



# Telling the story of Firm level Knowledge dynamics, the development of Zenicor ECG

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## Zenikor ECG

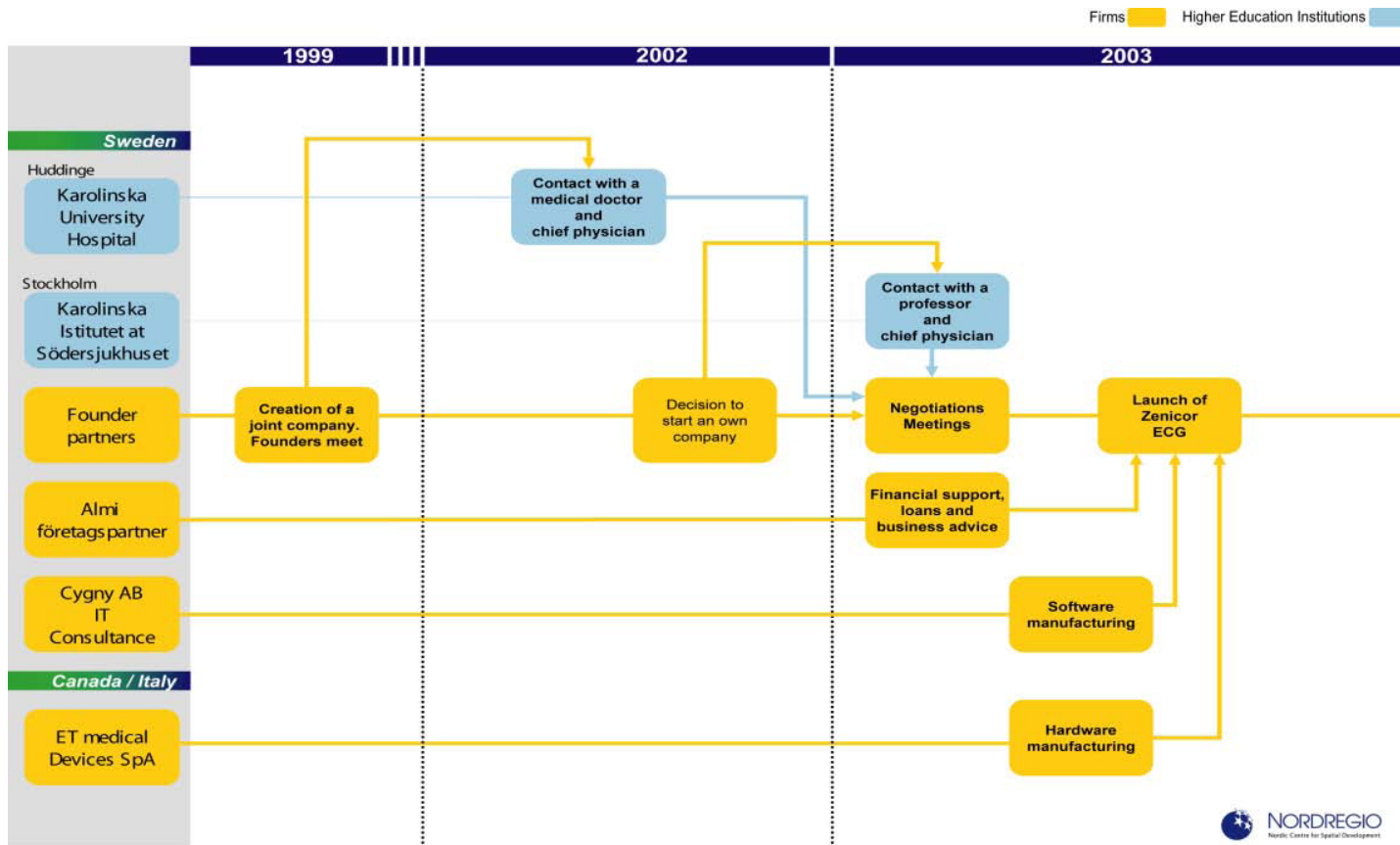
Last, but not least, Mats Palerius, from Zenicor Medical Systems, showed us a simple device that detects one, often undetectable, cause of stroke – an irregular heartbeat. No ECG needed. All you need to do is press your thumbs on a keypad for 10 seconds so it can read your heart's electrical signals. I did. Fortunately, it was tick-tock perfect.



Nelson for BBC 2008

# Zenikor Medical System

- Small entrepreneurial firm in the Medtech sector
  - Motto: "Closeness at Distance"
  - Develops: ICT product solution systems
- Medtech-sector: an expanding sector in Sweden
  - Products and service related to health
  - 10 000 workers & turnover of 60 billion in 2007



# Working through networks

- Collaborative development networks
  - The product has been developed through different competencies, i.e. with compositional knowledge
  - Clinical studies has tested and verified the product as well as marketed and promoted the product
- Product and knowledge diffusion
  - In use at over 50 hospitals in the Nordic countries
  - Generated new research projects which has generated new applications...

## Concluding remarks

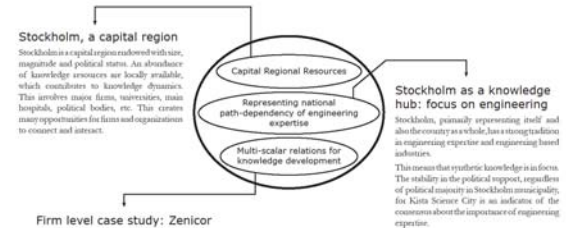
- Policy and governmental issues
  - supporting business infrastructure
  - research institutions and networks
  - flexible and adaptable organizations
- Research learning's
  - questions knowledge categorization
  - stresses multi-scalar relations

# Thank's for listening!

For more info on  
*Knowledge dynamics in the Stockholm Region:*  
<http://people.su.se/~lsmas/KS.2010.1.pdf>



## Regional Trajectories to the Knowledge Economy - KIBS, ICT & MedTech in Stockholm



- Policy implications: think outside the box - sector, gender and scale**
- Integration of competences, skills and experiences from different sectors
  - Gender awareness and diversification human resources and social capital
  - Anchoring resources located elsewhere through multi-scalar relations

