

Presentation

Success models

JOSEP HUGUET | BIOSCA

If in the last *Paradigmes* issue, we were thinking about the risks to be tackled and the opportunities to grasp in order to overcome the crisis, in this monograph we will analyse some of these opportunities focused on the Catalan economy.

It is not random that many of the opportunities detected bear relation with new emerging industries or metaindustries, as they are commonly called. The wide process of thought and opinion-seeking fostered by this Department following the National Pact for Research and Innovation and its ensuing action has led to place the challenge of innovation on the political, entrepreneurial and social agenda.

The approach made in this *Paradigmes* issue on six of the twenty metaindustries set out initially to be the most likely to be looked at regarding R&D&I is a first step to be followed by more thorough work for each case. The fact that one of the selection criteria used for *Paradigmes* has been non-existence or scarcity of conceptual or applied approaches to the reality in Catalonia gives more value to the effort made and facilitates further steps to identify and materialise specific action.

However, this monograph is not limited to analysing industries or metaindustries with a future in Catalonia, but suggests a set of ancillary strategies that can also become tangible opportunities if we are able to take advantage of them. On the one hand, there are potentialities in the Mediterranean Arc, the economic region at whose heart Catalonia lies, intending to strengthen cooperation policies, especially regarding infrastructure, within which the Mediterranean corridor and the hubs created by airports should be the spine of a region competing successfully with the big economic areas in Central Europe. The world of business,

supported by public authorities, is taking an increasingly stronger stance in this. As a first step, we need to reach that the European Union pushes decisively for a big European railway corridor from Scandinavia to the Mediterranean crossing the Iberian Peninsula along the East coast.

Also, *Paradigmes* tackles the issue of leadership from both its collective and its more specific entrepreneurial side. New generations, new entrepreneurial segments and new professional profiles clearly need to tackle the challenge of spearheading collective projects of any kind. Beyond one's own entrepreneurial or professional project, many people need to make a step forward for the general benefit.

This way of dealing with leadership converges directly with the concerns expressed by the businessmen in the magazine's Publishing Council. They ask that public authorities foster a consensus with business and the whole of society to implement a future project for the Catalan society and economy staying above any specific political or economic situation.

Also, analysing different successful business models is an especially adequate initiative. From a small winemaker in the Priorat region to the main financial institution in the country, we can find endless successful examples of entrepreneurial excellence in all sorts of industries and sizes. In times of big economic and entrepreneurial hardship, examples of success based on human capital and talent, on effort and tenacity, on knowledge and innovation need to be conveyed as strongly as ever. As so many façades based on easy money and speculation are collapsing, leaving nothing behind, the true successful models need to be disseminated and analysed and those people and organisations fostering them made known. This is especially relevant in relation with youth, with the need of disseminating true

**New generations, new entrepreneurial segments
and new professional profiles clearly need to
tackle the challenge of spearheading collective
projects of any kind.**

entrepreneurial vocation, together with the right amount of ambition and farsightedness any new project requires.

The opportunities of the Catalan economy obviously do not run out with the subjects covered by this monograph. From entrepreneurship to internationalisation, including innovation financing, there is a wide range of working lines to analyse and deepen into. In the next issues, *Paradigmes* will

go on trying and provide new knowledge and thought with this purpose.

The success models cannot be restricted to business. Any organisation, any society needs to find its way to reach its own success model allowing it to reach the degree of individual prosperity and collective welfare it legitimately aspires to. I am sure that this *Paradigmes* issue makes a significant contribution to make headway in this respect.

JOSEP HUGUET I BIOSCA

Minister of Innovation, Universities and Enterprise

