

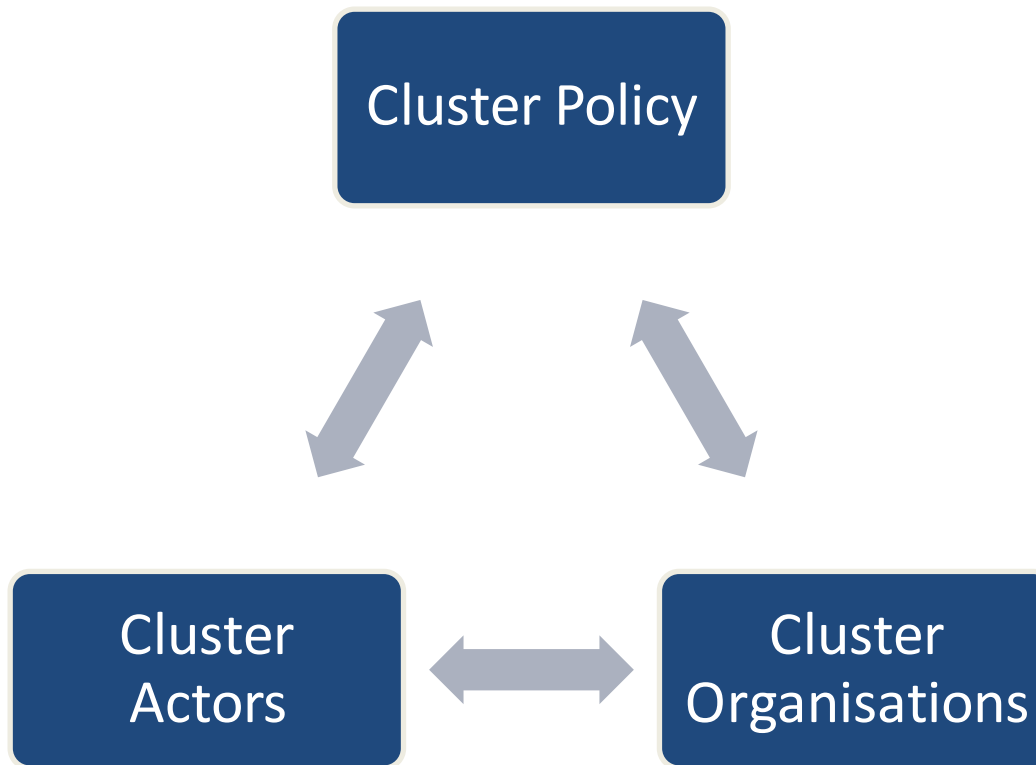
# Development of a Cooperation Strategy for Clusters in the Danube Region

Political-Strategic Cluster Working Group of PA8

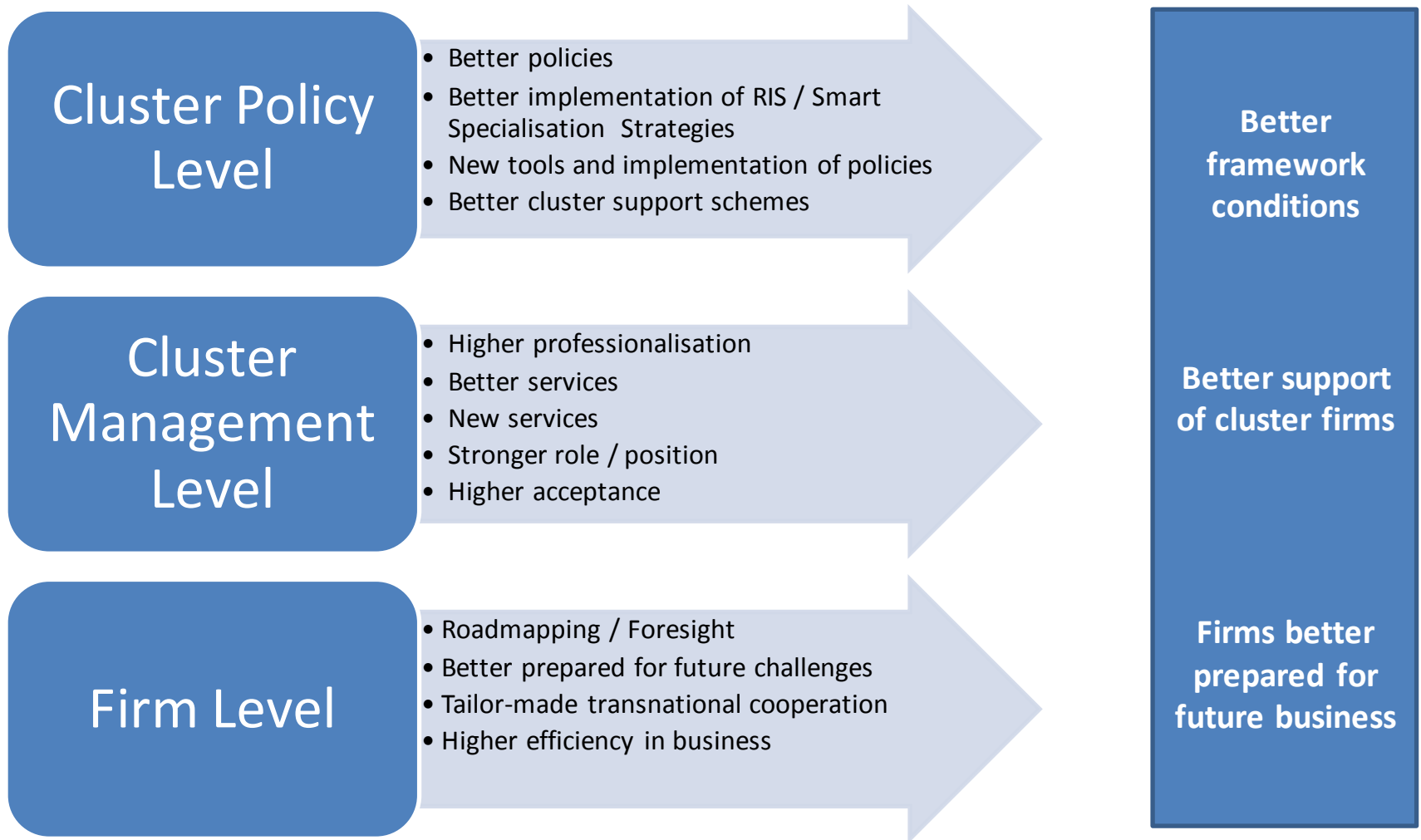
04. December 2014

Dr. Gerd Meier zu Köcker

## Systematic Approach involving all three levels related to cluster development



# 3-Level Approach

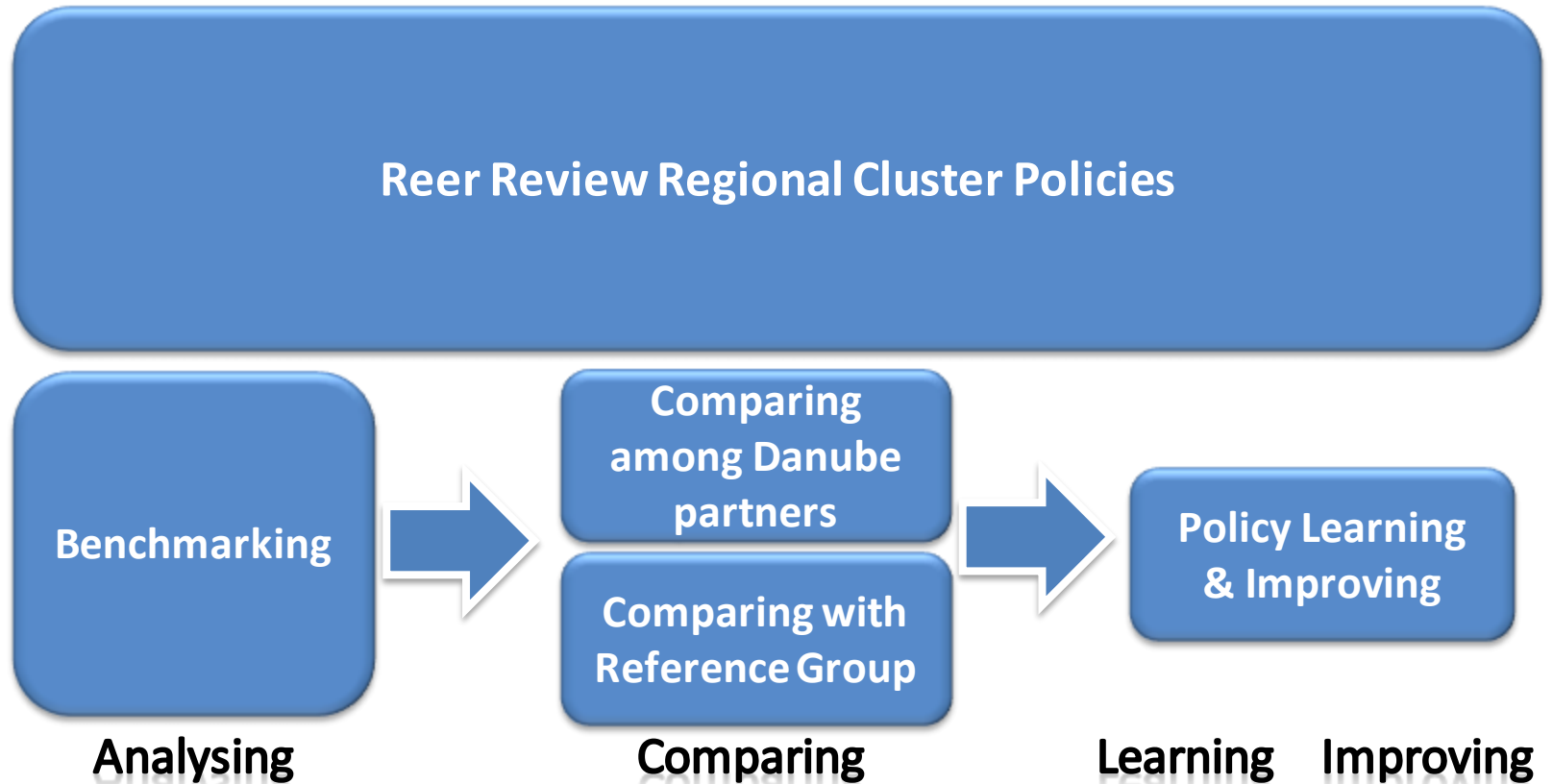


## Peer Review on Regional Cluster Policies

is a well structured way to peer review and benchmark regional cluster policy approaches

- strongly supported by the EC to motivate regions to define better policies
- stimulates mutual learning and striving for policy excellence
- reveals where a given regional policy approach stands compared to other peers
- does not intend provide any ranking or good / bad
- Helps to better implement Smart Specialisation Strategies for the benefits of clusters and cluster actors





# The Key Determinants for Regional Cluster Policies



## Benchmarking and Learning from the Best

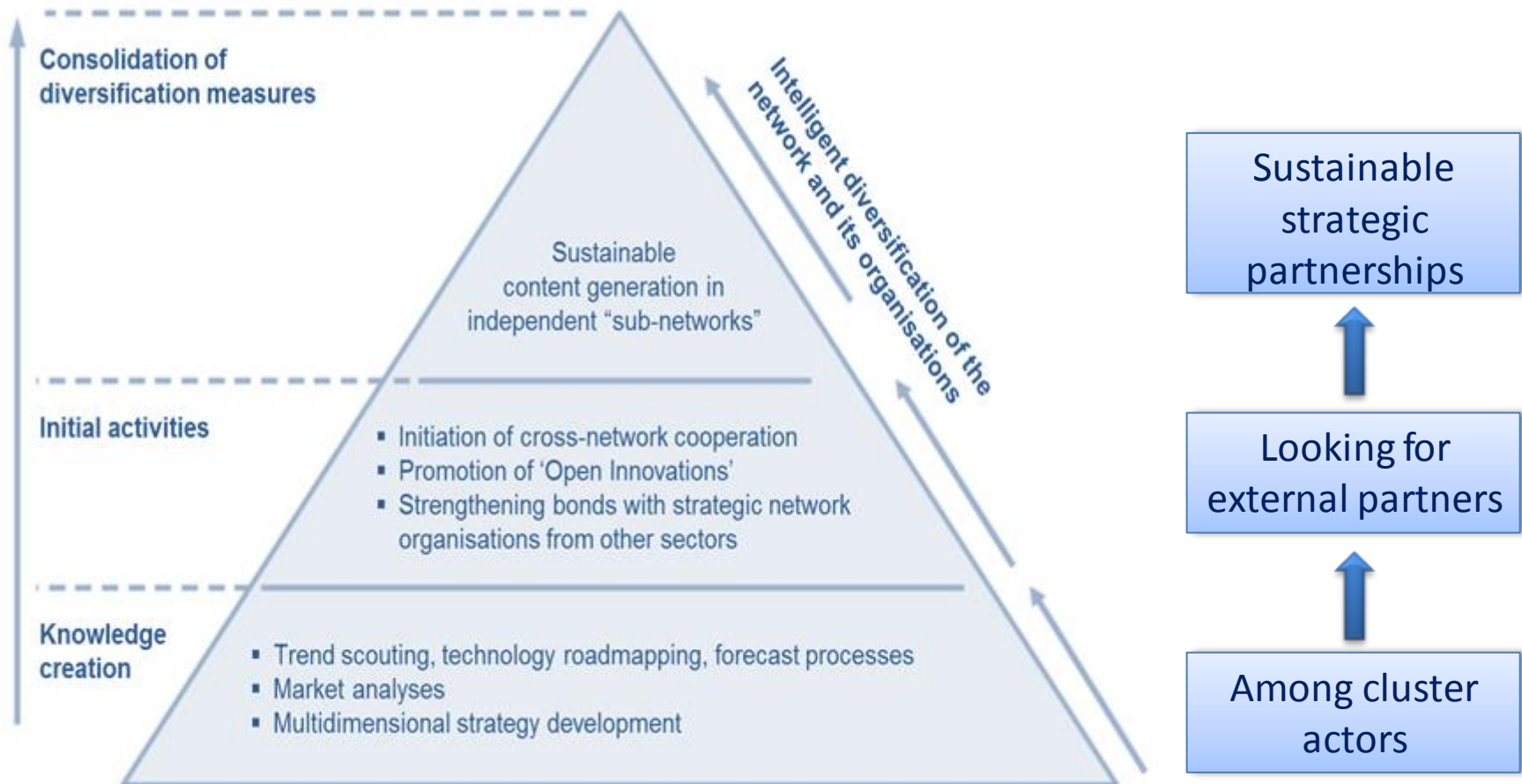
- Mutual benchmarking of cluster management processes
  - Strategy development
  - Financing
  - Services
  - Managing members
- Benchmarking and learning from the best
  - What do they do different?
  - What works for Danube Cluster Managements as well
- New services and cluster management activities for Danube regions
  - What services are most suitable for firms from Danube region
  - How can Cluster Management better serve regional policies

## Direct support of cluster firms

- Predicting the future
  - Trend analyses
  - Mutual roadmapping
- Identifying the need
  - What do they really need?
  - What support cluster organisations can provide
- Going international
  - Based on needs and own strengths
  - Knowing what kind of international cooperation firms are striving for
  - Knowing what the cluster management can provide



# Sustainable Trans-national Cooperation



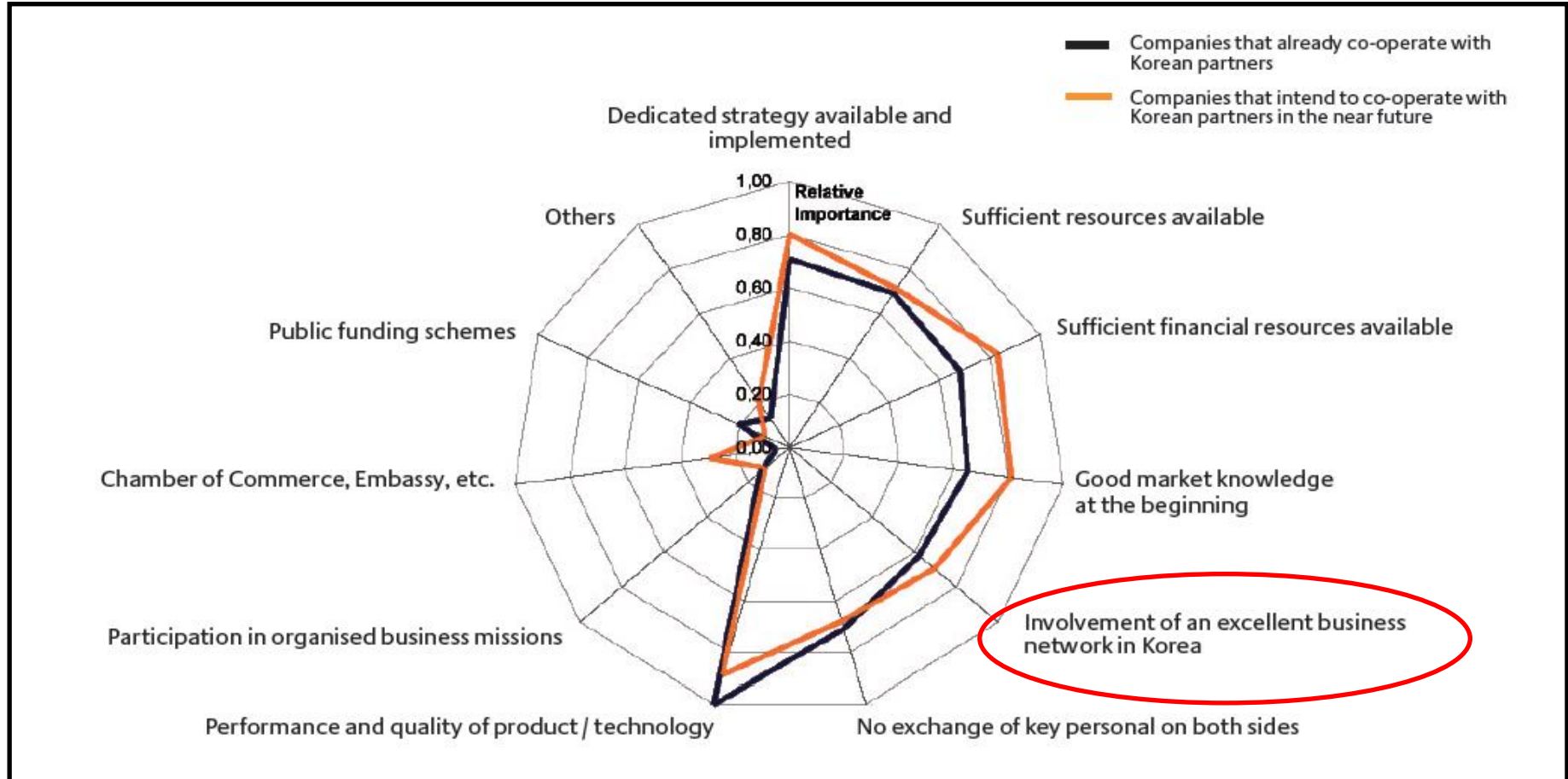
## Option II

# Transnational Cooperation among Cluster Initiatives

# Hypotheses for a Cooperation Strategy

- Regions cooperate in areas of mutual interest and mutual strength
- Emerging Industries reveal over-average potential for cross-boarder cooperation
- Cooperation is driven by the interest of the cluster actors, not because of funding opportunities
- Not all regions need to cooperation at the same time in all fields
- Matured cluster organisation coordinate cross-boarder actions
- Critical mass of cluster actors facilitates cooperation

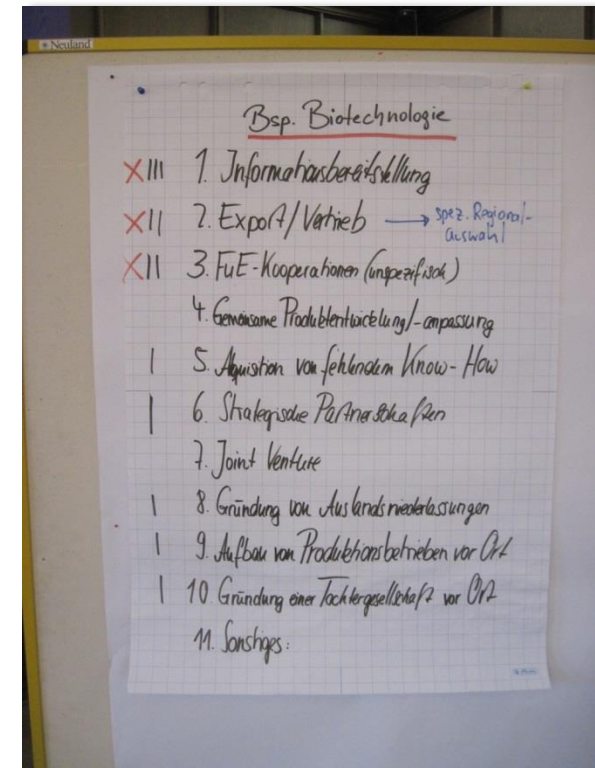
# Cluster Managers Can Be the Key in Transnational Cooperation



© VDI/VDE-IT, 2011, Survey among 150 German SMEs

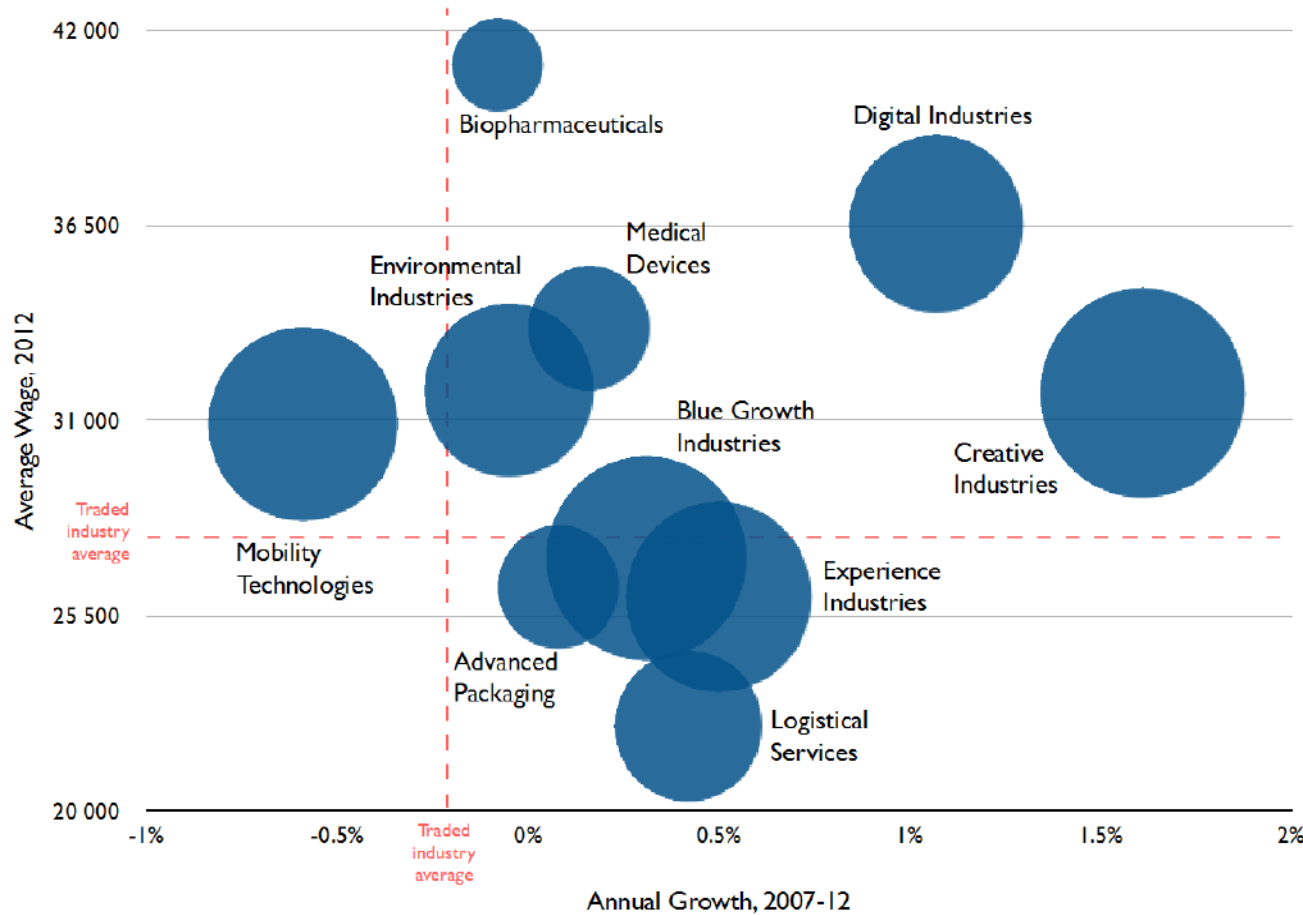
# Kinds of Internationalisation

- Trend scouting
  - Products, technologies
  - Markets, consumer behaviour etc.
- Road mapping
- Export promotion
- R&D cooperation
- Joint product or technology development
- Joint adaptive development
- Acquisition of know-how, technologies
- Strategic partnerships
- Joint venture
- Foreign branch
- Foreign production facilities

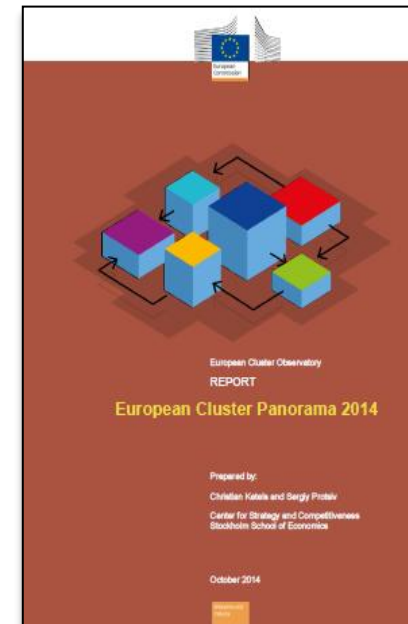
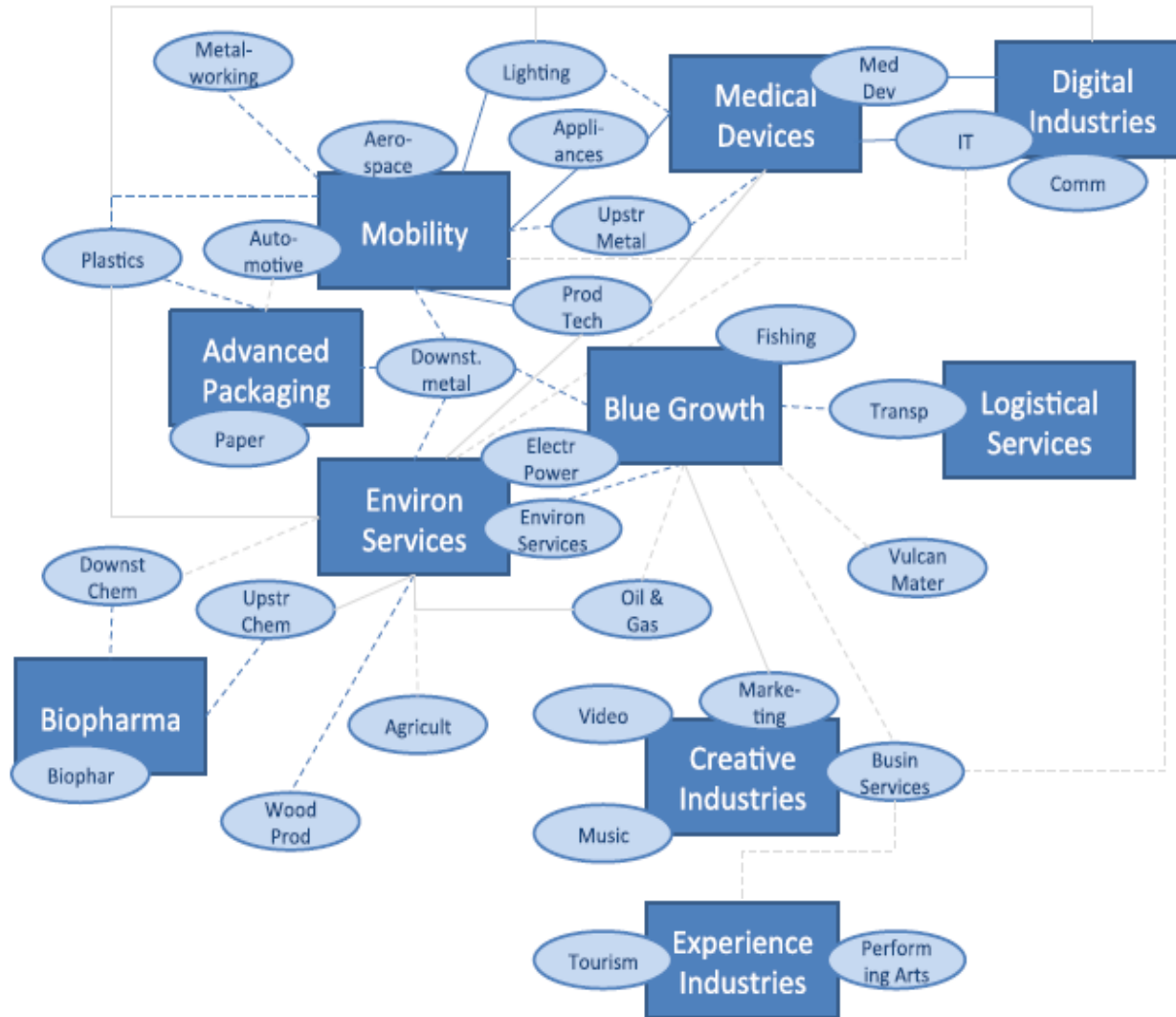


# In the Spot: 10 Emerging Industries

• Size represents the number of employees in 2012



# Linkages between Clusters and Emerging Industries





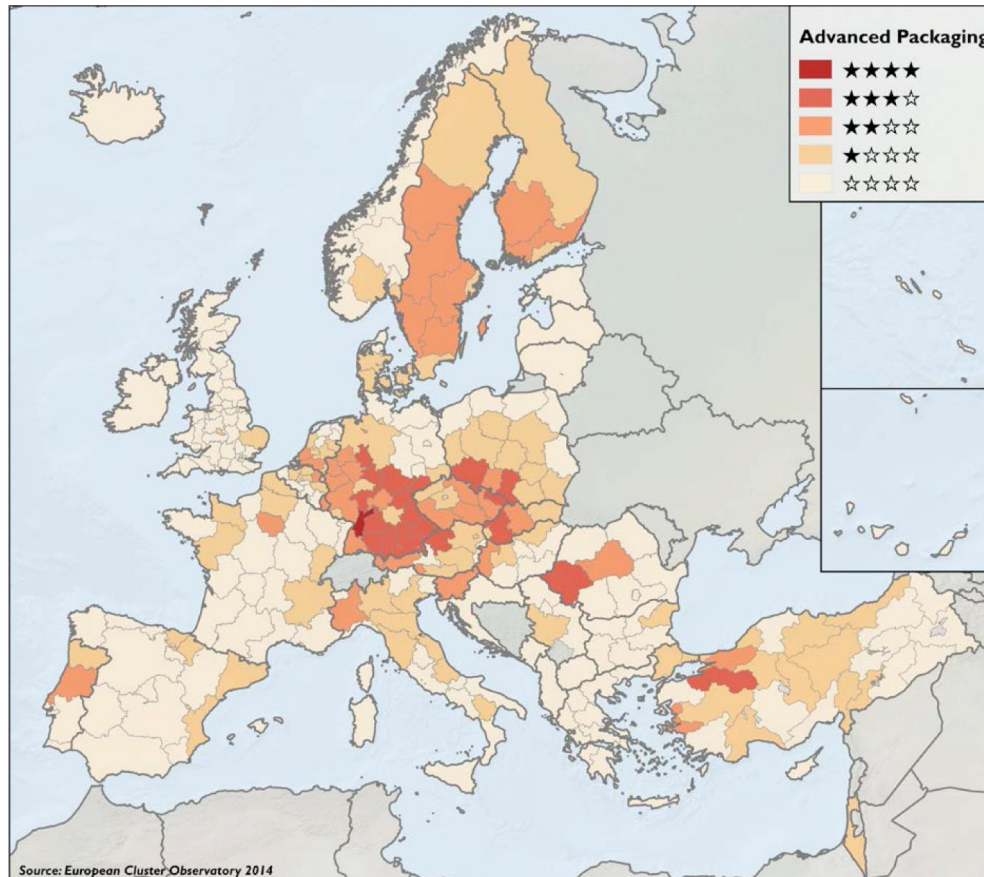
# Regional Strenghts in Selected Emerging Industries

	Advanced Packaging	Biopharmaceuticals	Blue Growth Industries	Creative Industries	Environmental Industries	Experience Industries	Digital Industries	Logistical Services	Medical Devices	Mobility Technology
Austria	7	6	5	6	6	4	4	3	6	7
Bulgaria	6	6	5	6	6	4	4	3	6	7
Baden-Württemberg	6	6	5	6	6	4	4	3	6	7
Croatia	6	6	5	6	6	4	4	3	6	7
Czech Republic	6	6	5	6	6	4	4	3	6	7
Hungary	6	6	5	6	6	4	4	3	6	7
Romania	6	6	5	6	6	4	4	3	6	7
Serbia	6	6	5	6	6	4	4	3	6	7
Slovak Republic	6	6	5	6	6	4	4	3	6	7
Slovenia	6	6	5	6	6	4	4	3	6	7



# 10 Emerging Industries at a Glance

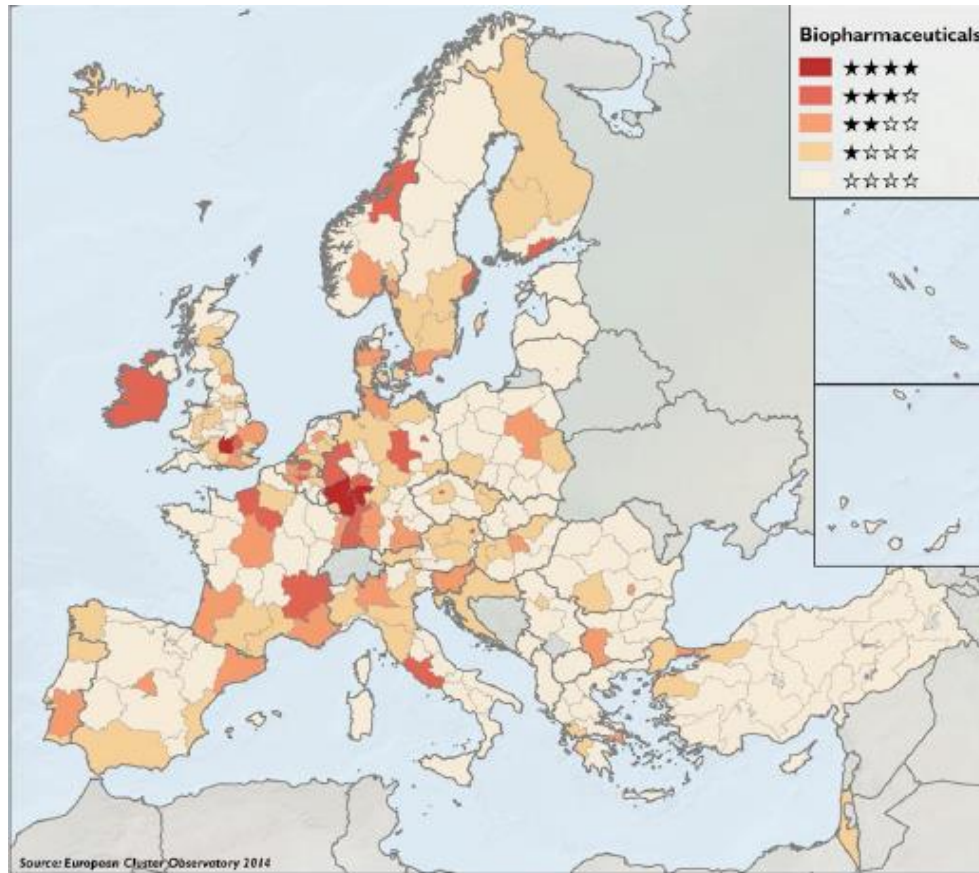
- **Advanced Packaging** is an increasingly important input to many other activities, from food processing to automotive supply chains.
- **Biopharmaceuticals** form the scientific basis of the Life Science industries and employ some of the most educated and productive employees.
- **Blue Growth Industries** has been the focus of European policy in the last several years and is an area where interesting new islands of activity might emerge.
- **Creative Industries** is the key sector in future European economy and has been growing faster than any emerging industry in the past two decades.
- **Digital Industries** cover the key parts of the ICT economy: computer hardware, software, e-commerce and wireless services.
- **Environmental Industries** cut through all sectors of the economy as the need for more sustainable operations is realised increasingly more and thus have a high growth potential
- **Experience Industries** cover creation and consumption of 'experiences' and are composed of millions of SMEs at the intersection of arts and business.
- **Logistical Services** are a key service sector in the modern economy and are among the leaders in job creation.
- **Medical Devices** are another core part of the Life Sciences industry and are also connected to large and growing employment in local health care services.
- **Mobility Technologies** are a core part of the European manufacturing industry and despite suffering during the recent crisis they are a clear focus for Europe's strategy to re-industrialize.



## Advanced Packaging

- High number of competitive regions
- Small and young industry
- R&D is key driver

→ Medium high priority

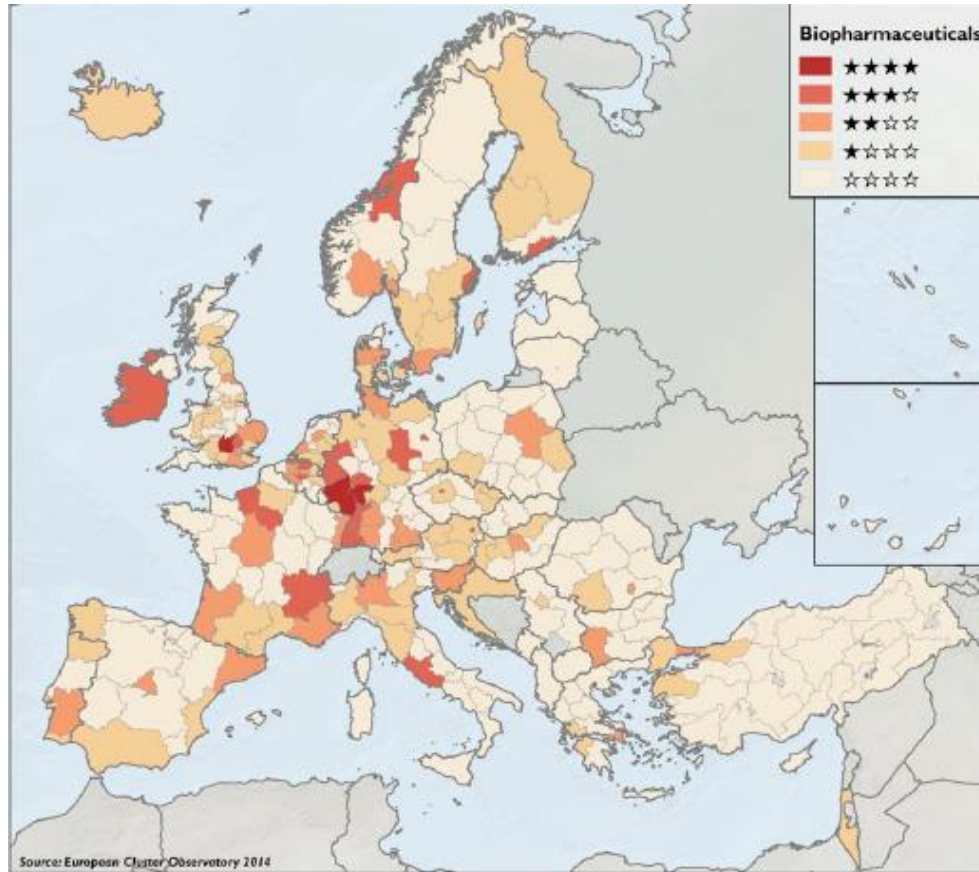


## Biopharmaceuticals

- High Innovation dynamics
- Many regions have similar strength
- Many strong cluster initiatives exist

→ High priority

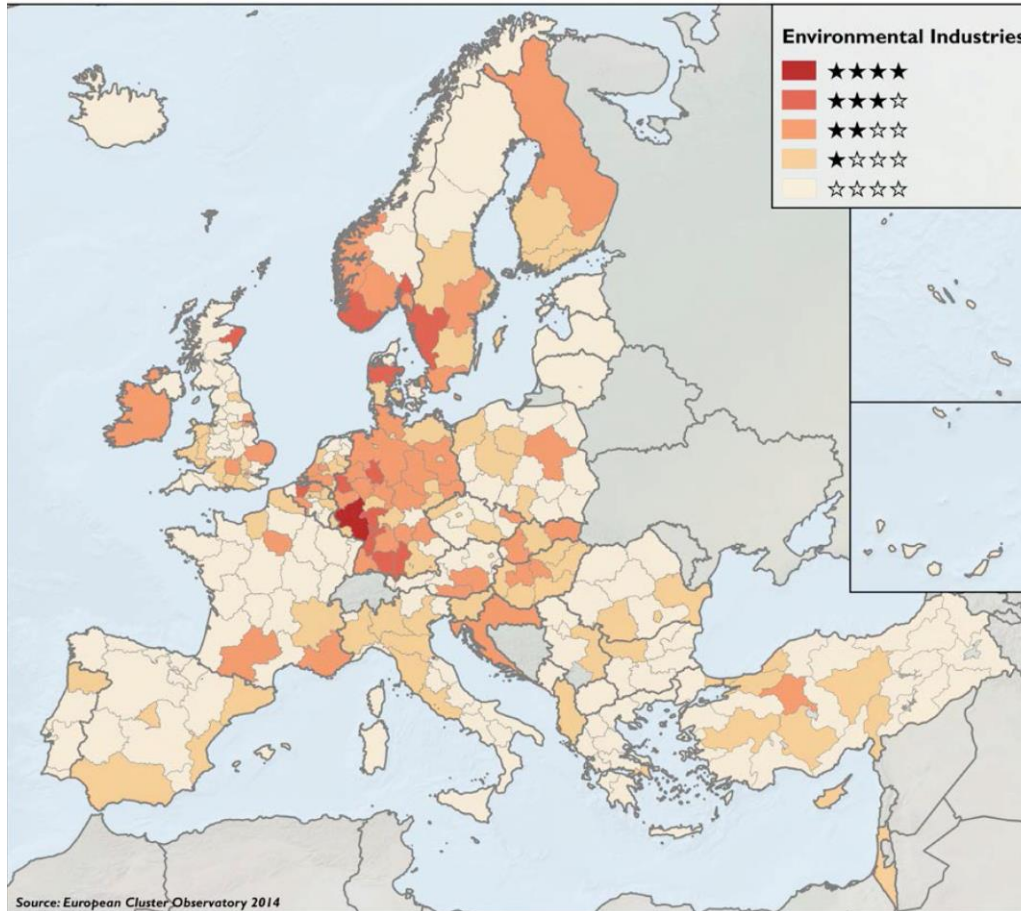




## Creative Industries

- High Innovation dynamics
- Some Danube regions among European hot-spots
- Trans-national cooperation quite a challenge since firms are very small

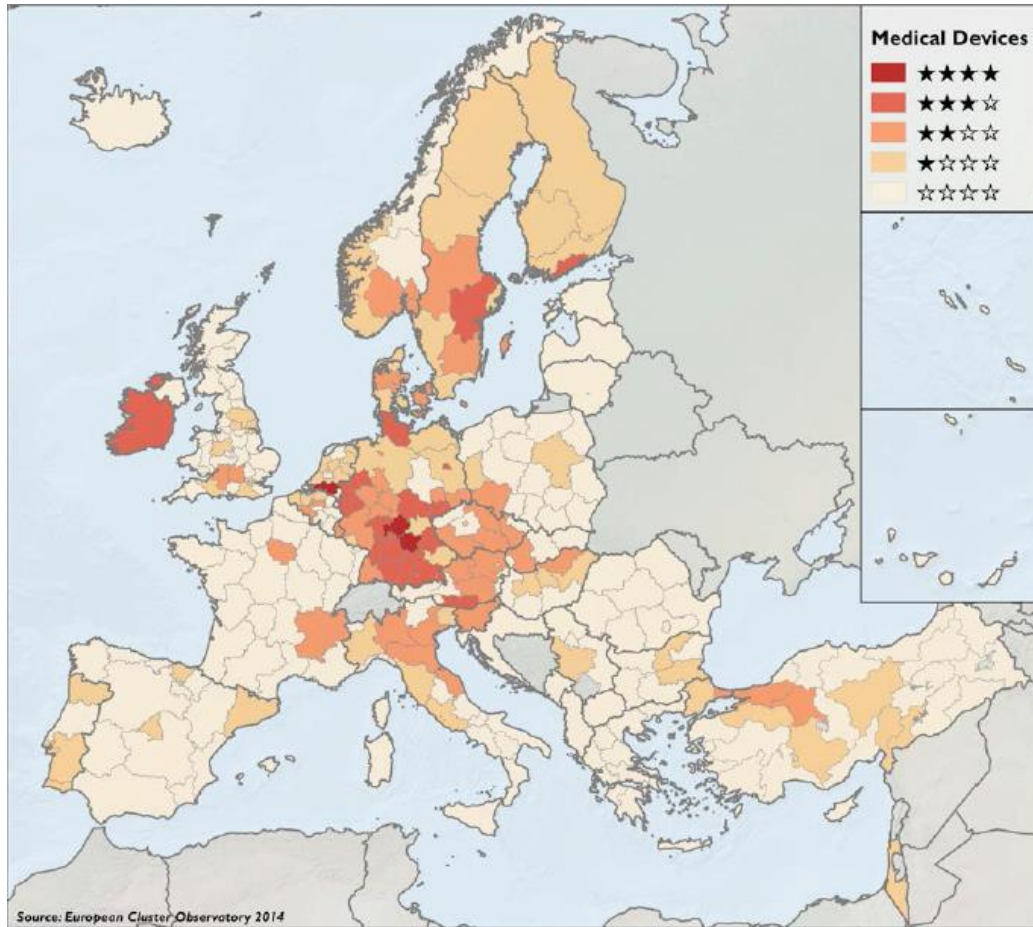
→ low priority



## Environmental Industries

- In line with DANUBE regional strategy
- Support can be provided by ETNDR Network
- high number of competitive regions

→ high priority

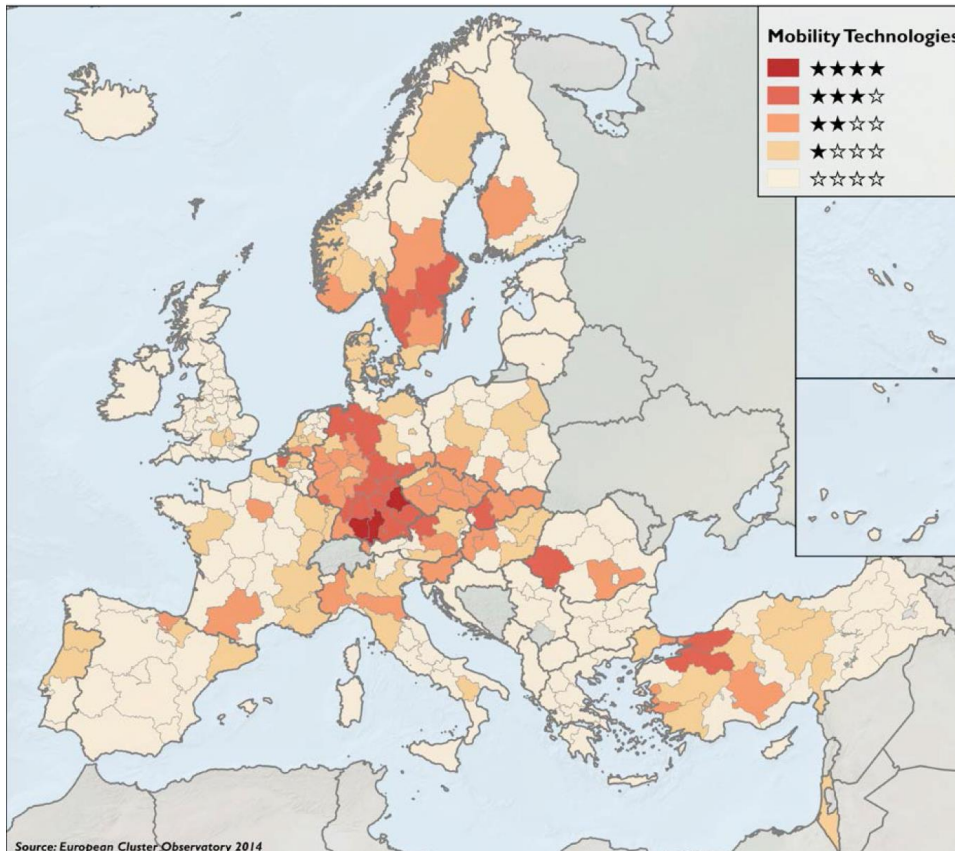


## Medical Devices

- High Innovation dynamics
- High cross-sectoral characteristics
- Significant differences in regional strengths

→ Medium high priority





## Mobility Technologies

- High economic importance for many regions
- Close ties to advanced manufacturing
- Many regions have similar strength
- Some transnational cooperation already exist
- Strong cluster initiatives exist

→ high priority

- Identifying cluster initiatives in proposed industries
- Analysing maturity of respective cluster organisations
  - Is the organisation capable to initiate international cooperation?
  - Does the cluster organisation has sufficient experiences?
  - Does the cluster initiative has critical mass?
- Analysing interest and demands of cluster actors
  - What kinds of transregional activities do already exist?
  - Is there any interest to increase / initiate cooperation?
  - In which fields?



# Contact

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