

network

enterprise europe



Ondernemen en innoveren in Europa

Europe, Clusters and Innovation



Agentschap NL
Ministerie van Economische Zaken,
Landbouw en Innovatie



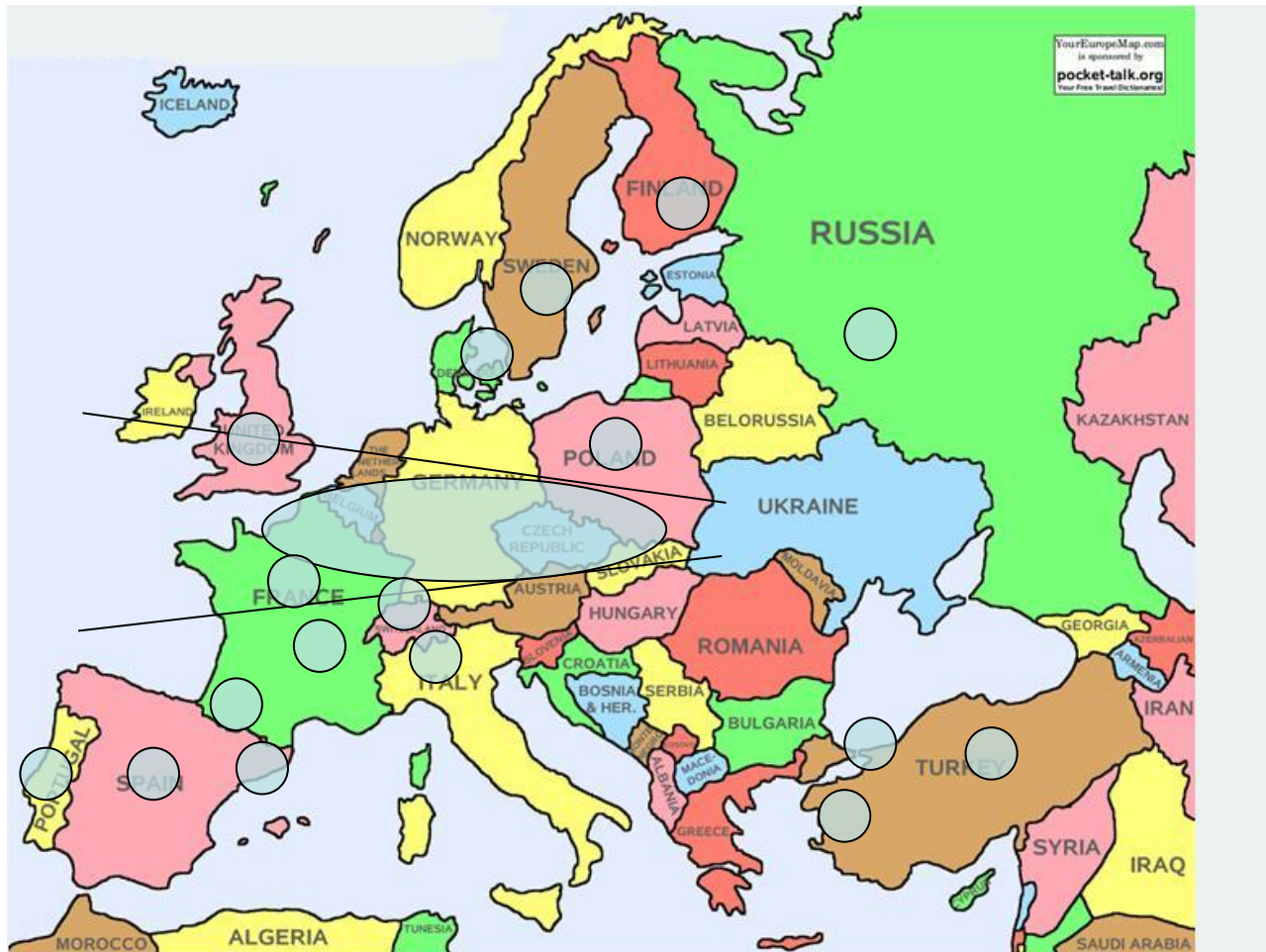
European Commission
Enterprise and Industry



Europe



Europe – Industrial Tissue Concentration of Industries



Europe – 3 Important Harbours





Some European Strengths

- Knowledge
- Flexibility
- Prototypes of machines
- Machines (Agro, Industry, ...)
- Instruments
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Some European Weaknesses

- Higher labour costs
- Smaller home market (500 million people)
- Old population
- Declining market compared to other emerging regions in the world
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Clusters in Europe

In each country you will find clusters with a focus on:

- Energy
- Environment
- Building
- Automotive
- ICT
- Water
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- High Tech
- Precision / Nanotechnology
- Health / Medical instruments
- Photonics
- Creative design
- Agro
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Also in each country you will find scienceparks and incubatorparks around universities / research institutes

Clusters and Innovation

- Definition of a cluster
- Inside / outside the cluster
- Common interest of the cluster
- The start of an innovation
- New industrial tissue

Definition of a cluster

Different types of cluster definitions:

- Knowledge
- Innovation
- Business
- Thematic
-?

Inside the cluster

- Which part of the value chain is inside?
 - Knowledge / research
 - Engineering
 - Production
- Complementarity (in general no competitors desired)
- Organization of the cluster
- Coordinator of the cluster

Organization of the cluster

- Members, board, stakeholders
- Coordinator / Managing director
- Strategy, goals, resources, desired lifecycle of the cluster
- Workprogramme?
- Consortium agreement?

Coordinator of the cluster

- Key-Position
 - Balancing between interests of different subgroups (company members, research members, board, stakeholders,)
- Activities in different time phases:
 - Awareness raising
 - Project development, partnersearch
 - Watching progress during the projects
 - Reporting, evaluation after the project, follow-up, development of new projects

Common interest of the cluster

- Spreading of risk (financial, technological)
- Reduction of cost, facility sharing
- The use of complementary skills and resources in the production chain
- Results you can't achieve on your own
- Early access to information
- Early involvement during developments
- Access to new networks and markets
- Improved quality of product and process

Outside the cluster

- The endusers
- The organizations that have access to the network of endusers (distributors, sales organizations, ...)
- Companies that manufacture (parts of) the applications?
- Some specific suppliers / cross sector partners



The start of an innovation

- Innovation starts by making connections!
- Connecting people needs support of consultant
- Having access to different networks as an individual consultant
- Making the connection by the EEN-network?



Connecting people needs support of a consultant

- In general: knowing well your networks is very important
- Different sub-networks with different interests: research, engineering, production, intermediaries, marketing & sales
- Consultants are the glue for relation building

Having access to different sub-networks as an individual consultant

- More in detail: You have to speak ‘the language’ of researchers, managers, company employees, intermediaries and government employees
- Relation building cost time!
- Awareness about the hierarchical level of the contact person!
- The ability to organize common interest and to deal with conflicts of interest
- The desired profile of a ‘bridge builder’

The desired profile of a consultant

- Fast adaptation to “the world” and mindset of high tech companies, internationalizing organizations and clusters
- Dynamic proactive attitude
- Ability to build bridges continuously (speak the different languages of the sub-networks)
- Technical – MBA background
- Capable to develop and maintain (specialized) national and international networks
- Not commercial (conflict of interest!)
- Independent (create faith/trust/confidence in different sub-networks)

Making the connection by the EEN-network?

- Focus traditionally on technology transfer, in most cases of new technologies
- For trade connections also many other organizations are active (Chambers of Commerce, ...)
- Added value of EEN-consultants for clusters

Added value of EEN-consultants for Clusters

- Focus on inner circle and outer circle of clusters
- Connect with application partners, cross sector partners, endusers, distributors, suppliers in the outer circles of the clusters
- Assist the development of new projects (Framework Programme, Horizon 2020, feasibility, R&D)
- Connect with production partners and distribution partners outside the clusters
- Connect with companies in the networks of the EEN Sector Groups
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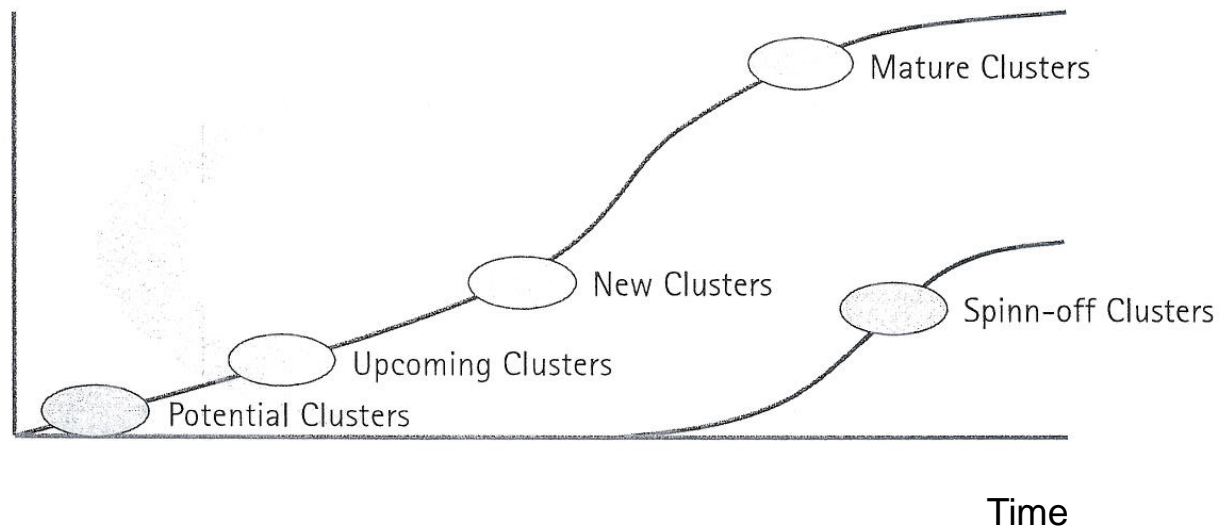
New industrial tissue

- The concept of the growth of clusters
- Conditions to grow
- Selection of people with an overview
- The organization of sessions/workshops
- The generation of a pool of 'clusters to be'
- Growth of clusters: The desired result

The concept of the growth of clusters

Cluster and "clusters to be"

Market share



Conditions to grow (in general)

- Have a focus (strategy, goal)
- Have enough means (resources, time, infrastructure,)
- Have control (well trained, training on the job)
- Fulfil a need in the outside world
- Possess a distinctive power (you must be better or different)
- Support from your stakeholders
- Have trust, faith, confidence, believe
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Selection of people with an overview

To come to a strategy for new industrial tissue you need people that have an overview of the developments and shifts in the current industrial tissue.

Start with discussing 'low hanging fruit' for a limited number of technology areas

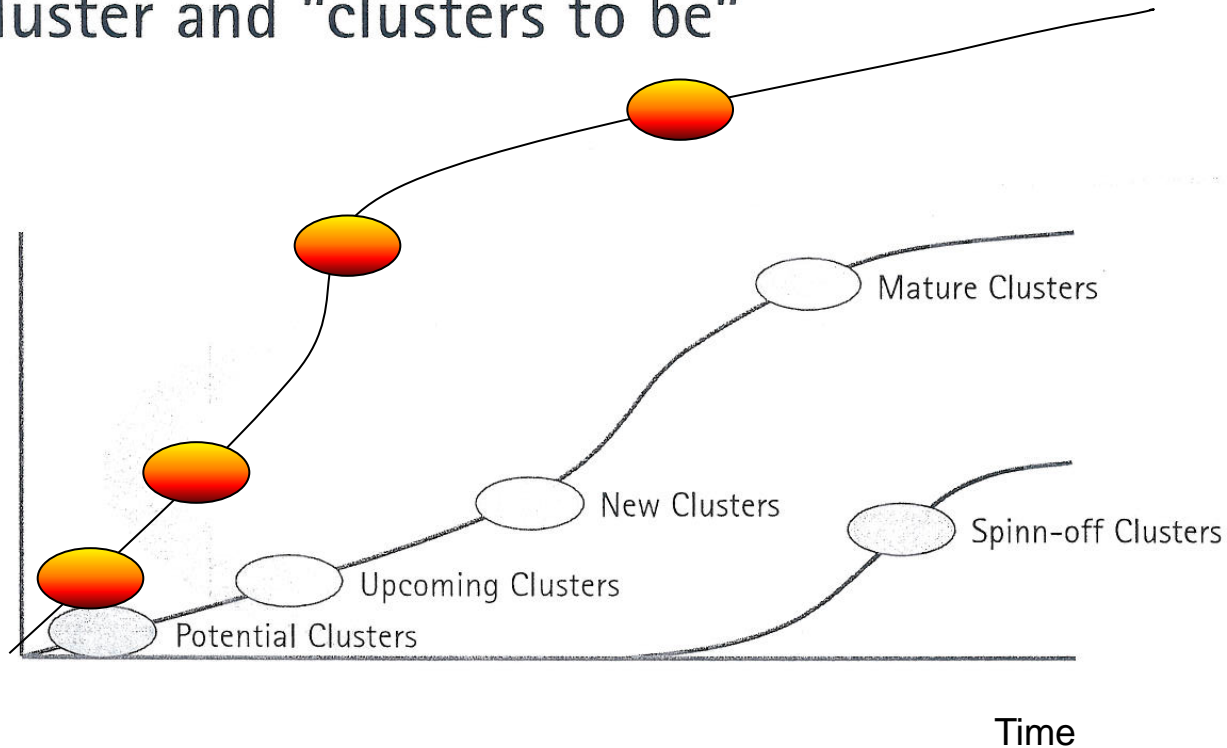
The organization of brainstorm sessions / workshops

- Idea generation
- Idea selection
- Strategy
 - Generate a pool of clusters to be
 - Determine a good exit strategy for the spin-off from the pool
- Implementation of the strategy

Growth of clusters – The desired result

Cluster and "clusters to be"

Market share





Thanks for your attention!!!!