



Cluster Mapping Workshop

A joint project between the Ministry of Economics and the GTZ

Good practice in Europe and some consequences for Romania

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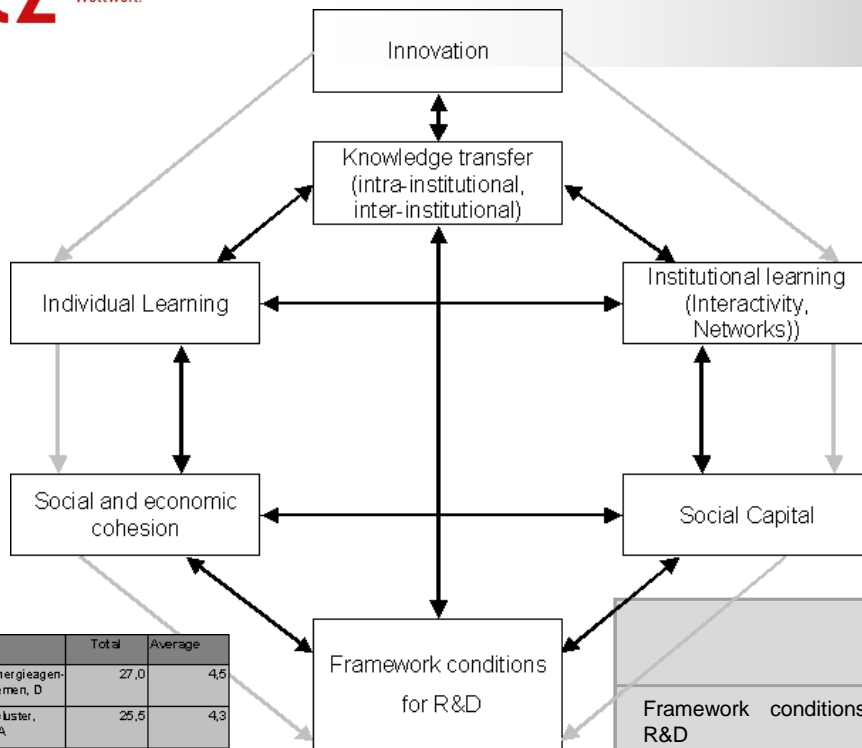


1. Analysing European good practice of cluster policy

- Clusters are a virulent topic all over Europe and in many policy programmes (incl. SFs)
- Different experiences (successful approaches but also public money dependent cluster activities)
- Also: regional actors are lacking experience and skills in handling, motivating and managing clusters

➔ **Idea**

- Analysing European Good practice
- Identify success factors and transfer of experience !



The German cases in detail

	Total	Average
Windenergieagentur, Bremen, D	27,0	4,5
Pflegecluster, Wien, A	25,5	4,3
Autocluster, Steiermark, A	25,5	4,3
TelecomCity, Karlskrona, S	25,5	4,3
Clusterland, Oberösterreich, A	25,0	4,2
Campus Arvika, S	25,0	4,2
dortmund-project, D	24,5	4,1
Jena, D	23,5	3,9
EMCAT, England, UK	23,5	3,9
Derby, England, UK	23,0	3,8
Lernende Region Leipzig, D	21,5	3,6
FORUT, S	21,0	3,5
WMita, England, UK	20,5	3,4
Cyfernter, Wales, UK	18,0	3,0
ZiTex, NRW, D	14,0	2,3

	Lernende Region Leipzig	Jena	ZiTex, NRW	Dortmund-project	Windagentur, Bremen
Framework conditions for R&D	1,0	4,5	2,0	4,5	5,0
Social capital	4,5	3,5	2,5	4,0	4,5
Social/economic cohesion	4,0	2,0	2,5	3,5	4,0
Individual Learning	4,0	4,0	3,0	3,5	4,0
Institutional Learning	4,5	5,0	2,0	4,5	4,5
Knowledge Transfer	3,5	4,5	2,0	4,5	5,0
Total	21,5	23,5	14,5	24,5	27,0
Average	3,6	3,9	2,3	4,1	4,5



One Example:

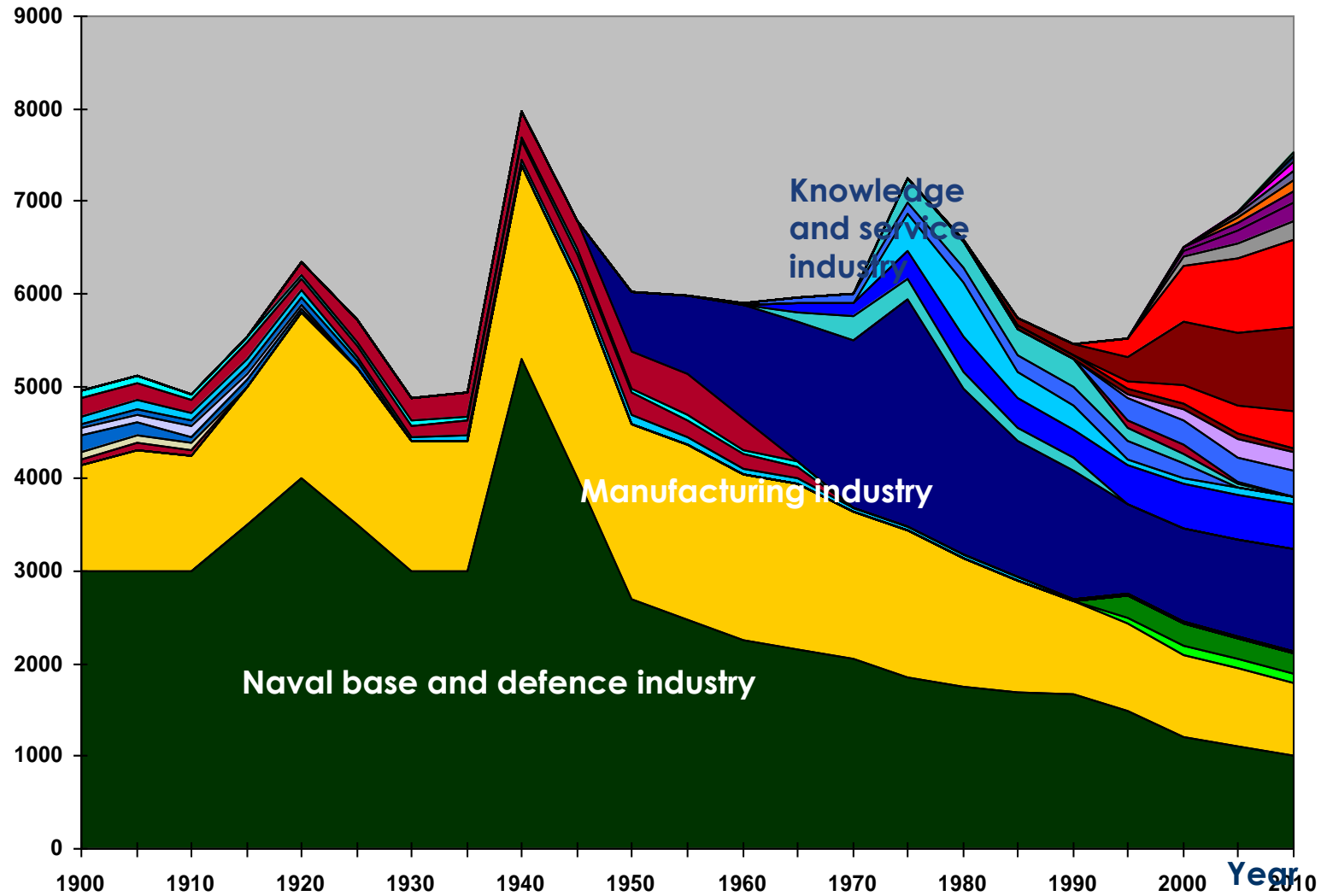
Telecom City - Karlskrona





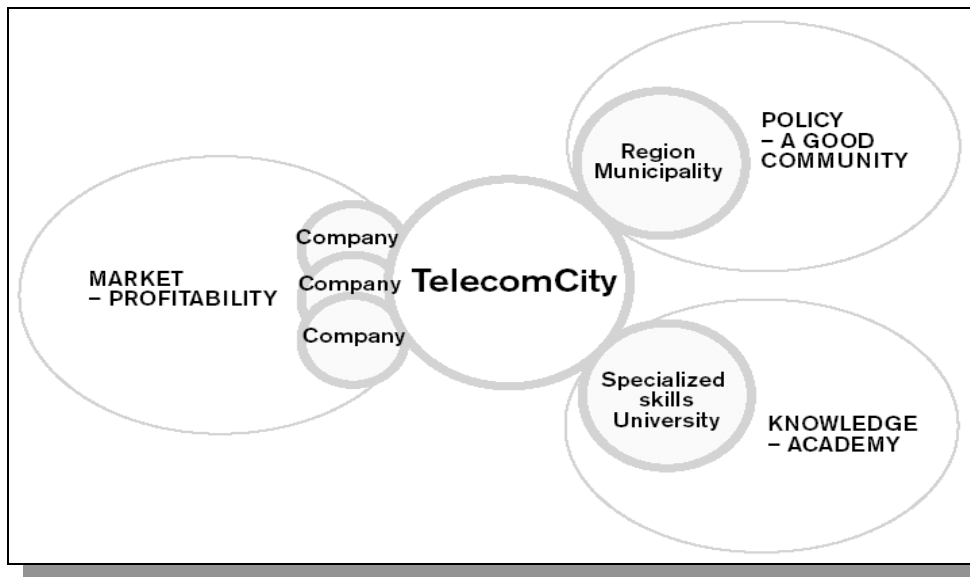
Telecom City - Karlskrona

Number of employees





- 1) Analysis of the regional situation: SWOT
- 2) Problem Strengthening the Strength? IT- or Marine Cluster?
 - ➔ Agreement on a „Problem solving strategy“: Overcoming the strong dependency on marine and ship building industry
 - ➔ Recruitment Nordic Tel, IT-Boom
- 3) External Fact Finding Mission
- 4) Telecom City Organisation was founded in 1993

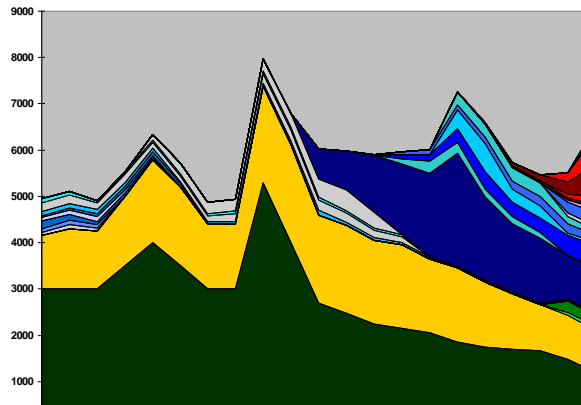




Fields of activities

- Organising visits to market driving fares
- Setting up an incubators for IT-start ups
- Organising a Telecom City Club
- Cooperation of science (university) and economy (firms):
 - ➔ Firms can influence the education profiles concerning the qualification needs
 - ➔ Firm owners give lectures!
- Public University Competition initiative: Telecom City Prize (rewards ideas of IT-students and diploma works)



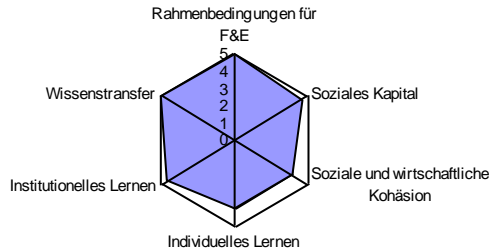


- Human Capital Base: Highly qualified IT-Personal directly from the university
- Critical mass of IT-firms
- Vivid Cooperation between City, University and Firms
- Advantages of „nearness“ (most firms are situated on the same campus).
- Strong Engagement of the city, especially its major
- Soft factors: social network through Telecom City Club; enough attractive living opportunities, no ecological problems, cultural strength: Schären was awarded by the UNESCO world heritage

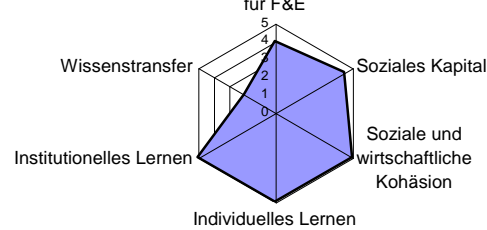


Mapping Category 1: Innovators

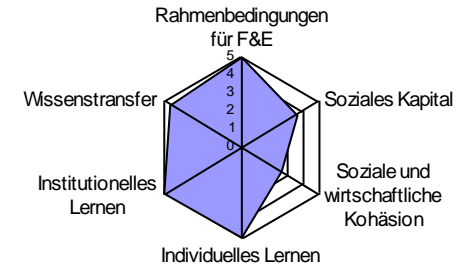
Windenergieagentur Bremen



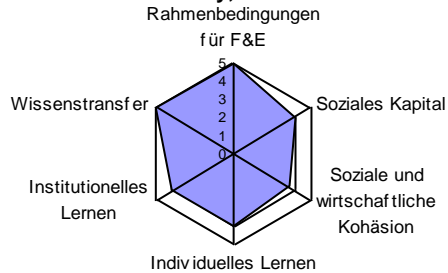
Pflegecluster Wien
Rahmenbedingungen für F&E



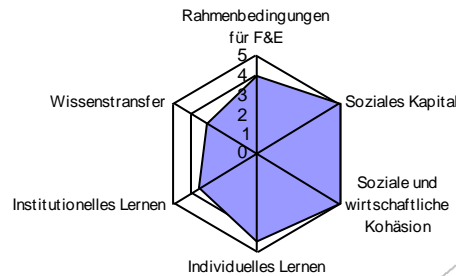
Autocluster Steiermark



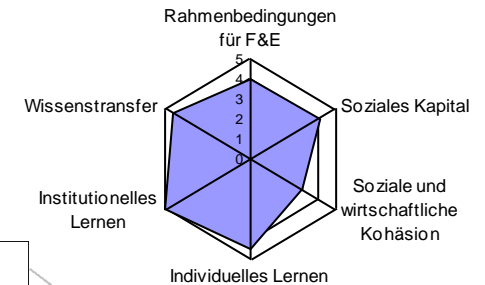
TelecomCity, Karlskrona



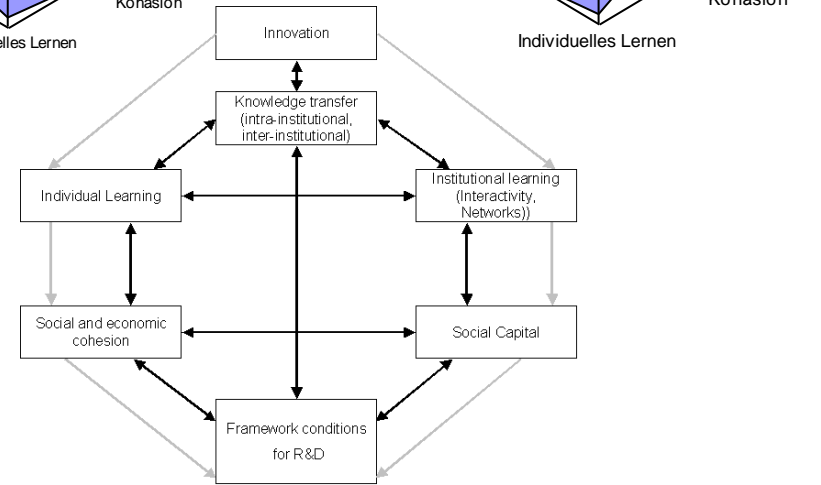
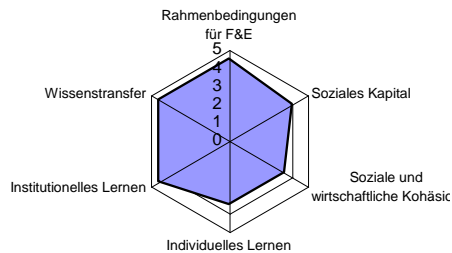
Campus Arvika



Clusterland Oberösterreich



dortmund-project





RESULTS from the mapping

There is no single concept!

- Our analysis has shown that many issues can be tackled differently
– but still successfully

On the other hand: **there is no single conditio sine qua non!**

- Cluster policy is thus a real development option for all regions: **not only for the leading high tech regions**



Important Lesson

Elite-Clusters (poli de excelență) in high tech fields go for the economy's competitiveness score.

But there is room for cluster policy at regional level, too.



Some lessons for innovation clusters in Romania

- Analysis of cluster policy in three countries: France, Sweden, Germany
- Identification of main lessons for Romania
- Development of a potential cluster policy approach for the country



Some basic conditions in RO

- 1) Weak tradition for public-private cooperation (socialist past, lack of trust)**
- 2) Rather isolated university system with weak links to industry (linear model)**
- 3) No comprehensive cluster strategy for the country. Different approaches**

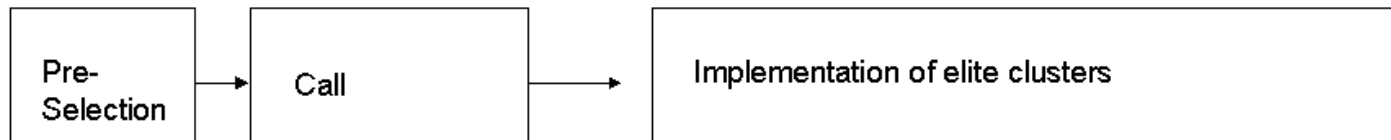


Proposals

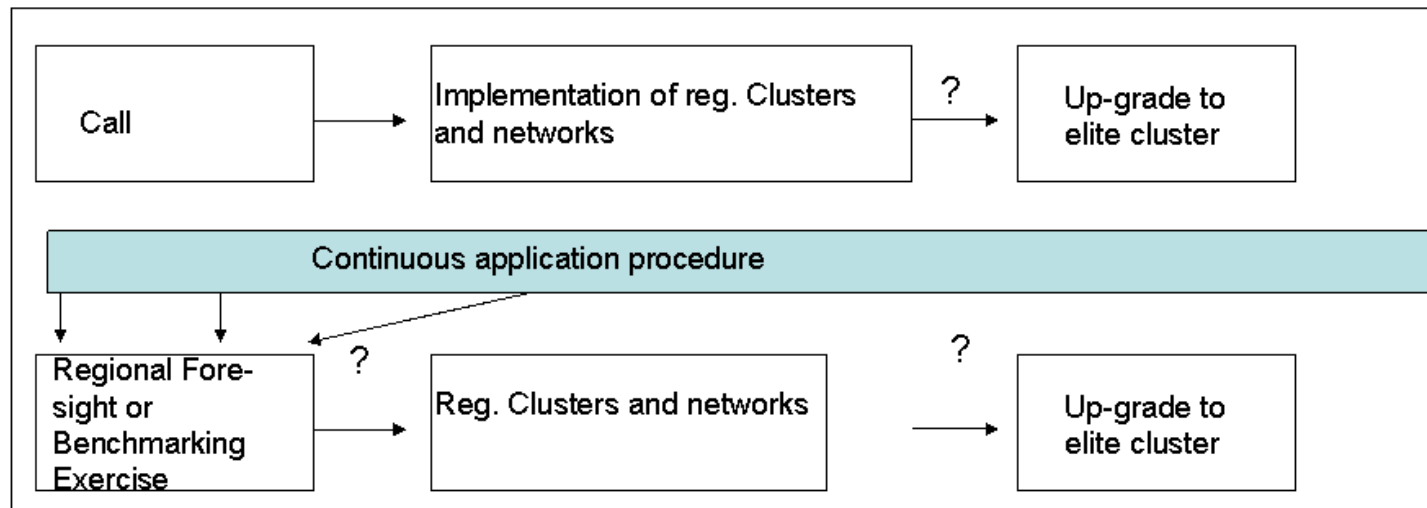
- 1) Actions to change the mind set of the people. Trust and “social capital” need to be strengthened**
- 2) Preparatory actions are needed (pre-cluster projects): Network building, foresight exercises, regional benchmarking....**
- 3) Clusters should be implemented at two levels: elite clusters for national competitiveness and regional clusters**
- 4) Support for the creation of service providers! Three Helix Plus!**



Competitiveness Clusters Programme



Regional Cluster Programme





Merci Mult!

