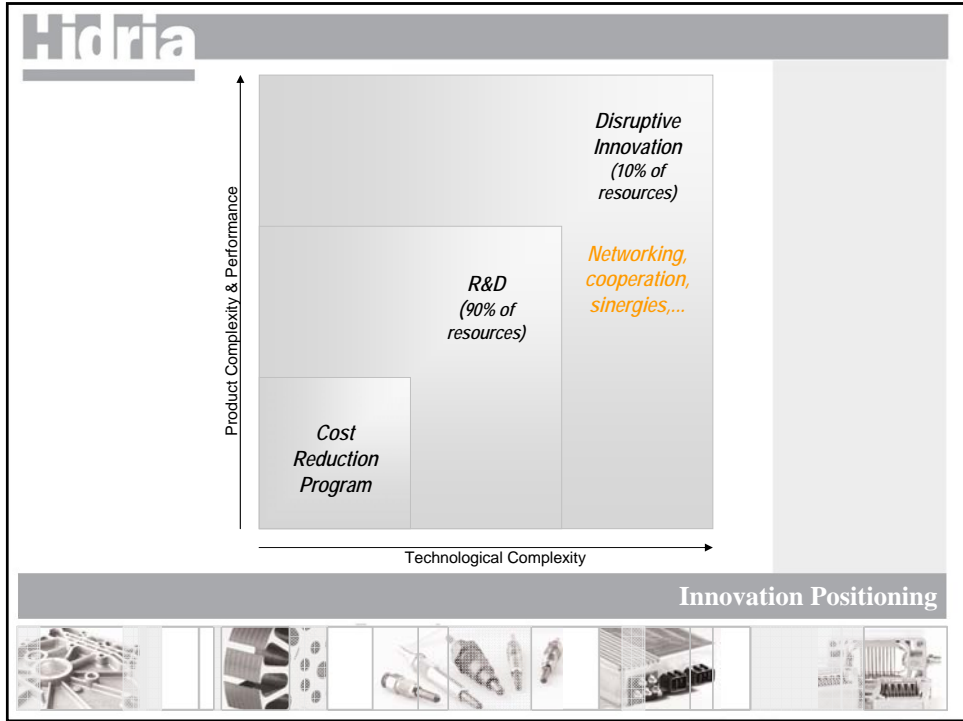
# Hidria

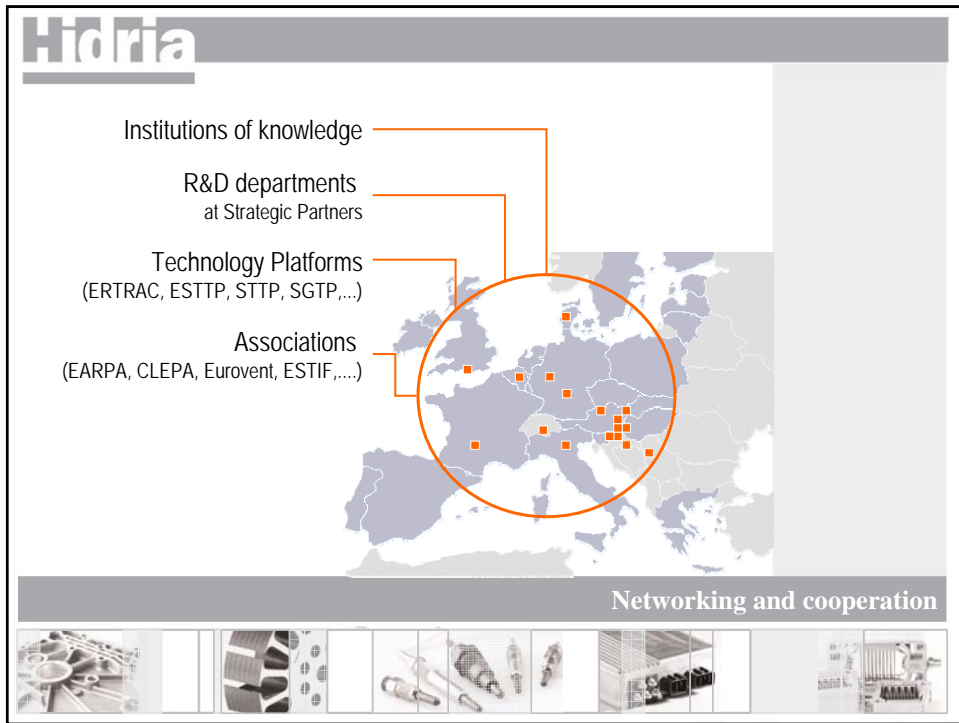
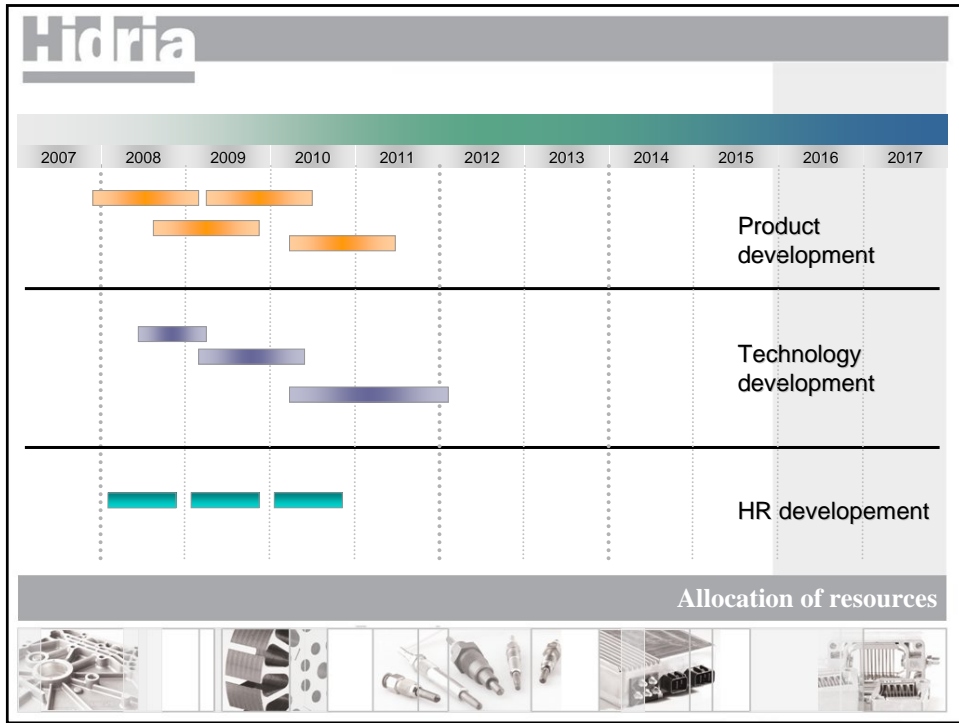


Evropski Sklad za Regionalni Razvoj

Hidria Institutes Klima and Automotive; project cofinanced by EU







What about the **mobility** of researchers?



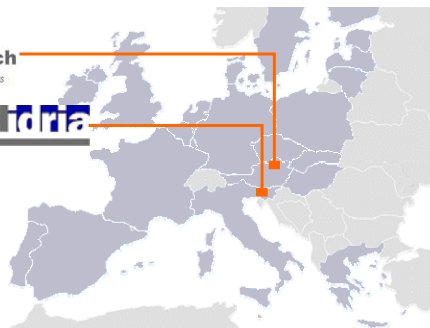
Networking and cooperation



The right partner!



- Same business focus
- No competition
- Distance
- "Chemistry"



*but still.... a few years...*

Networking and cooperation



# Hidria



Development of the cooperation

- first visit at arsenal research in Vienna
- visit in Hidria
- cooperation through EARPA
- FP7 proposals
- design project of our new Institute for materials and technologies
- Hidria Forums and Slovene STTP Conference
- and finally!!! ☺ definition of a research project

## Hidria Innovation Model



# Hidria

Hidria Innovation Forum

Hidria Automotive Forum



STTP Conference

## Forums / Hidria Academy



Key  
preconditions  
for cooperation  
and mobility

- There must be a **need**
- **Partner** to whom you trust
- Right **project**, that fits into the strategy of both partners
- A lot of **patience** and **flexibility**
- and
- **Resources**

Networking and cooperation



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# Hidria



*Image of development* 