

What is the BioCulture project?

The BioCulture project aims to raise the competitiveness of small and medium-sized enterprises in the life science sector through the creation of language & culture training resources. The project lasts from November 2007 to October 2009.

Funded under the European Commission's Leonardo Transfer of Innovation scheme and match funded by European partners, the project's three key work packages have audited 140 companies' international communications requirements, and shall develop and test materials to meet these needs. It shall also further develop an on-line 'roadmap' which guides companies through language & culture resources and support available. As a further bonus, materials pilot testing workshops shall be offered up to 45 companies across the partnership.



GROW YOUR BUSINESS IN THE LIFE SCIENCE SECTOR...



CONTACT US

For more information please contact David Owen

The Business Centre

Station Road

Histon CB4 9LQ

Phone: 01223 202815

Email: davidowen.ukti@eeda.org.uk

THE BIO CULTURE PROJECT



East of England Development Agency



PROJECT PARTNERS

Project partners are the East of England Development Agency (lead partner), ERBI (England) the Medicon Valley Alliance (Denmark & Sweden), the Seinäjoki University of Applied Sciences (Finland), the BioIndustry Park del Canavese (Italy together with local partners in France and Switzerland), the Bulgarian Association of Regional Development Agencies (Bulgaria) and Dialogue Language Services (England).

The project focusses in particular on biotechnology SMEs which are involved in international research & development or have customers and suppliers overseas.



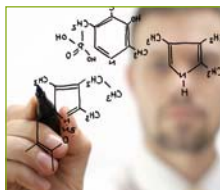
PROJECT OUTPUTS

AUDITS



The audits of 140 life science companies across the partnership have highlighted the need for language & culture resources, particularly those focussed on the markets of Japan, China, UK, USA, Germany, France, India & Spain. Most of the companies audited use culture or language skills for international collaboration, and over half were interested in building an international dimension to their websites. Of particular interest is the ability to speak a few sentences in the partner's or customer's language to help build relationships and show commitment.

ROADMAP



The online interactive roadmap aims to update all current resources related to language & culture for the world of business and employment. These include culture information reports, language training materials, 'how to guides' and links to sources of support.

MATERIALS DEVELOPMENT

The project aims to provide employers in the partner regions with a wide range of training resources, and this is a phased development from July 2008 to January 2009.

Materials developed shall give employers the cultural information and language skills they need to build relationships with overseas contacts, and shall give them the opportunity to acquire the knowledge to improve the international presence of their websites.

The project brings together the expertise of a range of European partners with the aim of building the competitiveness of businesses in their regions to operate more effectively on the global stage.

MATERIAL TESTING



The resources developed by the project shall be tested through a series of workshops focussed on the culture or language of specific markets. These half-day workshops shall give employers the opportunity to give feedback on the resources and share their experience of communicating with overseas partners. The testing takes place between February and May 2009.

