

MassMEP Launches New Program – Massachusetts Growth and Innovation Network (M-GIN)

Providing Assistance in Developing Long Term Growth and Innovation Strategies to Become a Next Generation Manufacturer

Worcester, MA - The Department of Commerce, National Institute for Standards Technology (NIST) is moving forward with its “National Innovation Marketplace” to be rolled out by the MEP Centers. “We are trying to rewrite” the manufacturing story from one of job loss to being “one of the strongest and most competitive in the world. That is the premise from which we start. There is no reason why we can’t capture global market share” stated Vice President Biden, during the announcement of the Innovation program for NIST. In support of this initiative, MassMEP is launching the MassMEP Massachusetts Growth and Innovation Network.

The MassMEP’s “Massachusetts Growth and Innovation Network” (M-GIN) provides assistance in the area of developing and executing Growth and Innovation strategies, to drive Top Line Growth for the small to medium sized manufacturing enterprise in Massachusetts as they work towards becoming a Next Generation Manufacturer.

Even in these economic times, innovation remains a high strategic priority for most companies, and many see it as their means to growth. Manufacturers’ growth and value add for the future depends on new product development and the M-GIN program assists companies as they reposition themselves for future growth, replace maturing products, and foster a creative environment that emphasizes innovative, focused processes.

M-GIN works with Massachusetts companies to develop a concept to commercialization roadmap that fits their company’s growth strategy for rapid and effective customer focused innovation that provides an executable step by step plan for developing innovative products, processes or services that would appeal to potential funding sources. Massachusetts Growth and Innovation’s mission is to develop and cultivate partnerships and collaborations for building an active resource center and supporting network for assisting incumbent and entrepreneurial enterprises succeed with invention, innovation, and commercialization endeavors.

A recent Next Generation Manufacturer Study commissioned by the U.S. MEP centers, confirmed an historical fact in that “manufacturers in New England depend on deriving a significantly larger percentage of their annual sales from new products, than their counterparts nationally.”

M-GIN will provide assistance to existing businesses in the area of developing and executing growth strategies and innovative products, processes and services through the networks vast array of resources, all the while growing manufacturing in Massachusetts.

M-GIN is hosting a series of public workshops and informational sessions in various regions within the state and the first event is Friday, May 14 in Worcester to introduce the program, partners, and the key concepts to developing and executing successful Growth Strategies to drive companies into the Next Generation of Manufacturing. Register online at www.massmep.org.