



# EURO

## A CHALLENGE FOR EUROPE

by

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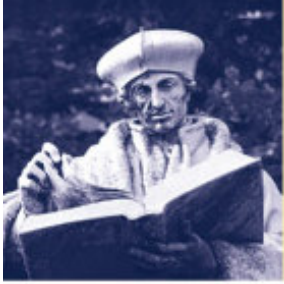
# Ambition

To define  
the  
OR-field  
for  
the near future



# Ambition

To stimulate  
innovations of the OR-field  
to adapt to  
the changing scientific needs  
of our  
OR customers



# Ambition

To be  
attractive  
for  
brilliant students



# Ambition

To  
create  
a structured  
European cooperation  
between  
EURO and INDUSTRY



# Ambition

To establish  
EURO  
as the  
European Union Organisation  
for  
OR  
in  
Practice and University



# Starting Point

## OR-field

- Solid body of knowledge
- Scientific recognition
- Great practical applications
- Etc.



# Starting Point

## OR-field

- Increasing Computing power
- Information availability
- MILP in every PC
- Many special purpose software programs
- Etc.



# Starting Point

## Education

- Mathematics
- Applied mathematics
- Econometrics
- Business Schools
- Logistics
- Finance
- Health
- Etc.



# Starting Point

## Research

- Many Subjects
  - see working groups
- Applied
- Theoretic
- Applied mathematics orientation



# Starting Point

## Applications

- “Part” of software
- “Part” of decision making
- “Part” of business



# Starting Points

## Cooperations

- Relations with industry
- Relations with software houses
- Relations with (European) governments



# Starting Point

## Organisation

- Journal
- Working groups
- European set up
- Annual conference
- [www.euro-online.org](http://www.euro-online.org)
- International cooperation IFORS
- Etc.



# First Conclusions

## Exploiting together

- Existing research
- Existing applications
- Existing organisation
- Existing cooperation

**Should be basis for future OR**



# Starting Point Threats

## OR-field

- Method oriented
- More efficiency than effectiveness
- More operational than strategic
- More theory than practice
- Etc.



# Starting Point Threats

## Education

- Bachelor Master structure
- Embedded in application field
- Practical knowledge educators
- Appeal for students
- Etc.



# Starting Point Threats

## Research

- Part of software development
- Part of application field
- Combination of techniques
- Etc.



# Starting Point Threats

## Cooperation

- Operational level organisation
- Indirect influence
- Low funding possibilities
- Etc.



# Starting Point Threats

## Applications

- Shift in environment
- Multi disciplinary problems
- Embedded optimization
- Specialized software organizations
- Etc.



# Starting Point Threats

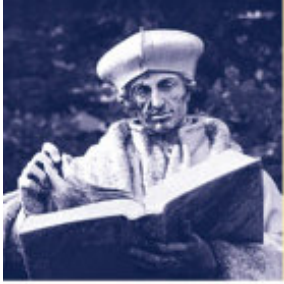
## Organisation

- National orientation
- Different languages
- Variety OR organisations
- National journals
- National companies
- Etc.



# First t Conclusions

- No well defined OR
- No structured cooperation
- National orientation
- Limited impact
- Poor marketing
- Limited recognition in market
- Limited funding
- Etc.



# Drivers for Change

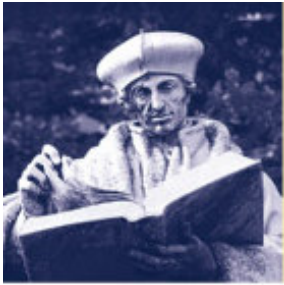
- One university system in Europe: BAMA
- Globalizing companies
- Specialized companies
- Technological developments
- “Desperate” demand for (multidisciplinary) solutions for societal problems
- Etc.



# First Conclusions

- Strength of OR
- Threats for OR
- Drivers for change

We can  
do something  
extra



# Let us go for

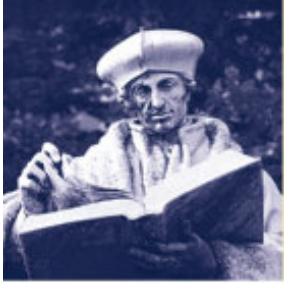
- A clear OR brand
- International orientation
- Structured cooperation with different industries
- European OR education
- EU-sponsoring for “projects”
- Company sponsoring for OR developments
- Etc.



# Concept no 1

## Organisational adaptations EURO

- 3rd Vice President European sponsoring
- Task to generate money
- Task to convince companies on relevance of OR
- Tasks to do this on EU level
- Task to earn at least his own salary
- Etc.



# Concept no 2 a

## Organisational adaptations EURO

- EURO branding committee (OR – Itself)
- EURO industrial relations committee
- EURO European education committee (OR Forum)
- EURO special European project committee
- Etc.



# Concept no 2 b

Let us do "IT"  
together  
and  
EURO organisation  
has to be  
extended



# First Actions

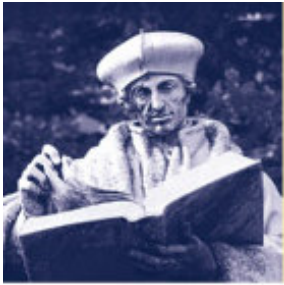
- Create relevant “taskforces” committees
- Create industrial advisory board
- Start discussion groups on Europe vs National relations
- Start discussion on cooperation with application fields



# First Actions

**Organize structured discussion within relevant working groups on:**

- What does EURO have to offer for (European) companies
- What are possibilities to organise this at EURO level
- What are relevant companies with base in participating countries
- What are EU and corporate “sponsoring” programs eg possibilities
- Etc.



# First Actions

## Organize structured discussion within National Organisations (NO)

- Each NO appoints “industrial” relation representative
- Each NO defines national OR “market”
- Each NO defines national cooperation
- Etc.



# Structuring Market

## ■ OR methods

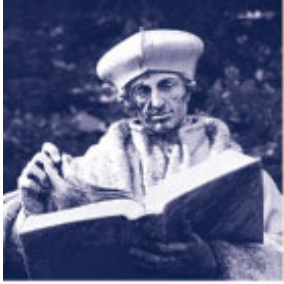
- software companies
  - SAP
  - Oracle
  - Microsoft
  - IBM
  - Ortec
  - GTS
  - CQM
  - Etc.



# Structuring Market

## OR application fields

- Banking insurance
- Telecom
- Logistics
- Airlines
- Railways
- Public sector
- Health
- Etc.



# Structuring Market

**Let us start  
together  
to prepare  
EURO  
for the  
future**



**E**uro offers  
**U**nique opportunity in solving  
**R**elevant problems  
**O**f European Economy