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## Mannerisms



### The Importance Of Kitchen Tables And Pubs

*5 comments*

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*26th November 2014*

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The kitchen table, the pub and money are the ingredients for getting the European nanoelectronics industry to thrive, Ben Verwaayen, former CEO of BT and Alcatel Lucent, told the European Nanoelectronics Forum 2014 in Cannes this morning.

The kitchen table is where a kid raises the prospect of starting an enterprise and is either encouraged or discouraged.

The pub is where ideas and information are shared and exchanged.

Money, while not the starting point, is needed to grow the enterprise.

"Talent wants to rub shoulders with talent," said Veerwayen, "people want to be recognised for what they bring. Young people make silent choices – they need to feel the vibration that talent is recognised in this industry."

Veerwayen quoted The Pope who recently told the European Parliament: "One receives the general impression that Europe is a grandmother who is neither fertile nor vivacious anymore."

"It's not that we don't know where we're going," said Veerwayen, "we know where we're going."

But though the future of technology is clearly road-mapped there is no certainty where that future will be implemented.

"Somewhere in the world it will happen but there's no guarantee it will happen here," said Veerwayen, "this will happen globally but we don't know where will the benefits will come down from a business perspective,"

It's not just money, he argued, China will outspend us. Talent is the only edge Europe has to deploy in this race, and the kitchen table and the pub mixed with EU money is the way we must do it.



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