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THE USE OF SPIN-OFF RESULTS AS A MARKETING TOOL FOR EMERGING SPACE  
COUNTRIES

**Abstract**

Abstract Emerging countries are coping with many economic challenges and therefore a number of financial priorities. In order to bring space applications higher on the priority list, it is therefore of paramount importance to convince decision makers about the economic return of such space investments. One of the obvious instruments are spin-offs from the space sector, as many of those contribute to solving economic problems linked to health, water and food, disaster management and even detection of vector driven diseases. Spin-off has been used in several space-fairing nations but has been less used in emerging space nations where prestige was an important driver. However, after a long economic crisis since 2008, more and more, also in these countries, return on investment is a criterium. In the paper the case of China is used as a very applicable example. China has developed a strong space sector and manages well space technologies. A natural knowledge transfer to other sectors is still in an early stage. Benchmarking such as the use of spin-off in established countries will be applied and lessons learnt for China will be given. The results of this work are based upon an individual project finalized at the International Space University, with inputs from the ISU network.

References (referring to similar projects performed in ISU) Szalai, B., Detsis, E. and Peeters, W., ESA space spin-offs : benefits for the health sector. Acta Astronautica 80 (2012) 1-7.