



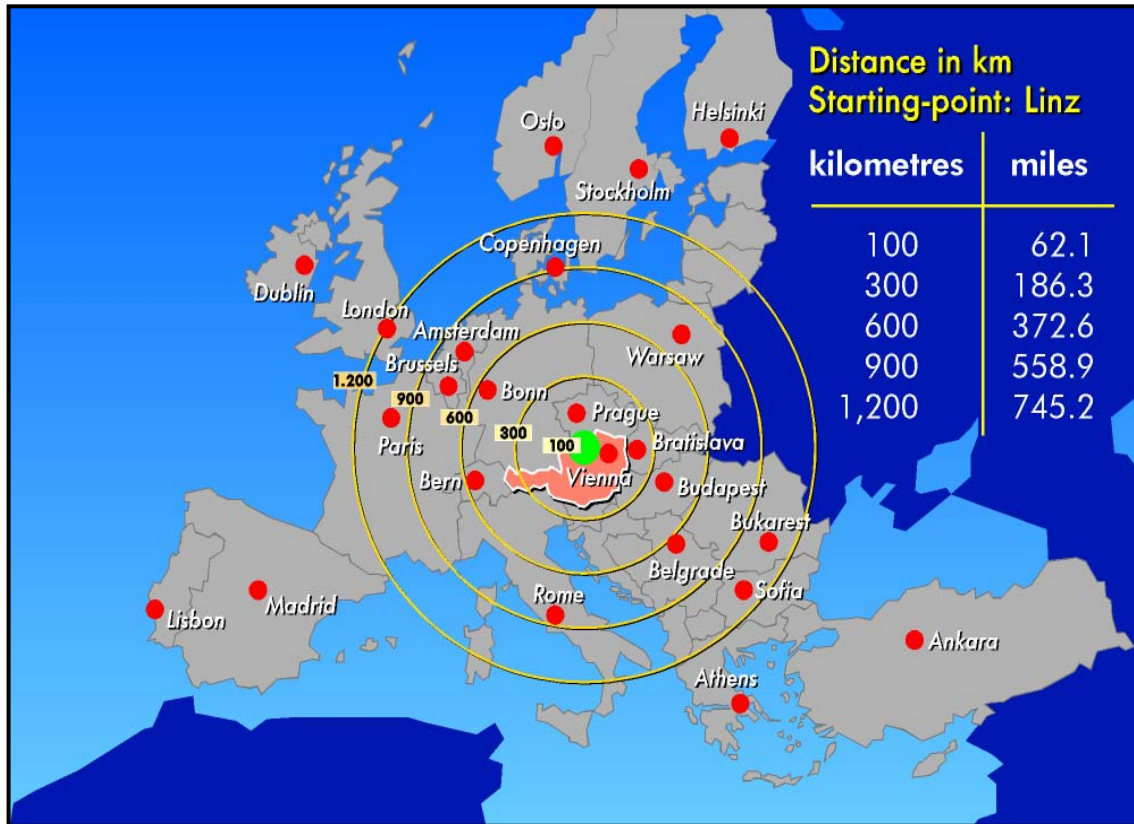
CLUSTERLAND
OBERÖSTERREICH GmbH

Services for Cluster Development and Management of Trans-Regional Cluster Initiatives

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Upper Austria - leading Austrian region in industry, technology and export









- 1,4 Mio. Inhabitants / 17,1 %
- 12.000 km² / 14 %
- 24,9 % of Austrian production value
- 25,7 % of Austrian exports
- 3,2 % unemployment rate

Clusters and inter-branch networks in Upper Austria



Facts & figures

Clusterland Upper Austria		Start	Partners	Sales bn €	Work- force
Automotive		07/1998	265	17,3	88.113
Plastics		04/1999	389	12,2	58.500
Wood and timber construction		01/2000	232	2,3	19.935
Health technology		03/2002	155	3,2	25.525
Mechatronics		01/2003	234	4,2	25.529
Network Environmental Technology		01/2006	58	--	--
Total			1.333	39,2	217.102

Update: 31.12.2007

Benefits for cluster and network partners



Information platform as springboard for increased success

Databases, company interviews, quarterly journals, company directories...

Information and Communication



Knowledge transfer and management in the network

Regular specialised events; 644 events with 27.361 participants

Qualification



Initiating and supporting cooperation projects

230 cooperation projects with 950 partners; 63 % new products, 24 % new production processes, 13 % specific qualifications

Cooperation



Positioning the partners both home and abroad

Technology presentations, branch image, trade fairs

Marketing & PR



Supporting companies as they enter new markets

Cooperations with European regions, EU-projects

Internationalisation

Initiating and supporting cooperation projects

▶ Cooperation

- Establishment of contacts between potential project partners
- Round table meetings involving companies interested in cooperation
- Support during the grant application process
- Special cluster funding instrument



Cooperation and project-development

Promotional measures:

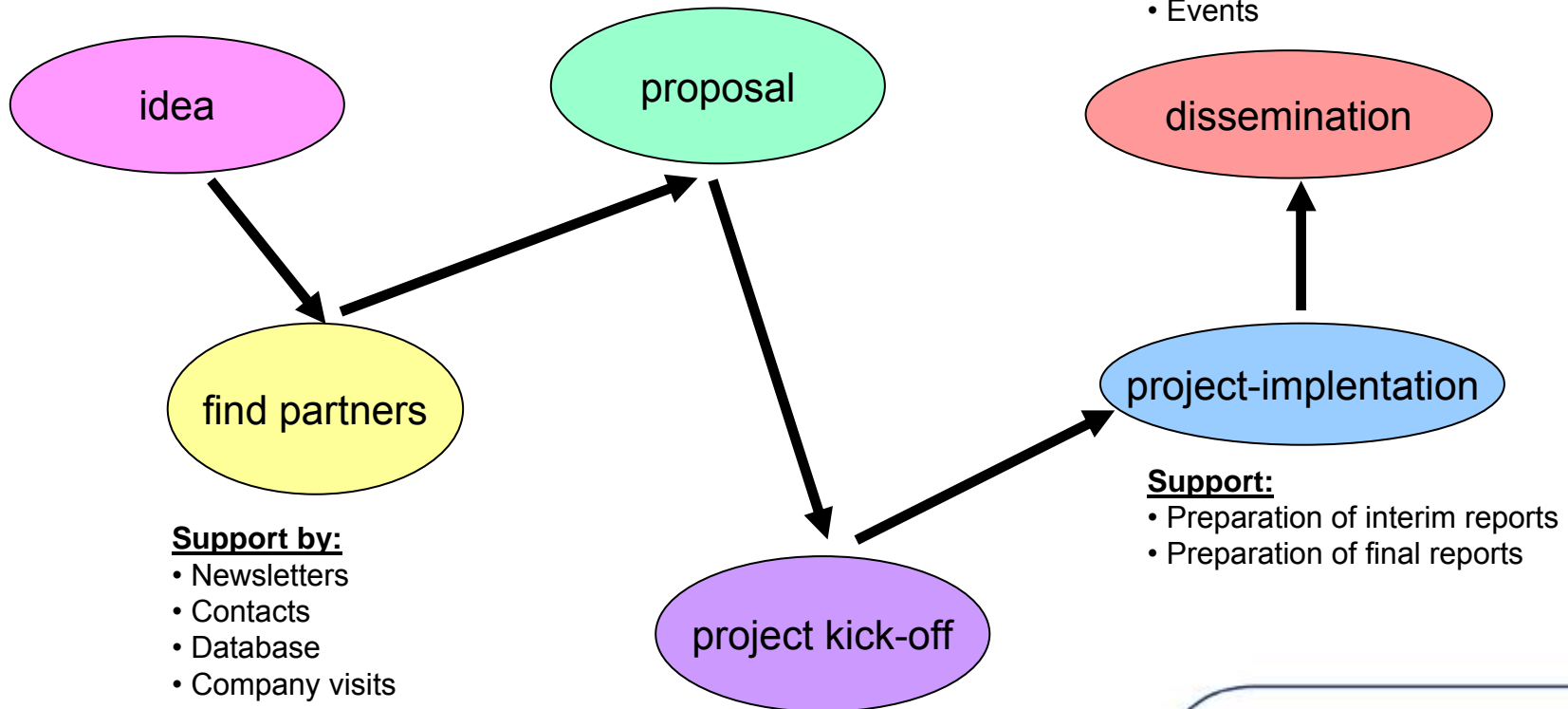
- Events
- Market observation
- Direct contacts by companies

Support in:

- Proposal wording
- Submission for the funding

Working out of:

- Press informations
- Press conferences
- Events



Cooperation project examples



- Supply chain optimisation from 40 to 10 days
- Joint company foundation in the USA (3 SMEs)



- Entry into new markets - aircraft components
- Acquisition of compounding know-how – less dependence on raw material producers



- Product development and design
- E-procurement – furniture manufacturers and suppliers



- Development of a blood analysis device
- Growth support for cartilage and bone cells

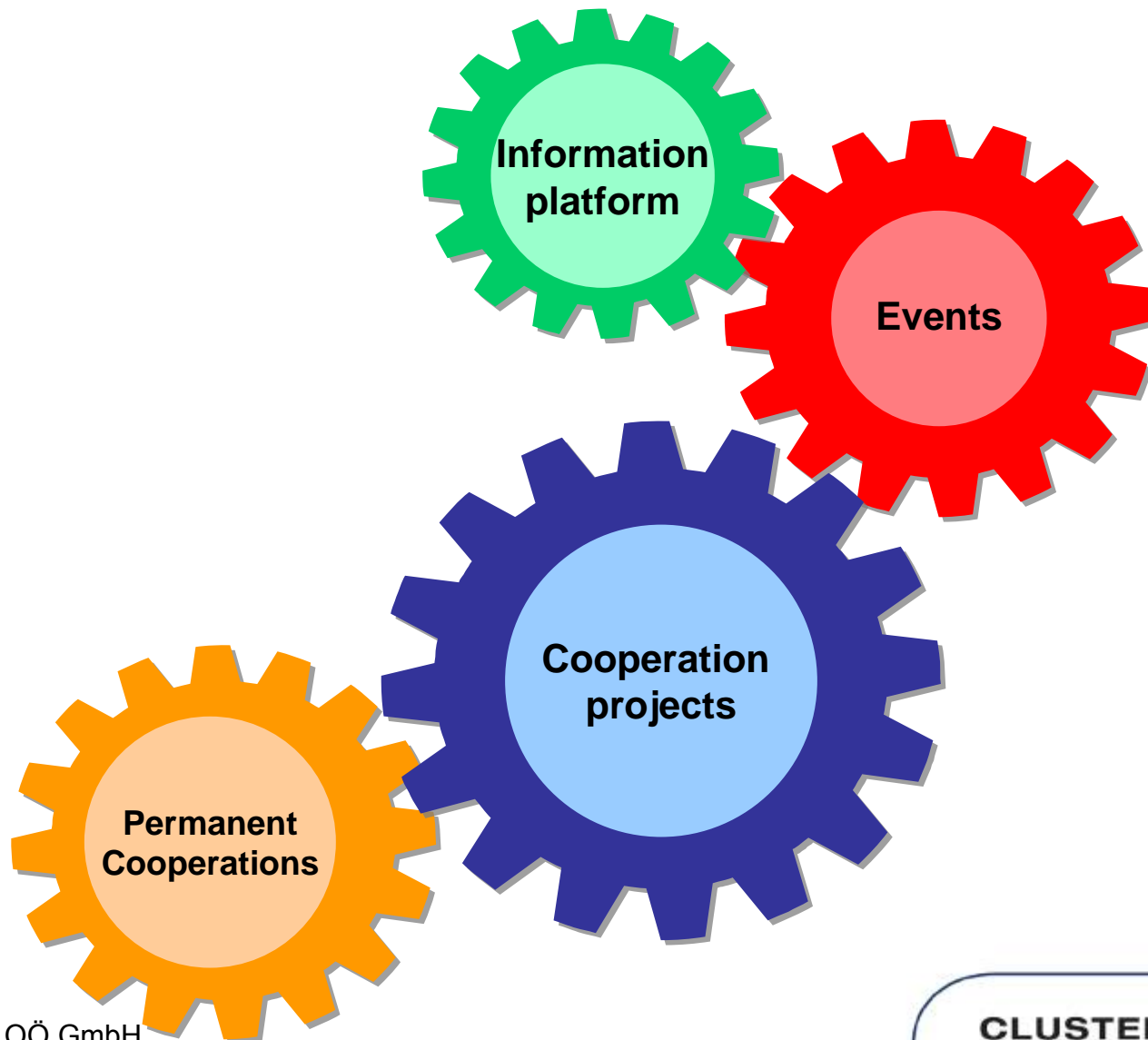


- Knowledge management in globally acting engineering companies



- Extension of an existing air-emission-monitoringsystem to a universal operational environmental-monitoring- and information system

Cooperation model Clusterland Upper Austria



Cooperation project overview

	AC	KC	MHC	GC	MC	NUT	Σ
Submitted projects (within reporting period)	5	9	6	5	2	3	30
Participating partners (incl. double entries)	27	40	29	19	6	9	130
On-going projects (on-going at reference date as well as submitted before reporting period)	3	10	18	6	5		42
Participating partners (incl. double entries)	14	44	87	21	18		184
Completed projects (at reference date)	51	58	37	5	7		158
Participating partners (incl. double entries)	229	251	163	15	23		681
Total number of projects	59	77	61	16	14	3	230
Total Participating partners (incl. double entries)	270	335	279	55	47	9	995

*) Participants in several projects are counted several times

Total Funding volume

€ 11,4 Mio.

Total Project volume

€ 58,4 Mio.

1:5

Reference period: 051115 – 061115

reference date: 061115

excl. 3 Ziel-2projects

excl. 37 LC-projects



Cluster Management Guide

Guidelines for the Development and Management of Cluster Initiatives

Cluster Management Methods, Tools and Processes

The Cluster Management Guide



Cluster Management Guide with:

Case Studies

Checklists for development and management of cluster initiative

Description of CLOE cluster initiatives

List of cluster initiatives of partner regions and other international cluster initiatives

Indicators for benchmarking of cluster initiatives

Management of Cluster Initiatives



2. Training and Qualification

- ▶ Analysis of branch related educational requirements
- ▶ Promotion and mentoring of talented staff
- ▶ Activities for qualification of company staff
- ▶ Regular special events
 - Workshops and seminars
 - Study trips for employees
 - Inter-company learning
 - Co-operation with R&D and educational bodies

1. Information and Communication

- ▶ Detailed database
- ▶ Frequent customer interviews
- ▶ Internet / homepage
- ▶ Supplier and service catalogue
- ▶ Newsletters
- ▶ Regular events, company tours, study trips
- ▶ Monthly mails
- ▶ Press book

3. Co-operations

- ▶ Initiation and support of co-operation projects
- ▶ Establishment of contacts between potential project partners
- ▶ Co-operation with R&D, educational institutions and special service providers
- ▶ Set-up of special support programs
- ▶ Facilitate higher innovativeness

4. Marketing and PR

- ▶ Information and marketing materials
- ▶ Generation of a regional identity
- ▶ National and international PR and advertising activities
- ▶ Measures to strengthen the branch image
- ▶ Trade fairs, company visits, presentations for major customers
- ▶ Lobbying

5. Internationalisation

- ▶ Access to international events, congresses topics, costumers and trends,
- ▶ Support of international co-operation
- ▶ Support of companies during internationalisation
- ▶ Set-up of network activities between comparable/complementary international clusters
- ▶ Attract foreign visits in the cluster



Experiences after 9 years of cluster activities in Upper Austria

- **230** co-operative projects with almost **1000** companies co-operating
- **77 %** of the companies continue working together with their partners from cooperation projects, after these are officially over (the range goes from relationships between customers and suppliers up to establishments of joint ventures)
- **89 %** of the projects could have not been carried out – or not in this positive way – without the support received from the cluster. One usually would have done without working together with other companies.
- The Cluster Management becomes a key role in the process of initiating the cooperation projects (activities).
- The cluster partners had in average an annual growth of **7-8 %** p.a. and from 2003 till 2006 and created **800** additional jobs p.a. (example of the plastics cluster)!

Source: Ohler, Fritz: Evaluation of the Upper Austrian cluster initiatives, 2001

Contact and information

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Clusterland Oberösterreich GmbH supports cluster and network initiatives. It promotes innovation through cooperation and competence in order to enhance the competitiveness of enterprises.

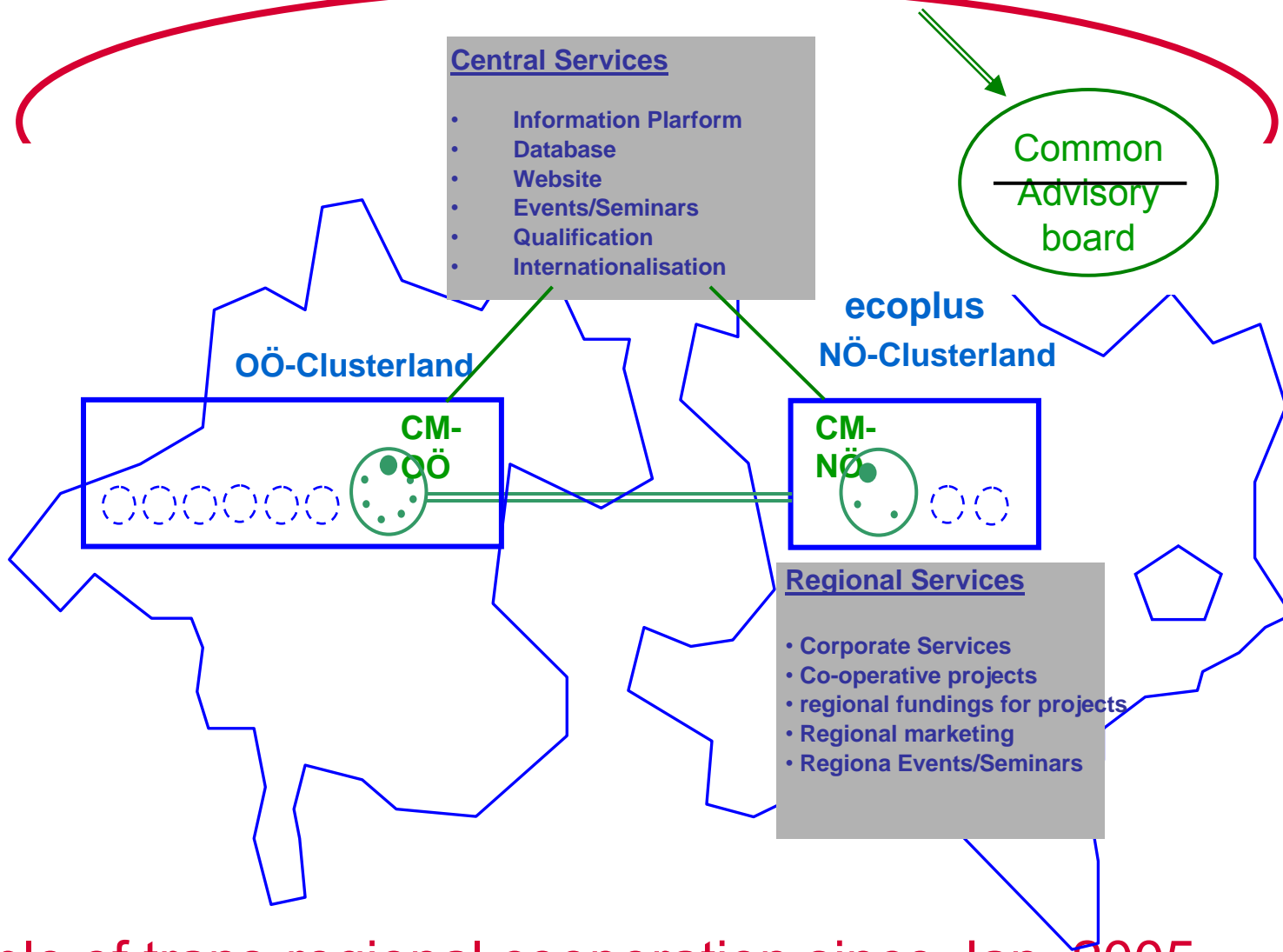
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BACKUP

Case-Study: Trans-regional Cluster-Initiative of the Austrian Plastics-Cluster

- The plastics cluster in Austria: more the 400 partner companies
- Since 1999 more than 80 co-operative projects with 230 participating companies
- Know-how transfer was conducted through 139 events/seminar with 7.660 participants.
- In 2005 the province of Lower Austria joined the Plastics-Cluster originated in Upper Austria.
- This co-operation of Upper- and Lower Austria was expanded by the province of Salzburg in May 2007.
- The leading idea behind our cooperation is:
 - **One Cluster-Initiative**
 - **One Advisory-Board**
 - **Two legal entities** and Two budgets
- Brings complex governance-structures and complex regional/political needs to manageable and clear structure for the participating companies.
- Transition of funding: From **90%** government-funded base in the beginning to a **70 + %** company-funded environment.

Plastics Cluster Upper Austria - Lower Austria



Example of trans-regional cooperation since Jan. 2005