

Potential Synergies Between Business Development Units and the RCA Regional Office

*Discussion Paper for the RCA
Meeting of National
Representatives, Sri Lanka, 2003*

2002 Review of TC Strategy (Board of Governors)

- **A key objective is technical & financial sustainability of nuclear institutions**
- **Increased utilisation of nuclear methods and greater provision of products and services is a path to greater sustainability**

However, K-L 2000 recognised that –

- **some institutions have the necessary experience and skills, but many lack the necessary managerial competence and business skills.**

Business Development Units (BDU)

Definition:

Any capability or unit within an institution responsible for technology transfer, marketing or management of projects for end users

Goal:

Marketing nuclear methods in order to increase their utilisation, to facilitate greater use of products and services and, thus, to increase self-reliance and sustainability

BDUs

Role (as defined in a RW on Business Leadership in Nuclear Institutions):

Act as a “bridge” between the R&D available in an institute and potential users of the R&D

Overall management and co-ordination of client relationships, technology transfer and the provision of products and services

Assistance in the assessment of the technology transfer or commercial potential of research

RAS/0/032

Title: Self-reliance and Sustainability of Nuclear Institutions.

Aim: To assist those member states who require greater managerial competence or business skills in their institutions in order to become more sustainable. 12 RCA Member States participate.

One target outcome is the establishment or enhancement of BDUs.

Skills required in BDUs: communication, proposals and reports, negotiation & contracts, project costing and management

Status of BDUs in Participating Countries

Well-established: CPR, IND, MAL, PAK
(but further enhancement expected)

Established but not fully implemented:
INS, VIE

Being established and trained:
BGD, PHI, SRL, THA

BDU not yet appropriate: MON, MYA

Status in Other Countries

AUS, JPN, NZE, ROK all have strong technology outreach programmes with the necessary marketing and project management capabilities.

***SUMMARY:* RCA member states have or are establishing capabilities to increase the utilisation of, and gain revenue from, their products and services**

RCA Regional Office

Objectives include:

Increasing awareness of available nuclear technology within the region

Seeking new funding sources for RCA activities

The RCA Regional Office could be considered the ‘BDU’ for the RCA, with a regional rather than institutional perspective

Conclusions (1)

- **There are common goals for BDUs in national institutes and for the RCA Regional Office**
- **There is a potential for synergy in their “marketing” activities**
- **The Regional Office is relatively new, with few staff**
- **The RCA Regional Office would be assisted by access to the information and larger resources available in the BDU**

Conclusions (2)

- **Success will require internal co-ordination between RCA National Representatives, National TC Liaison Officers, Project Counterparts (RAS/0/032), BDU leaders, the RCA Co-ordinator and the RCA Regional Office**

Recommendations

That RCA National Representatives, the Director RCA Regional Office and the RCA Co-ordinator -

Recommendations (2)

- 1. Consider how best to make available to the RCA Regional Office the skills and knowledge available in the BDU for any RCA awareness campaigns or in preparing RCA proposals for regional projects**
- 2. Consider representation of the Regional Office at the next meeting of BDU leaders**
- 3. Note the list of Project Counterparts for RAS/0/032 and key BDU staff (see paper)**