

globalscot

Mairi MacRae

*Building Networks as Economic
Development Interventions*

Rationale & proposition

Learning & Skills

Growing Businesses

Global Connections

Collaboration
&
Connectivity

Knowledge
In
(Investment)

Knowledge
Out
(International
isation)

Harnessing knowledge & expertise

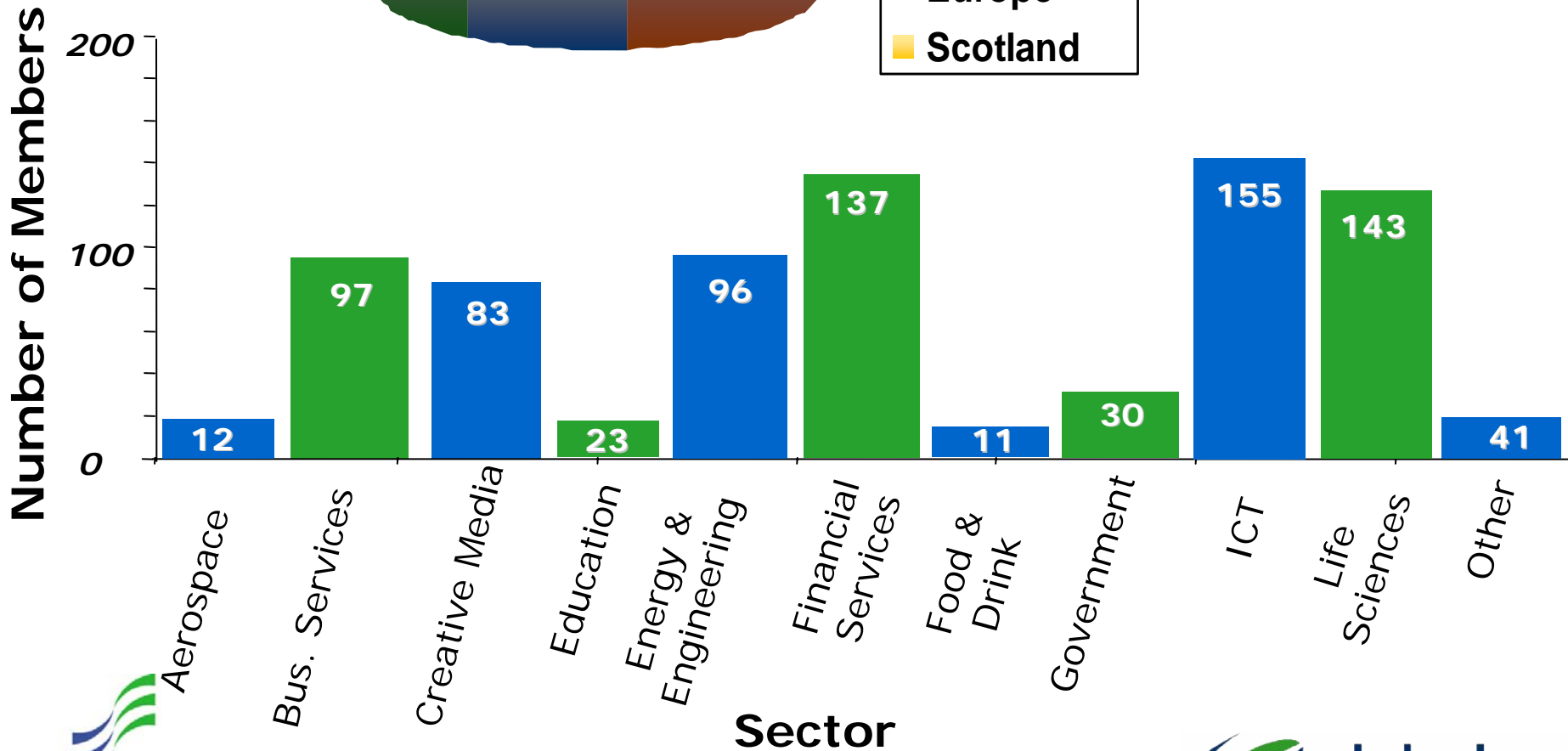
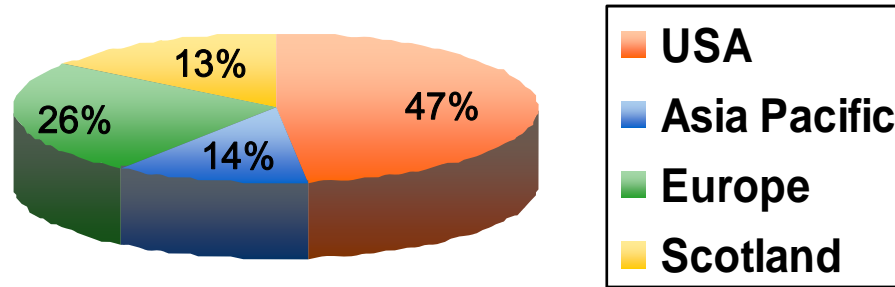
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Scottish Enterprise

Targeted Membership: 850 Worldwide

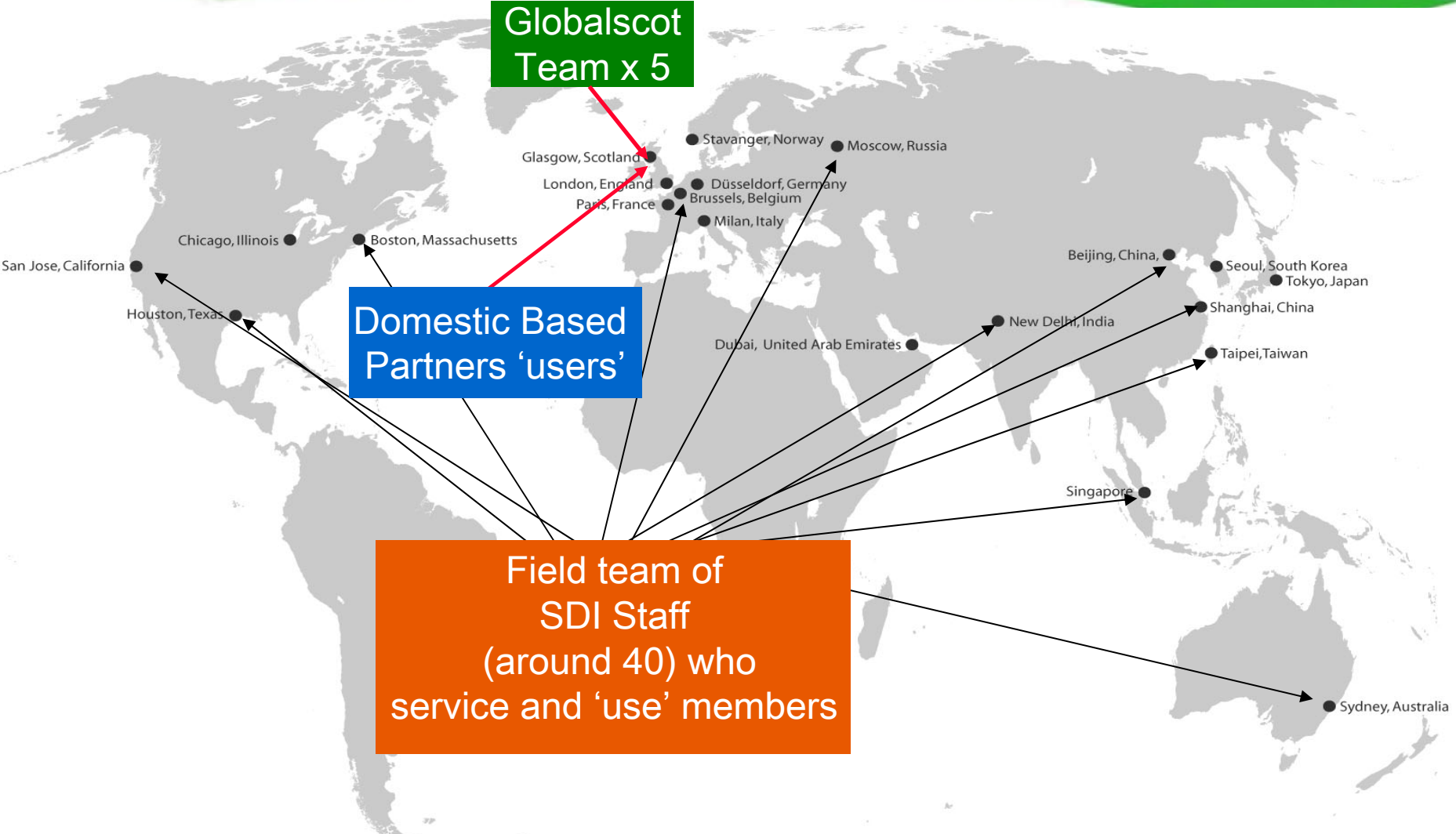


A Network Resource

Globalscot
Team x 5

Domestic Based
Partners 'users'

Field team of
SDI Staff
(around 40) who
service and 'use' members



What are members doing?

- ✘ Targeted identification of overseas opportunities
- ✘ Advice on market entry
- ✘ Investment & non executive support
- ✘ Assistance with negotiations
- ✘ Access to business contacts & introductions
- ✘ Guidance on business strategy
- ✘ Advice on business start-up, product and project development
- ✘ Mentoring support & management development

- ✘ Enterprise support in schools
- ✘ Placements and employment for Scottish students
- ✘ Lecturing at Scottish universities



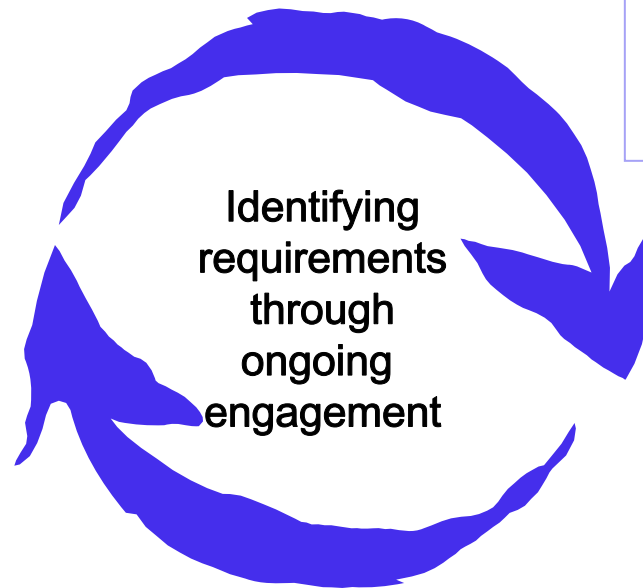
- ✘ Advice on economic and policy development opportunities
- ✘ Intelligence on new global trends, technologies, products and practices
- ✘ Identifying opportunities for Scottish businesses on trade missions



'Measuring to learn'

Year	Targets	Achieved
Year 1: 2001/02	<ul style="list-style-type: none"> ■ recruit 300 founding Members ■ develop & launch web infrastructure 	<ul style="list-style-type: none"> ✓ 324 Members ✓ web launched
Year 2: 2002/03	<ul style="list-style-type: none"> ■ grow membership to 600 ■ Pilot roles with 40 members 	<ul style="list-style-type: none"> ✓ 625 Members ✓ 73 Members in roles
Year 3: 2003/04	<ul style="list-style-type: none"> ■ 100 member contributions for SE customers ■ 200 member contributions in support of SE's agenda 	<ul style="list-style-type: none"> ✓ 205 contributions ✓ 228 contributions
Year 4: 2004/05	<ul style="list-style-type: none"> ■ 200 member contributions for SE customers ■ 200 member contributions in support of SE's agenda 	<ul style="list-style-type: none"> ✓ 300 contributions ✓ 203 contributions
Year 5: 2005/06	<ul style="list-style-type: none"> ■ 350 member contributions for SE customers ■ 200 member contributions in support of SE's agenda ■ Relationship currencies 	

Iterative Infrastructure Development



Ongoing development of a community infrastructure for connecting with and communicating to members.

Mobilising
the
Membership

'The Members Site'





Welcome

Welcome to the globalscot website. Please use the links below to find content and members.



[View All Members](#)

[Advanced Members Search](#)

A - Z surname search

a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Communities

aerospace	business services	creative industries
education / academia	energy, engineering & chemicals	financial services
food & drink	government	ICT, electronics & technology
life sciences	textiles	tourism

NEWS

Prison drug tests 'failing to have impact'

Friday, 22 April 2005
SCOTTISH prison chiefs are to scrap the compulsory drug testing of inmates after admitting it had failed to tackle rising heroin abuse behind bars.

Publicans in frontline to enforce smoking ban

Friday, 22 April 2005
PUBLICANS should be at the

EVENTS

European Seafood Exhibition, Brussels

27/04/2005
globalscot members are invited to attend the Scottish reception at the European Seafood Exhibition (at 1800hrs for 1815hrs) where they will be able to see

Offshore Technology Conference, Houston

02/05/2005 - 05/05/2005

MY GLOBALSCOT

Mairi MacRae

[Update My Profile](#)

COMPANY NEWS

[News from Scotland's Top Companies, March 2005](#)

[News from Scotland's Top Companies, February 2005](#)

[News from Scotland's Top Companies, December 2004](#)

EVENTS

[European Seafood Exhibition, Brussels](#)
27/04/2005

globalscot members are invited to attend the Scott...

[BioLogic Europe, Geneva](#)
23/05/2005 - 25/05/2005
Scottish Development International will lead a del....

[BioEquity Europe 2005, Zurich](#)
23/05/2005 - 24/05/2005
This two day forum focuses on the financial health....

QUICK SEARCH

Search the site, members and members' details.

enter a keyword and click 'search'

[advanced search](#)



Find out who's where, whats on and when!

CALENDAR

April 2005

Iterative Infrastructure Development



Member Details

Member Details

Main Contact Details

Hugh Smith
 Managing Director
 Manda technologies Pte Ltd
 491B River Valley Road
 #16-01A Valley Point
 Singapore
 248373
 Singapore
 Asia & Oceania
Tele: 0065 6823 9353
Mobile: 0065 9678 3884



QUICK SEARCH

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[advanced search](#)

Job Functions

Business Development
 Marketing & Sales
 IT
 Corporate

Areas of Expertise

- Advice on approvals / licensing
- Advice on exporting
- Advice on government policy and legislation for your geography / sector
- Advice on negotiating sales
- Advice on operational issues (marketing, HR, production, quality control etc)
- Advice on regulatory environment
- Advice on trends in your geography
- Advice on trends in your technology
- Assisting Scottish companies with trade missions
- Business partnerships (e.g. advising start ups, mentoring etc)
- Commercialisation of intellectual property
- Engaging with policy creators (e.g. MSPs (Members of the Scottish Parliament)) on Parliamentary / policy issues
- Executive Mentoring (e.g. infrastructure and community development)
- Globalscot network development (e.g. infrastructure and community development)
- Guidance on how to access finance
- Input to Scotland's economic development

Areas Of Connection - Geographical locations

China
 Hong Kong
 Indonesia
 Malaysia
 Philippines
 Singapore
 Thailand

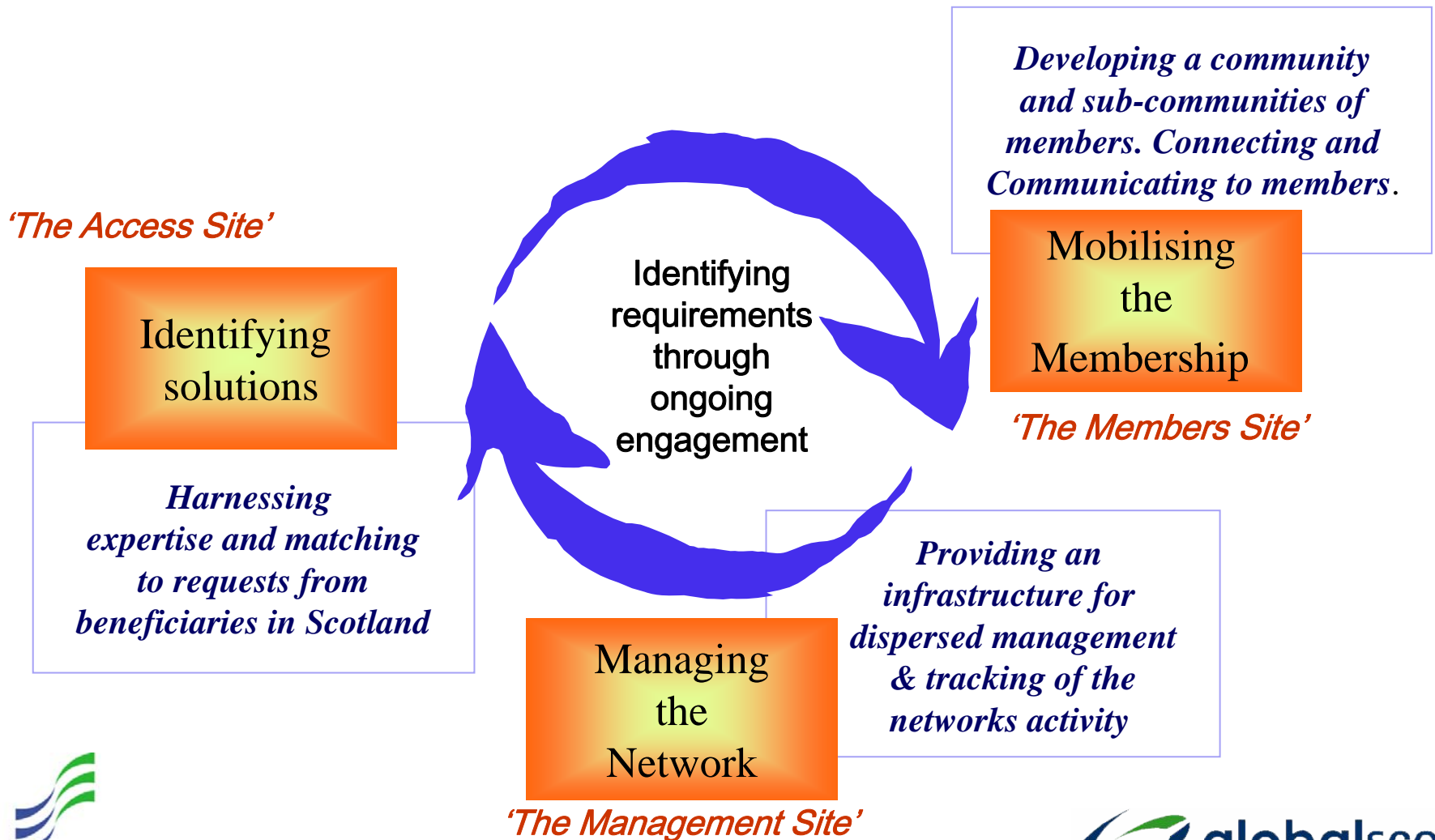
Areas Of Connection - Key Corporate

1. Aperta

CALENDAR

May 2004						
M	T	W	T	F	S	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Iterative Infrastructure Development



Request Centre

- HOMEPAGE
- MEMBERS
- EVENTS
- MEMBERS STORIES
- RESOURCES
- REQUEST CENTRE

[back to members site](#)

Request Details

[Edit Request](#)

Request Details

Title: Marketing/networking assistance

Requesting Body: William Hughes

Requested Theme: Business Support

Request Status: Application

Location: ,

Display on Members Site: No

Job Functions:

Marketing & Sales,

Business Sectors:

Business Services, Financial Services, ICT,
Electronics & Technology,

Advice / Assistance Required:

Assisting Scottish companies with trade missions, Commercialisation of intellectual property,
Reviewing marketing propositions / approaches,

Request Details:

the company are software developers and their field is in automated cheque processing and remittance work (paying a credit card or utility bill at bank where part of the form travels with the cheque is remittance). Their software scans the cheque and can identify amounts, cheque number, account number etc from the scanned image.

They are a well established company and operate in several markets round the world. They were formed as a stand alone company when Unysis closed in Cumbernauld (they are the former software team). They relied heavily on Unysis for sales and recently Unisys changed their marketing strategy which heavily impacted Aperta's turnover.

What the company need is more contacts in the banking, remittance and insurance markets round the world or companies that can licence their software.

Members

if you wish to remove a member from this request, check the 'remove' checkbox for their entry then click 'update members'.

if you wish to change a members status, select the desired status in the drop down list for their entry then click 'update members'.

if you wish to email the request details to any of the members, check the 'email request details' checkbox for their entry, then click the 'Email request details to selected members' link below.

Details of Members currently involved with this request

Members Name	Contact Settings	best assists in:	Email Request Details	Status	remove
Russell Benzies	Direct	Business Support	<input type="checkbox"/>	Application	<input type="checkbox"/>
Douglas Cowieson	Direct	Business Support	<input type="checkbox"/>	Application	<input type="checkbox"/>
James W. Fraser	Direct		<input type="checkbox"/>	Application	<input type="checkbox"/>
Fred Goodwin	Direct		<input type="checkbox"/>	Application	<input type="checkbox"/>
Roy Leighton	Direct		<input type="checkbox"/>	Application	<input type="checkbox"/>

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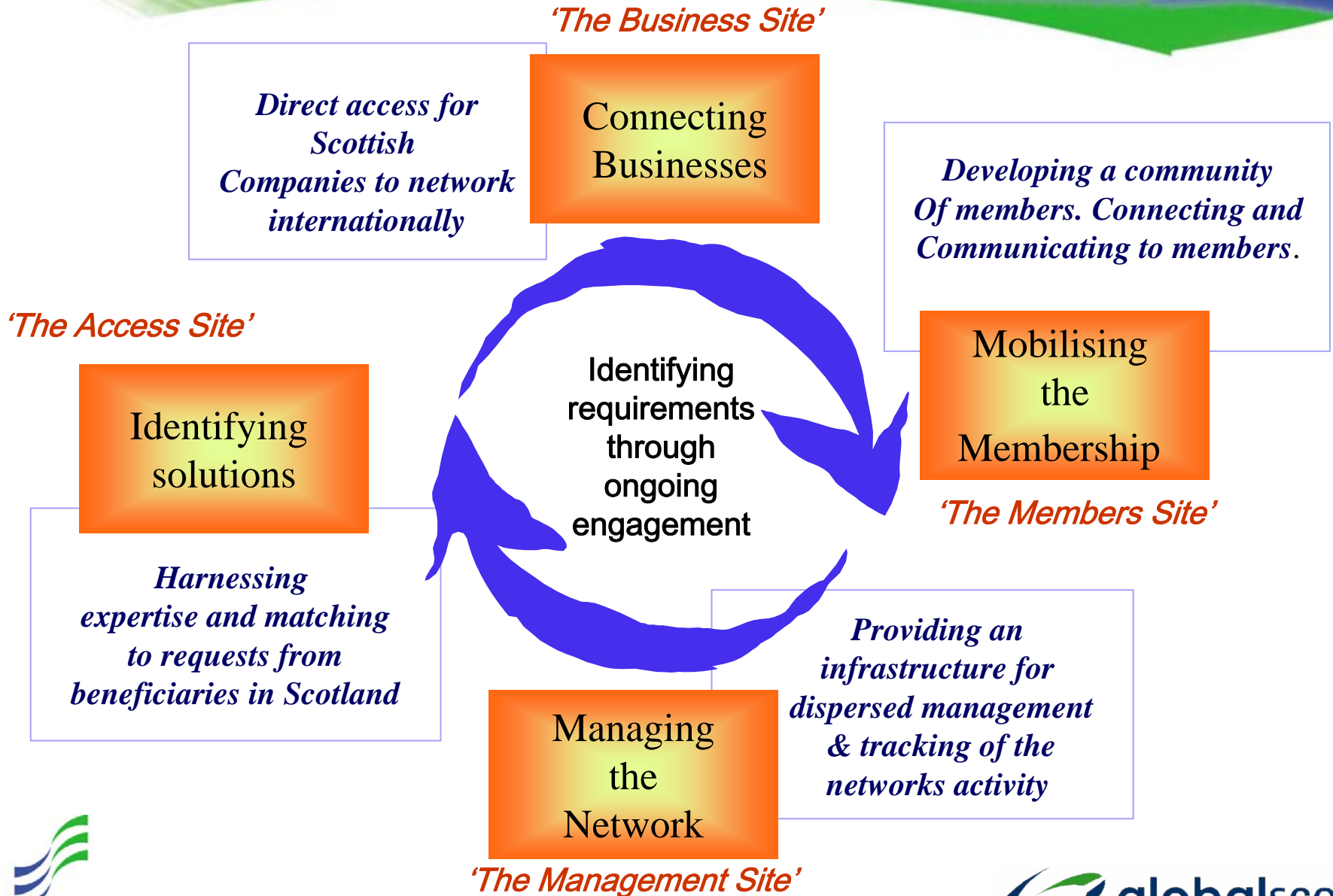
<https://www.globalscot.com/management/requestcentre/request-listing.aspx> [Go](#)

[Search Web](#) [Pop-Up Blocker](#) [NEW](#) [Toolbar Update](#)

06/05/2005	Prosper Engineering World Forum for Direct Investment 2005 H	John Viola	Leveraging Expertise	Contribution	D	1
09/05/2005	Scottish Development International Senior Development Executive for West Coast office H	David Reid		Application	O	85
11/05/2005	Flexelearn - Advice on a Microsoft PowerPoint add in	Kathleen Gallagher Tepfer		Application	O	25
12/05/2005	Mark Hallan, Corporate Scotland	Richard Berry	Business Support	Contribution	O	2
13/05/2005	Aberdeen City Region - Regional Identity Development H	John McCann	Leveraging Expertise	Contribution	O	4
23/05/2005	Cassini Software Pan Scottish Drug Development Initiative	Karen Tolmie	Business Support	Application	O	0
24/05/2005	Contact for SE Fife - Rosyth Project	David Reid	Leveraging Expertise	Application	D	1
26/05/2005	Vets Now - Advice on Roll Out of Service Model H	Neil Guthrie	Leveraging Expertise	Application	D	1
26/05/2005	Fly First - a New Scottish Airline H	Nicola Carmichael	Leveraging Expertise	Application	O	1
31/05/2005	test message to member B	Nicola Carmichael	Business Support	Application	O	0
31/05/2005	Test request from Donald B	Nicola Carmichael	Business Support	Application	O	0
01/06/2005	Scottish Enterprise Glasgow Puts Out Call for CEOs to Assist Spin-Outs H	Donald Johnston (Realise Ltd)	Business Support	Application	D	1
01/06/2005	test request via msm	Donald Johnston (Realise Ltd)	Business Support	Application	D	2
01/06/2005	test request via msm	John McCann	Business Support	Application	O	0
02/06/2005	Aberdeen Regional Identity	Nicola Carmichael		Application	D	1
03/06/2005	Aberdeen Regional Identity	John McCann	Leveraging Expertise	Contribution	D	0

[Internet](#)

Iterative Infrastructure Development



Use globalscot?

You are here: [Home](#) > Use globalscot?

With this website you can search for globalscots, read their profile and contact them to request assistance or advice. Stay up to date with communications by clicking on 'view my messages' below.

Search for advice...



As a registered member of globalscot you can search over 750 senior businesspeople based throughout the world and request their advice, help and assistance.

These people are recruited to the Network on the basis of their experience, sectoral focus, geographical location and willingness to help develop the Scottish economy.

Click below to search for globalscots, then contact the ones who can help you.

[Search globalscots](#)

Stay in the loop...

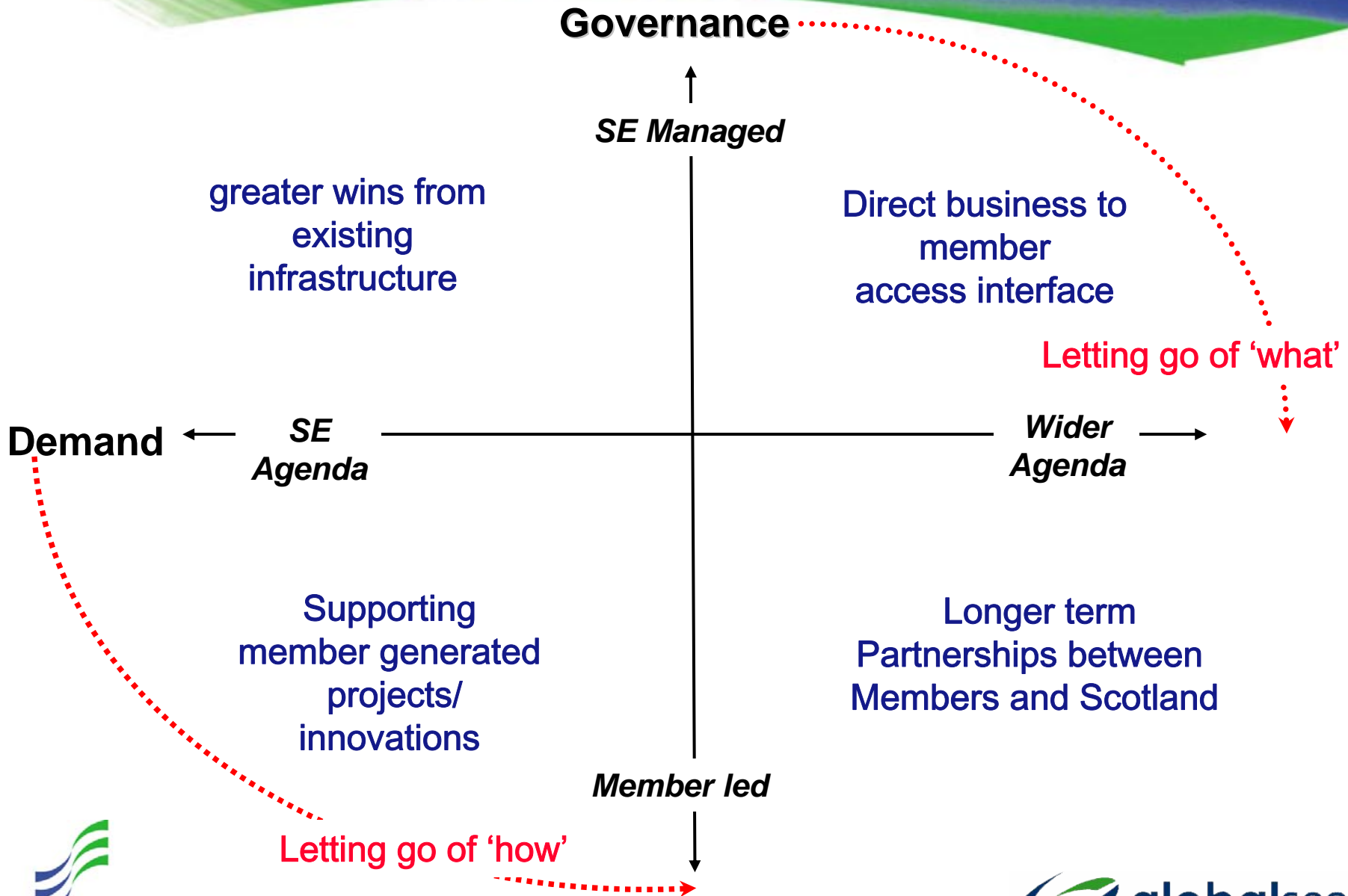


If you have already sent a message to other globalscots, keep on top of your communications here.

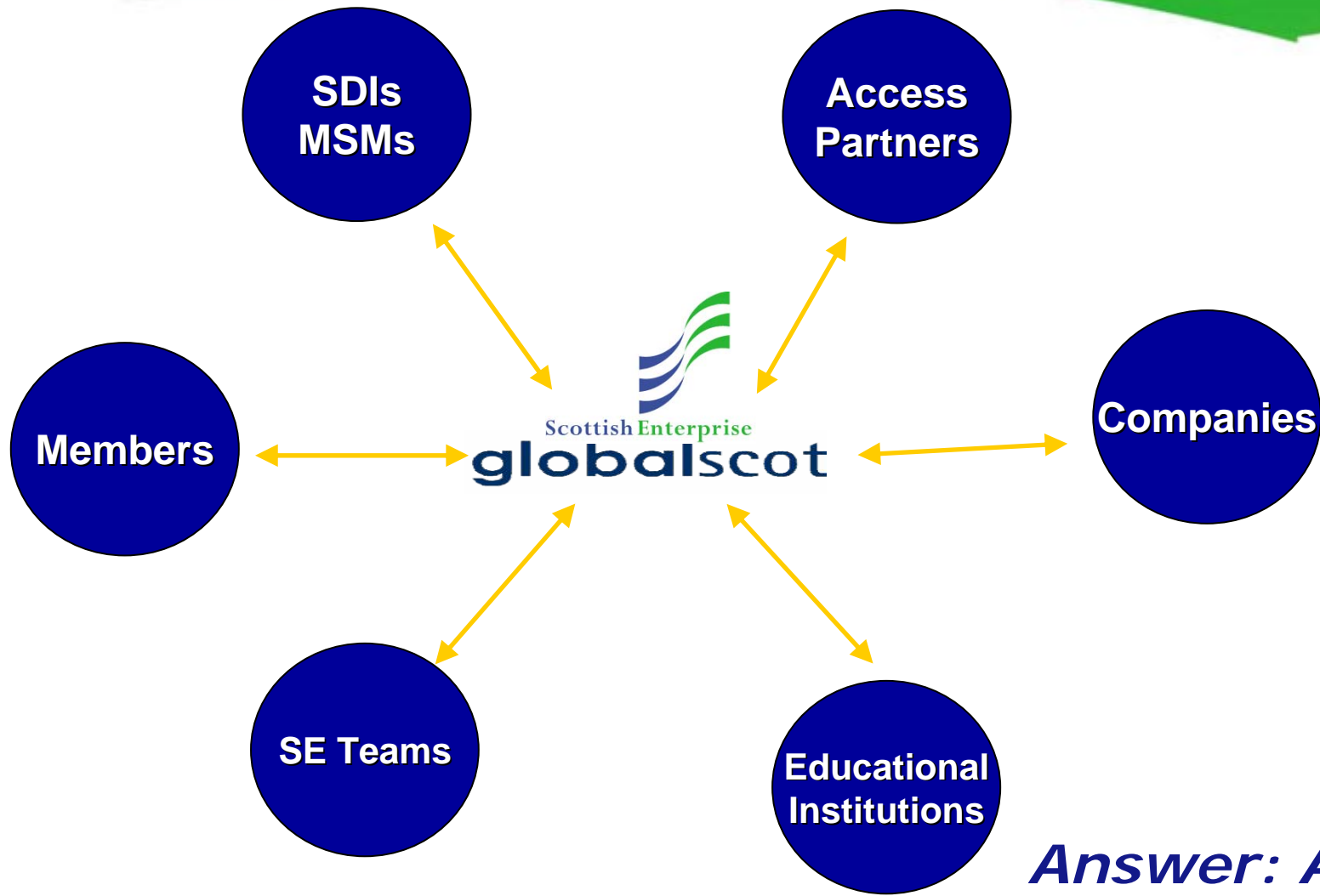
View your existing messages, send new ones, view your message history, and close resolved messages.

[View my messages](#)

Intervention Strategies



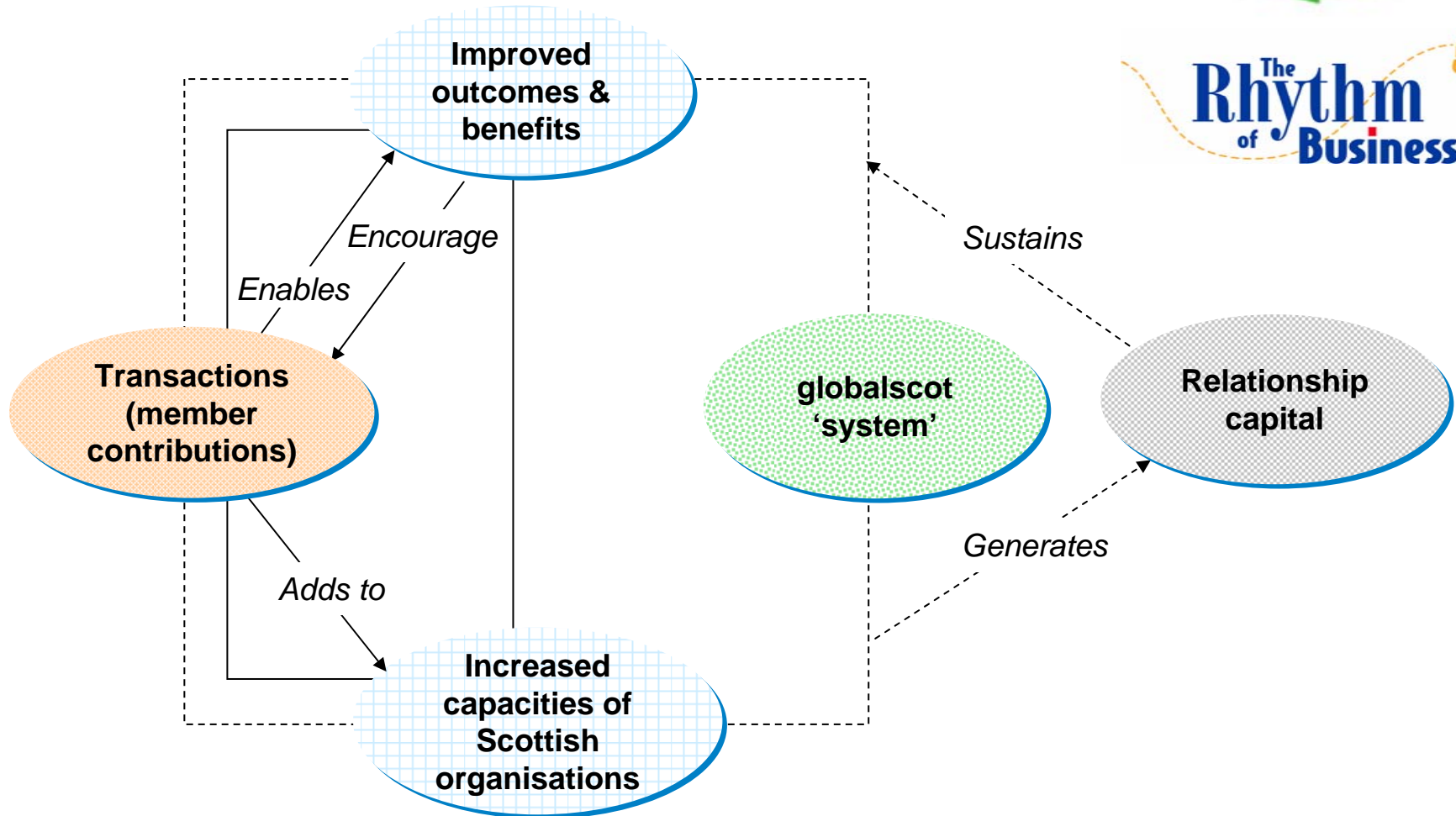
Question: Who defines value?



Answer: All...



Forward Evaluation



Some thoughts

- ❖ The centrality of the relationships & importance of reciprocity. The 'resource' can never be assumed - must respond to the motivations and expectations of diverse players rather than placing the network at the service of one partner
- ❖ Ownership is critical – value and solutions are relative and subjective & institutions job to 'find and foster' rather than 'supply' the motivation to engage
- ❖ Intervention rationale is to develop adaptive capacity for dispersed solution finding rather than solution provision - designed to challenge as well as deliver
- ❖ Challenges for measurement - needs to be a learning (capacity) oriented rather than justification (output) oriented – structured conversations about what is working – iterative development, retrospective appreciation and 'peer review'

