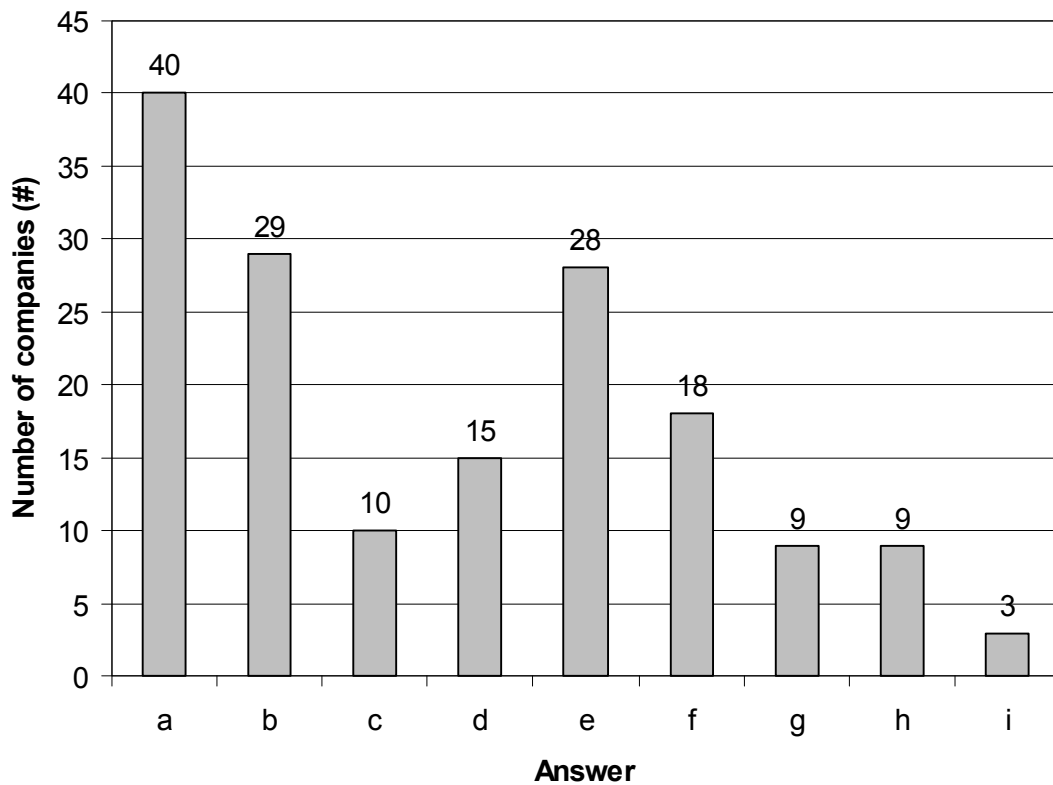


In what ways do you expect to benefit from the public research sector?

- a. Increase in company know-how
- b. New product development
- c. Increased market penetration
- d. Cost reduction
- e. Access to research funds
- f. Current product development
- g. Expansion of markets
- h. Direct profit improvement
- i. None, N.A.



‘Direct profit improvement’, ‘expansion of markets’ and ‘increased market penetration’ were the least seen as ways to benefit from public research (9, 9, 10 – 48). ‘Cost reduction’ and ‘Current product development’ were by 15, respectively 18 respondents marked as possible ways to benefit. A reasonable amount of respondents indicated ‘access to research funding’ and ‘New product development’ as potential ways to benefit. Most of the respondents (40) indicated that they saw an increase in company know-how as a way to benefit from the public research sector.