



Dr.ing.sc Jānis Kļaviņš

Rīgā, 2013. gada 29. novembrī



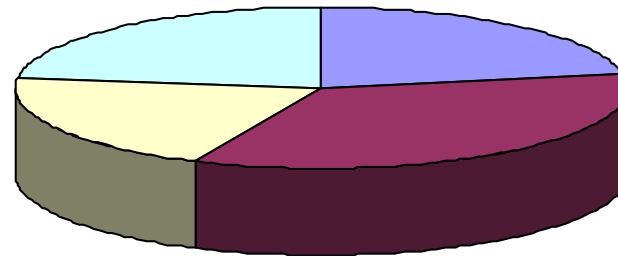
**Projekts tiek īstenots Eiropas reģionālās attīstības fonda (ERAF)
2.1.1.1. aktivitātes “Atbalsts zinātnei un pētniecībai” ietvaros.
Projekta nr. 2011/0003/2DP/2.1.1.1.0/10/APIA/VIAA/041**

IEGULDĪJUMS TAVĀ NĀKOTNĒ



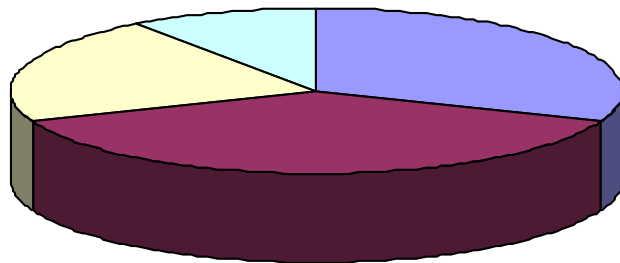
Source of competitiveness

Where do ideas for new products come from?



- Design Team
- Management
- Sales/Marketing
- Customers

Who is involved in the development of product?



- Design Team
- Management
- Sales/Marketing
- Customers



Business problems

Lack of knowledge intellectual property protection, national patent and design or trademark.

Latvian companies believe that patents (food) industry is not necessary and does not see intellectual property protection practical application in Latvian.

Lack of market research locally and internationally.

Companies are not sufficient market research that leads to the failure of new product commercialization. Competitor analysis is not performed at all, or is not made in sufficient quantities.

Lack of highly skilled Professional in the development of new products.

Lack of sufficient or not a permanent new product development team

Lack of financial development of new products.

there is not a good business practice and success samples of new product development funding schemes




Scientist problems

Inadequate assessment of the market value of their abilities and achievements.

A lack of understanding of the opportunities to use the experience obtained in the manufacturing process or product application process.

The problems focusing on the results of interest of consumers. Distance themselves from the time and resources inefficient use.

The problems to involve in research and development of solution competitive specialists and provide them adequate equipment and working conditions



The solution is only one =
by mutual interest in cooperation for each
team member involved from both sides -
from business and science parties

Example : Business & Scientist team RTU + LU

Research the influence of building materials on the energy efficiency and conditions of microclimate for identical designed buildings

Range according mass, kg		Range according usage insulation, m3		Energy efficiency by identical micro climate 21 °C Air change 0,5 h ⁻¹ , Kwh/m2 gadā	
PLY	1 752	AER	4,80	LOG	147
LOG	4 813	LOG	8,28	CER	155
AER	5 933	CER	9,22	PLY	167
CER	13 675	EXP	10,00	EXP	180
EXP	17 605	PLY	11,02	AER	195

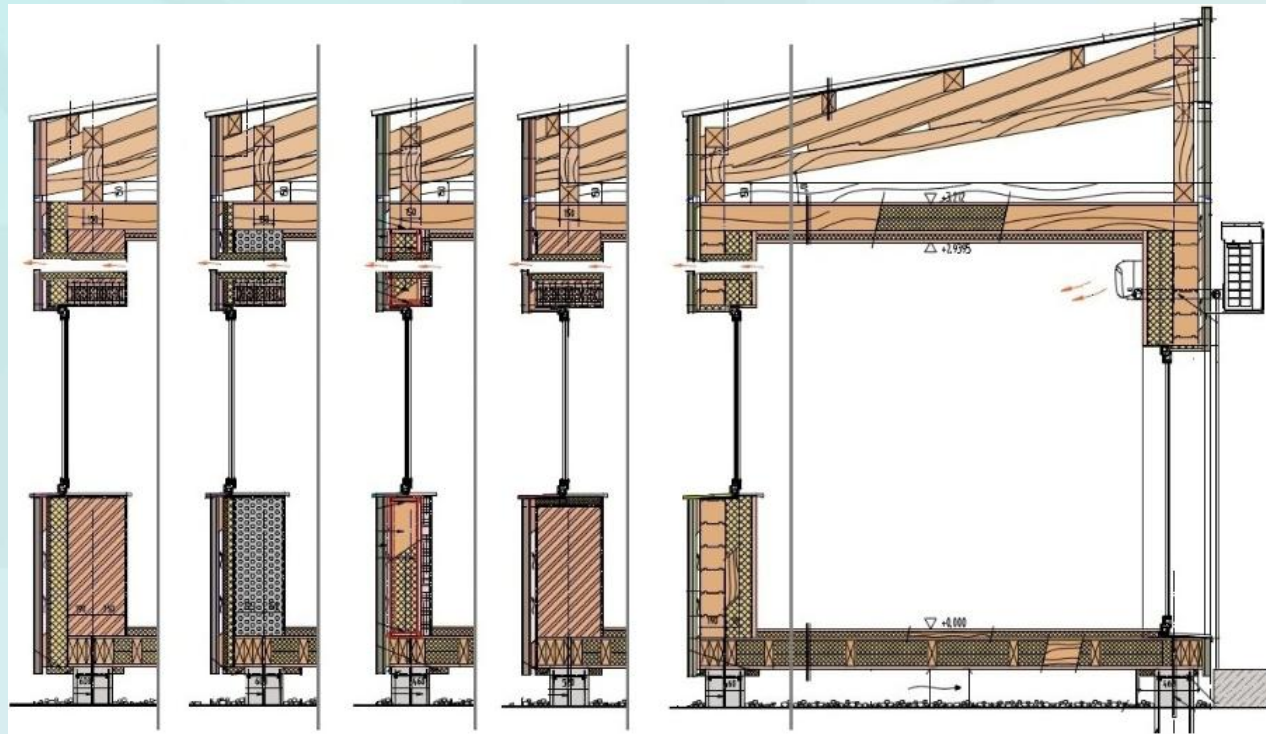


<http://www.eem.lv/index.php>

LCCA of test buildings

<http://www.eem.lv/index.php>

Cost of building Ls		Cost of dismantling Ls		Cost of destruction Ls		Recycling revenue Ls		Cost of energy usage , Ls		LCCA , Ls	
PLY	7 559,73	LOG	228,29	LOG	0,00	LOG	3277	LOG	2812	LOG	8 769
AER	8 446,79	PLY	277,29	PLY	20,77	EXP	101	CER	2971	PLY	10 975
LOG	9 005,61	AER	394,21	EXP	150,90	PLY	78	PLY	3195	AER	12 749
CER	9 233,95	CER	482,04	AER	169,50	AER	0	EXP	3451	CER	12 883
EXP	9 902,87	EXP	572,59	CER	195,36	CER	0	AER	3738	EXP	13 976





Projekta zinātniskais vadītājs
Dr. fiz. **Andris Jakovičs**,



Team involve researcher from industry, from
RTU and from LU, physic, mathematic,
chemistry, energetyc, construction
With diferent age, knowledge





Paldies par uzmanību



LU Vadošais pētnieks Dr.ing.sc. Jānis Kļaviņš

Biznesa attīstības vadītājs

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