LINK

BY UMA-ATECH

This is a title...

This is a title...

2x2 Grid

STRENGTHS

size of the company - it is a MNC (jovin)

leader in the tech sector (jovin)

leader frontline in innovation (jovin)

strength on internatio-nalisation (jovin)

can build synergies with companies (jovin)

has a wide array of subsidiaries (jovin)

already has offices in LATAM (jovin)

has proper plans and models for expansion (jovin)

can create proper jobs through its expansion (jovin)

can impact other array of areas beyond ICT (jovin)

is well connected to public and private entities (jovin)

is capable + confident in creating stable + lasting alliances (jovin)

embraces diversity and accessibility (jovin)

has a SOP for generating collaboration prgs (jovin)

Experience with diverse cultures

Track record on achieving growth

Diverse Business Sectors

already connected to Malaga Tech Park (jovin)

is serious about its search for talent (jovin)

internalizzation

Open to Colaborating

Experience in Latin America usful for Southern Europe

already connected to UMA LINK (jovin)

WEAKNESESS

CULTURAL GAP, LIMITATINONS REGARDING COLLABORATION AND WILL T VENTURE AMONG RESEARCHERS

LACK

MARKET POTENTIAL OF RESEARCH

Too expansive in approach

OPPORTUNITIES

Developed business environment and access to key entities in the environment

Innovative ecosystem within the region

new horizons of collaboration with public and private entities

Developed business environment

Few bureaucratic barriers

connection with Peru and Colombia. Spanish Language

THREATS

Funding for activities

Mis-aligned goals between GoTIC and UMA

bureaucratic barriers (within the University)

Other competing Universtities in EU

Mis-aligned or Unrealistic expectations

Programme needs of GoTIC outside of UMA expertise areas

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SPANNING BOUNDARIES