

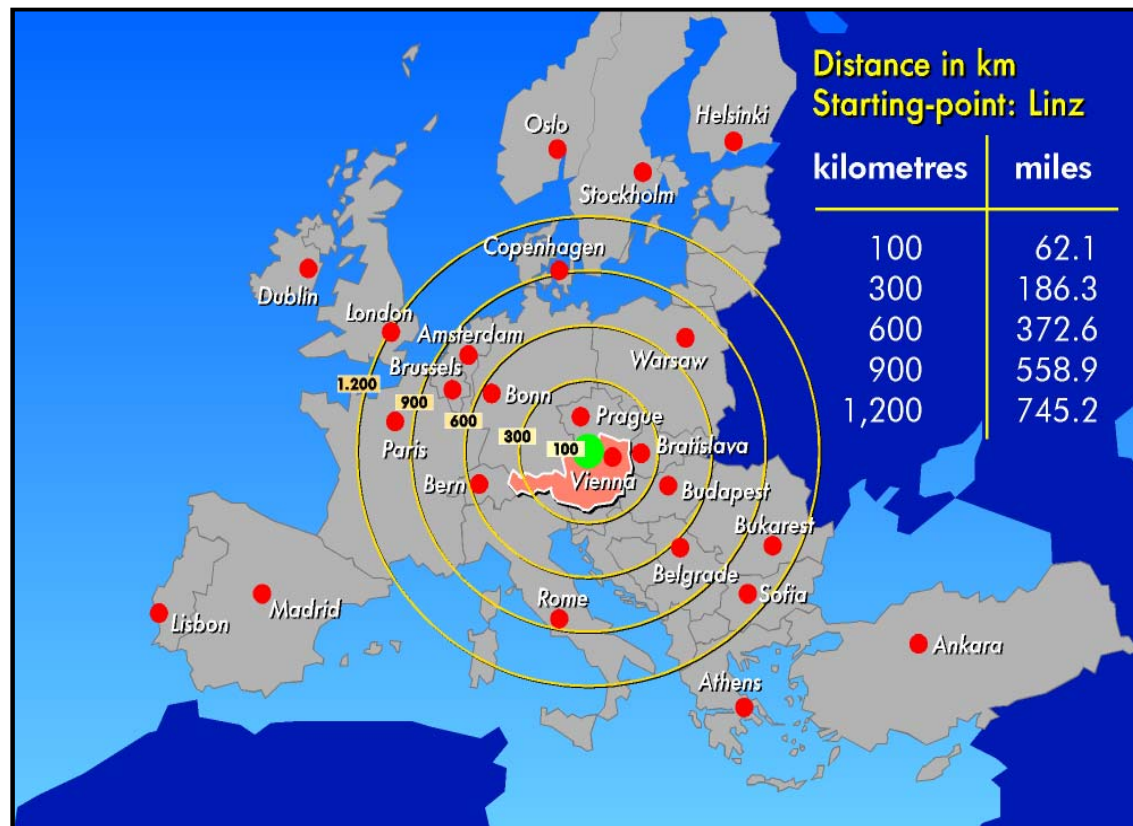
Public Private Dialogue – PPD Workshop, Vienna

Cluster- and Network Activities in Upper Austria & Automotive Cluster Upper Austria

CLUSTERLAND
OBERÖSTERREICH GmbH



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



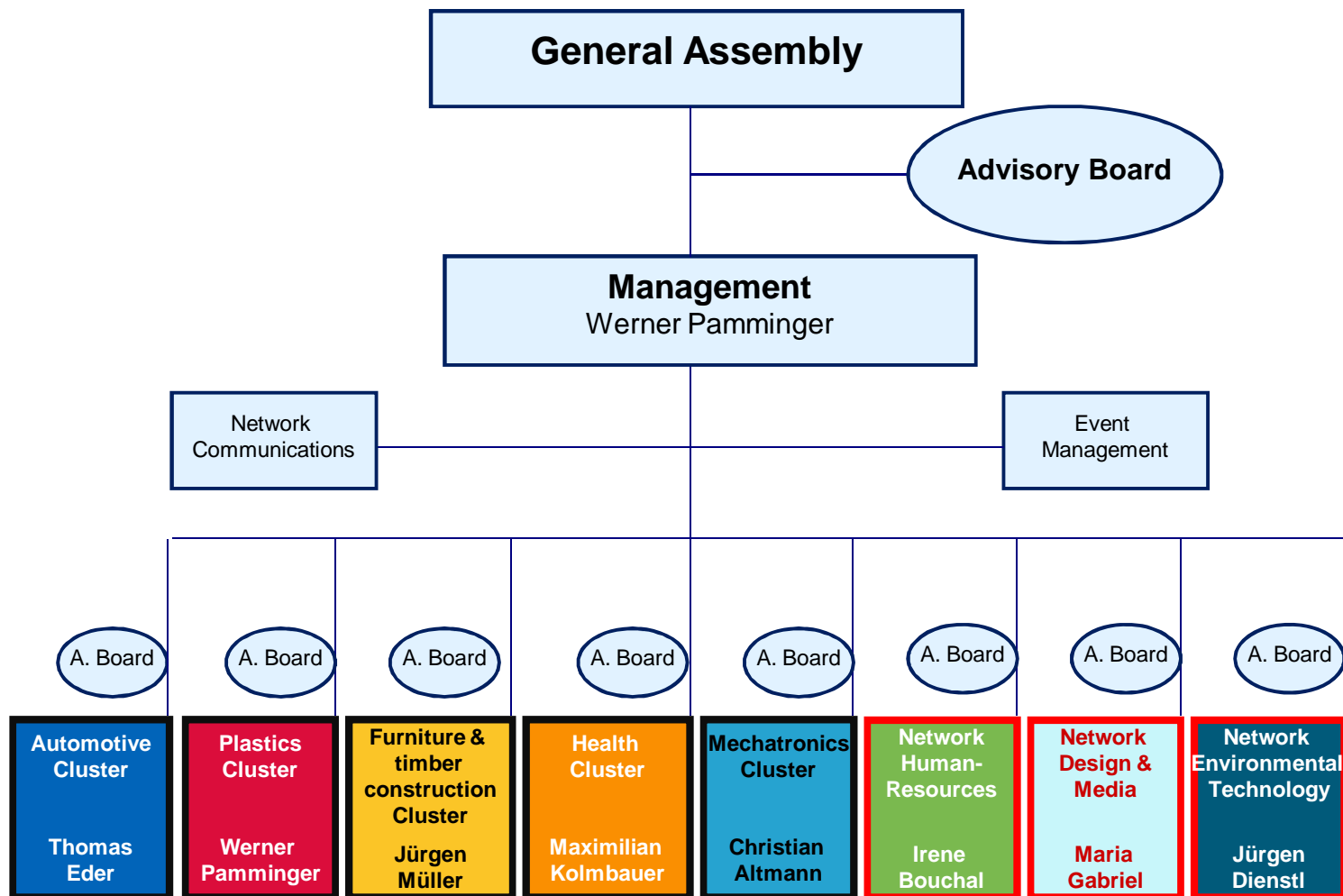
- 1,4 Mio. Inhabitants / 17,0 %
- 12.000 km² / 14,3 %
- 25,0 % of Austrian production value
- 25,7 % of Austrian exports*
- 3,2 % unemployment rate*

*Source: Statistik Austria, 2007

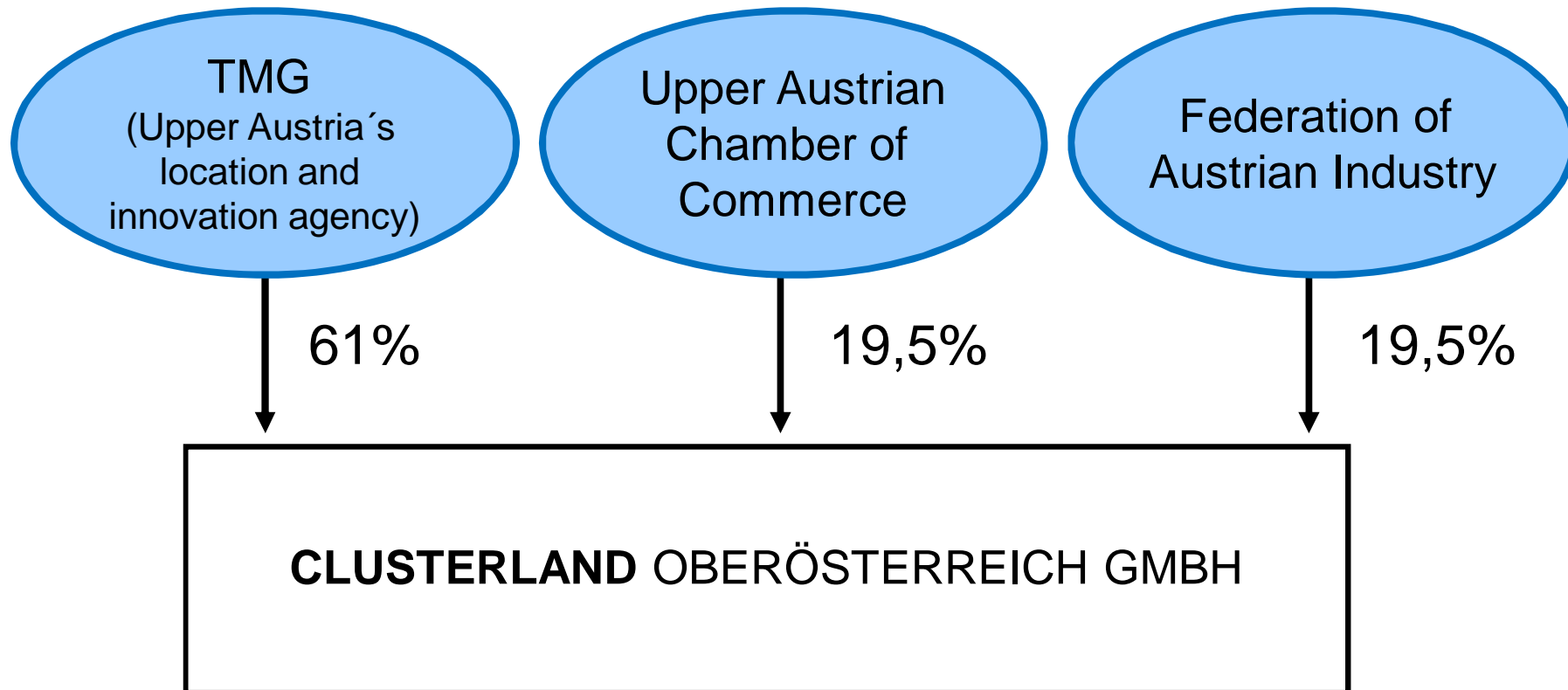
12 Years Cluster- and Network-Management



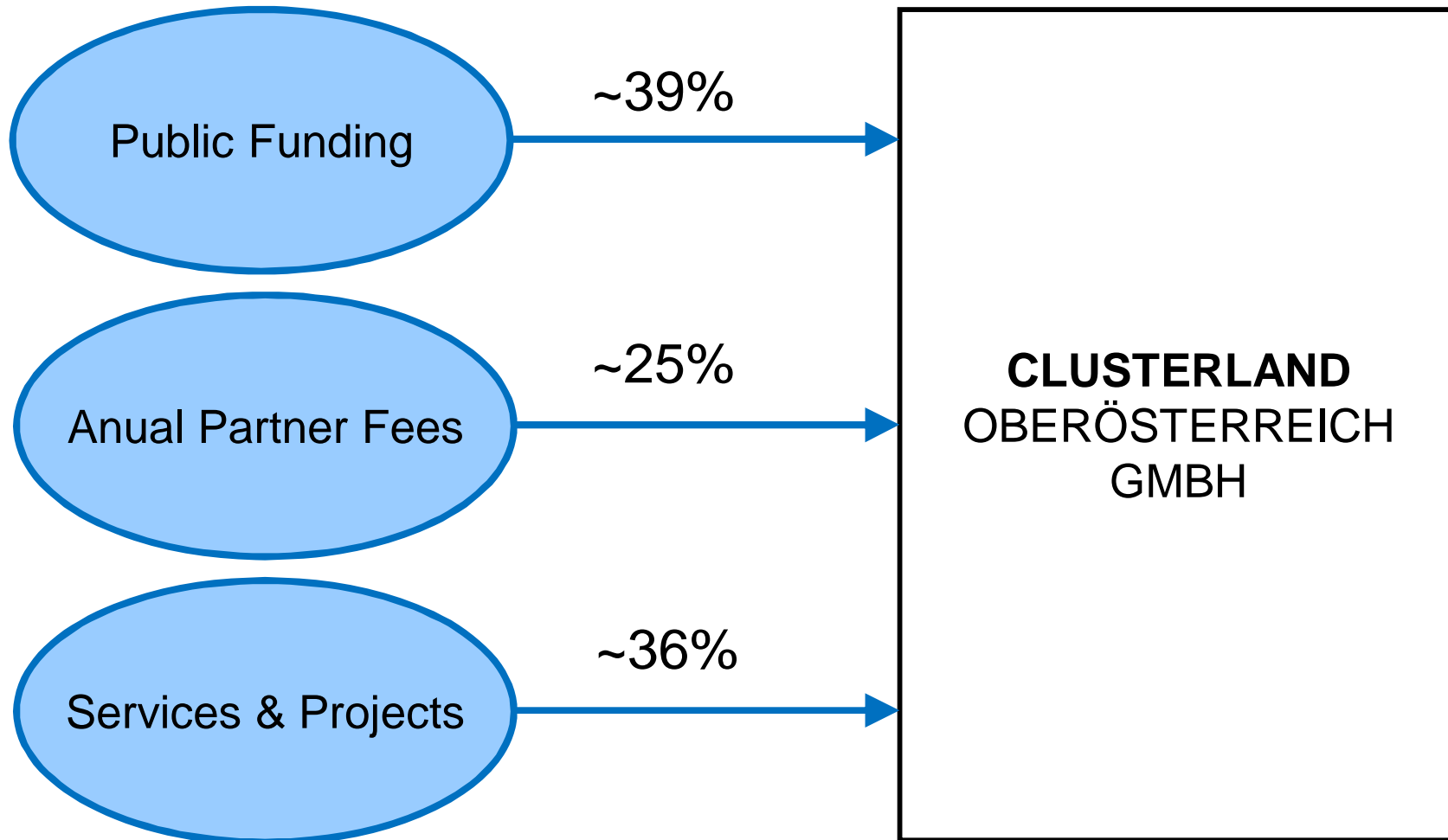
Organigramm Clusterland Oberösterreich GmbH



Structure of Ownership – Clusterland



Financing of Clusterland



Upper Austria's Systematic Innovation Strategy

■ Strategic programme „Upper Austria 2000+“

- 1998 – 2003
- 3 strategic areas
- Programme volume: € 300 m; Upper Austrian contribution: € 80.8 m
- Approx. € 20 m for cluster setup



■ Strategic programme „Innovative Upper Austria 2010“

- 2005 – 2010
- 5 strategic areas
- Programme volume: € 600 m; Upper Austrian contribution: € 200 m
- Approx. 5% for professionalising of cluster and network initiatives



■ Strategic programme „Innovative Upper Austria 2010plus“

- 2010 – 2013
- 5 strategic areas
- Programme volume: € 450 m; Upper Austrian contribution: € 150m



Automotive-Cluster Upper Austria (AC)



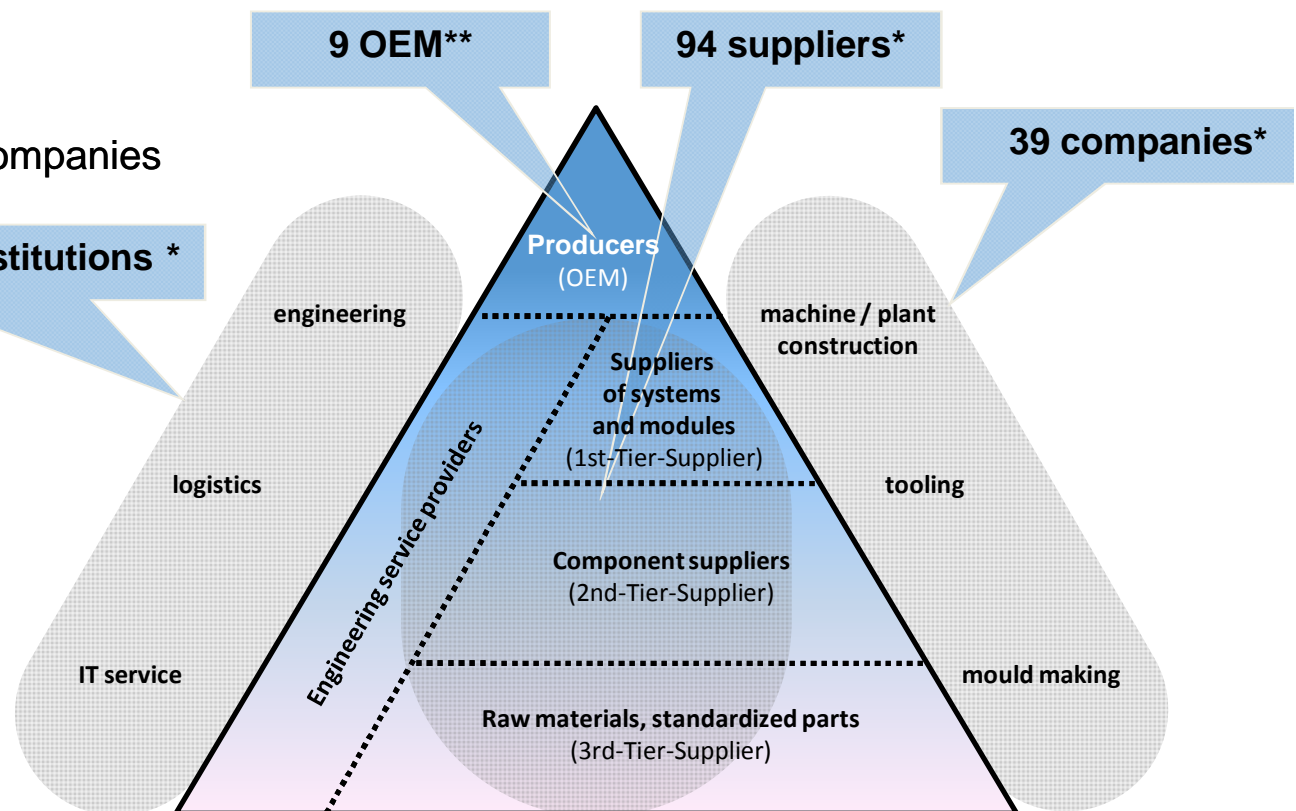
The AC Network in Detail

212 partner companies

thereof

- 135 SME
- 135 manufacturing companies

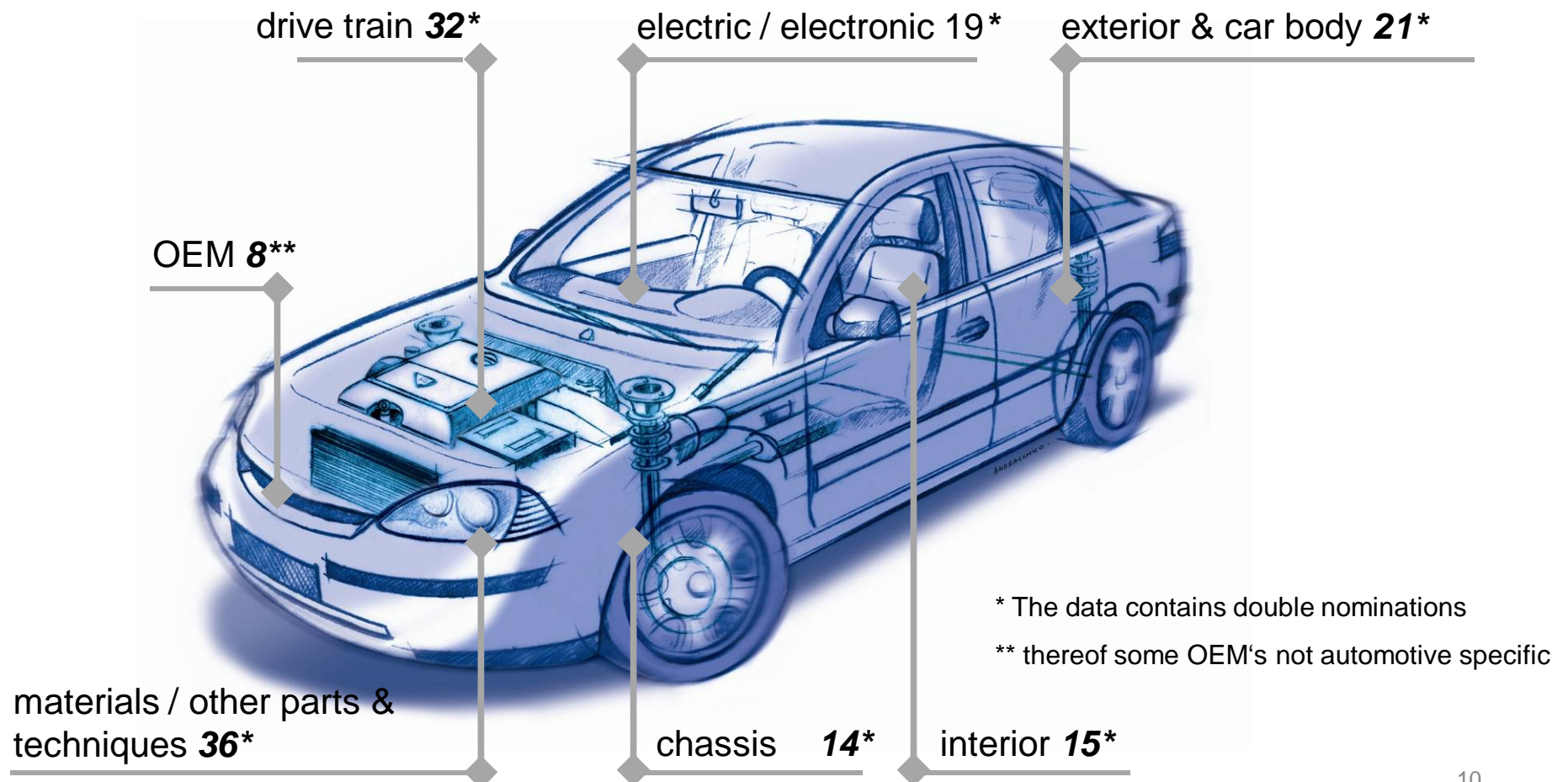
70 service providers & institutions *



* The data contains double nominations

** thereof some OEM's not automotive specific

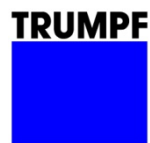
AC-Partner Classification



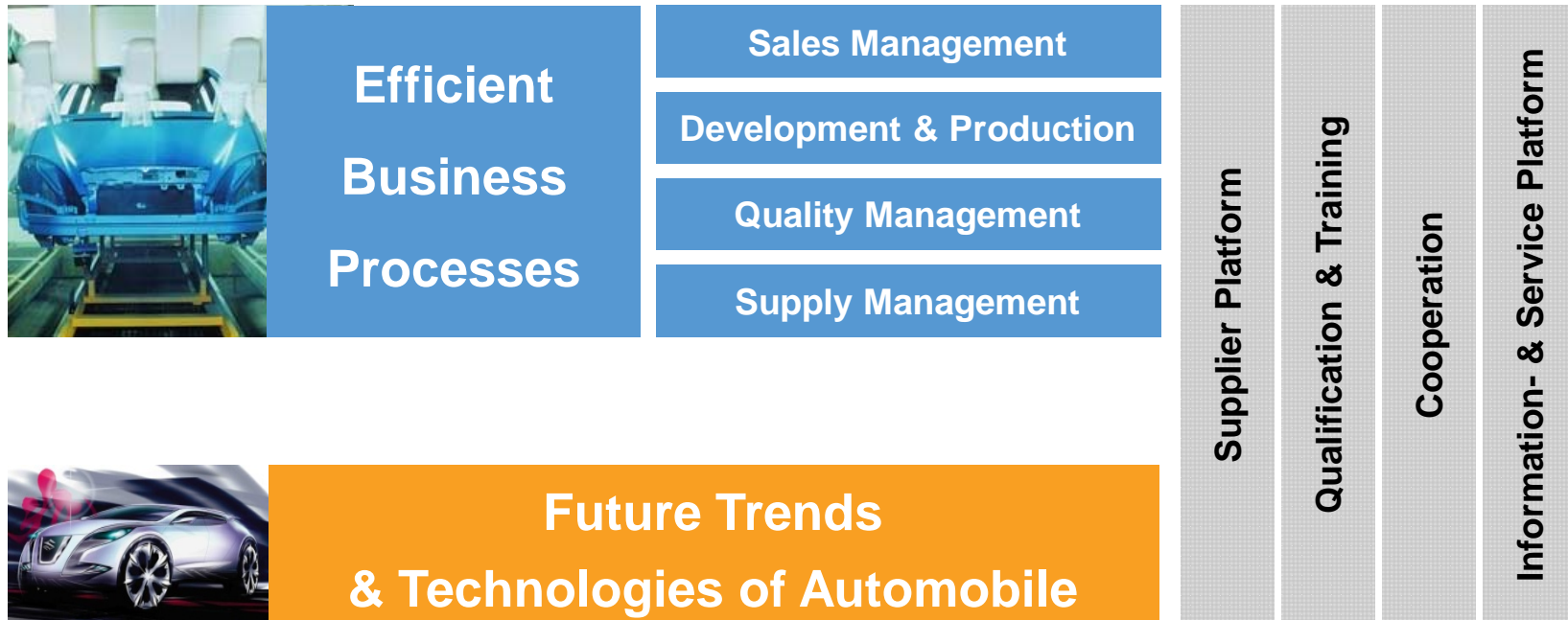
Partner Companies with the Highest Turnover



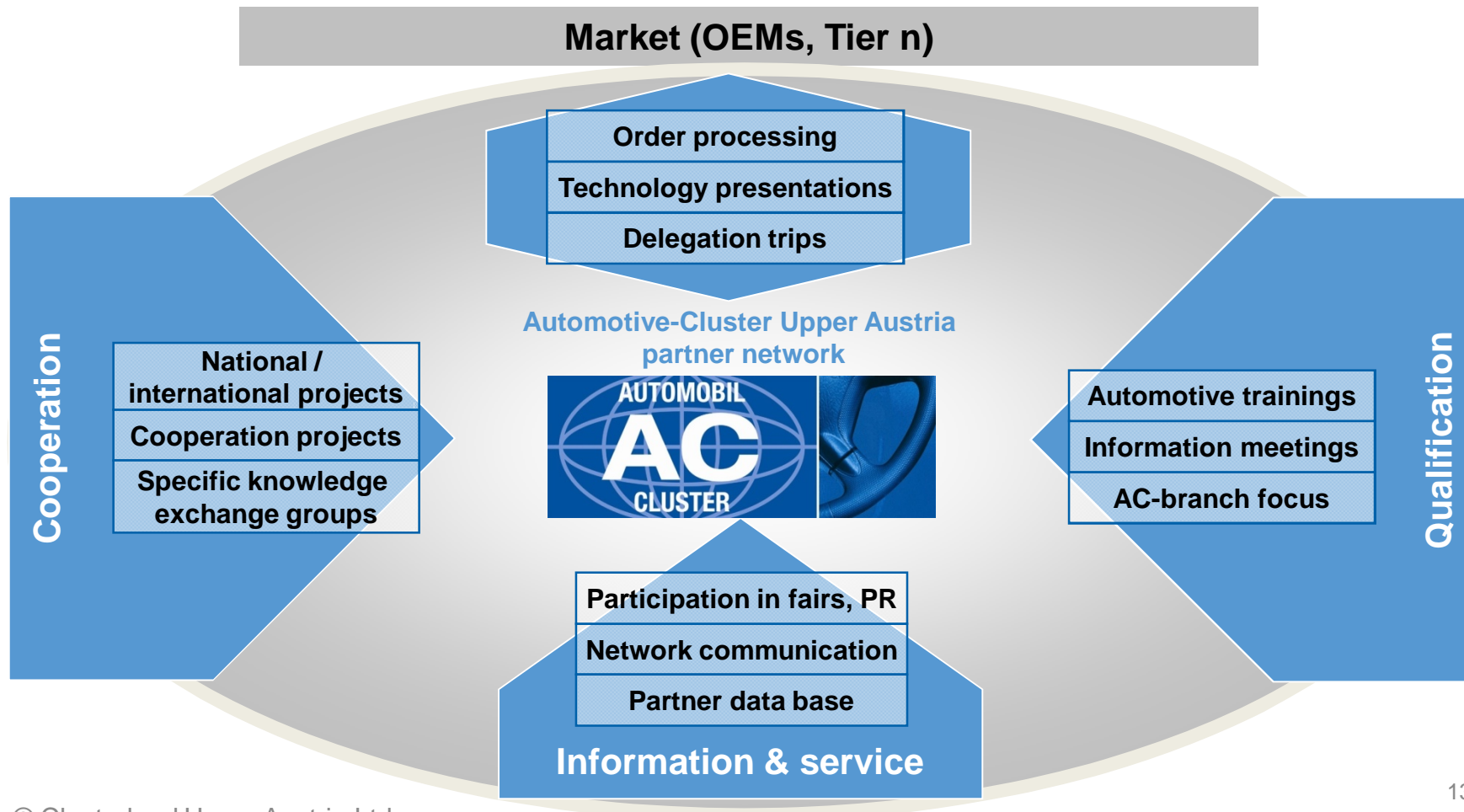
BMW
Werk Steyr



AC's Key Success Factors of Automotive Business



Your Services in the Automotive-Cluster



[1] Creating Information Advantage

- Homepage & partner data base
- AC-quarterly magazine
 - information about the branch
 - specific topics
 - company reports
- AC e-mail newsletter
 - events
 - cluster news
- Studies
 - information about the branch



[2] Conveying Strengths – Qualification

- Branch networking meetings
- Information meetings
- automotive.20xx
- Automotive trainings
 - Quality Manager Automotive
 - Project Manager Automotive
 - Sales Manager Automotive
 - Strategic Purchasing Manager
 - Constructing Engineer Automotive



[3] Converting Innovative Ideas

- Specific knowledge exchange groups
 - systematical
 - moderated
 - guided
 - focus on topics
- XING-group
- Cluster cooperation projects
- Cooperation projects
- EU-projects
- Project management



[4] Increase Visibility & Presence

- AC-quarterly
- Participation in fairs
- automotive.20xx



[5] (International) Market Access

- Sales manager learning platform
- Factory tours / visits
- Delegation trips
- Technology presentations
- Supplier conventions



AC Cluster-Management – the Team



DI Wolfgang KURZ
Project Manager



DI (FH) Thomas EDER
Cluster Manager



Bettina MAYRHOFER
Cluster-Coordination



Gisela LEHNER, MA
Project Manager



Mag. Susanne RINGLER
Communication



Martin Graml
Project Manager



Co-operation Projects Funded by the Government

Object	Innovative cooperation projects -> within the cluster initiatives
Cooperation criteria	→ At least three companies → At least one SME
Costs eligible for funding	Personnel costs, external services, consulting and other costs
Funding amounts	30 % of the costs eligible for funding max. € 25.000 per project partner

Projects also involving several Austrian regions are being funded!
(e.g. Lower Austria, Salzburg)

AC Advisory Board



Beiratssprecher Ing. Rudolf Mark
Mark Metallwarenfabrik GmbH
Geschäftsleitung
Einzelteile/Komponenten



DI Dr. Daniel Heim
FH Wels
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Ausbildung & Forschung



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engineering GmbH
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Fügetechnik / Prozesse für Anlagenbau



DI Karl Radlmayr
Voest Alpine Automotive GmbH
Corporate Technology & Innovation
Werkstoffe



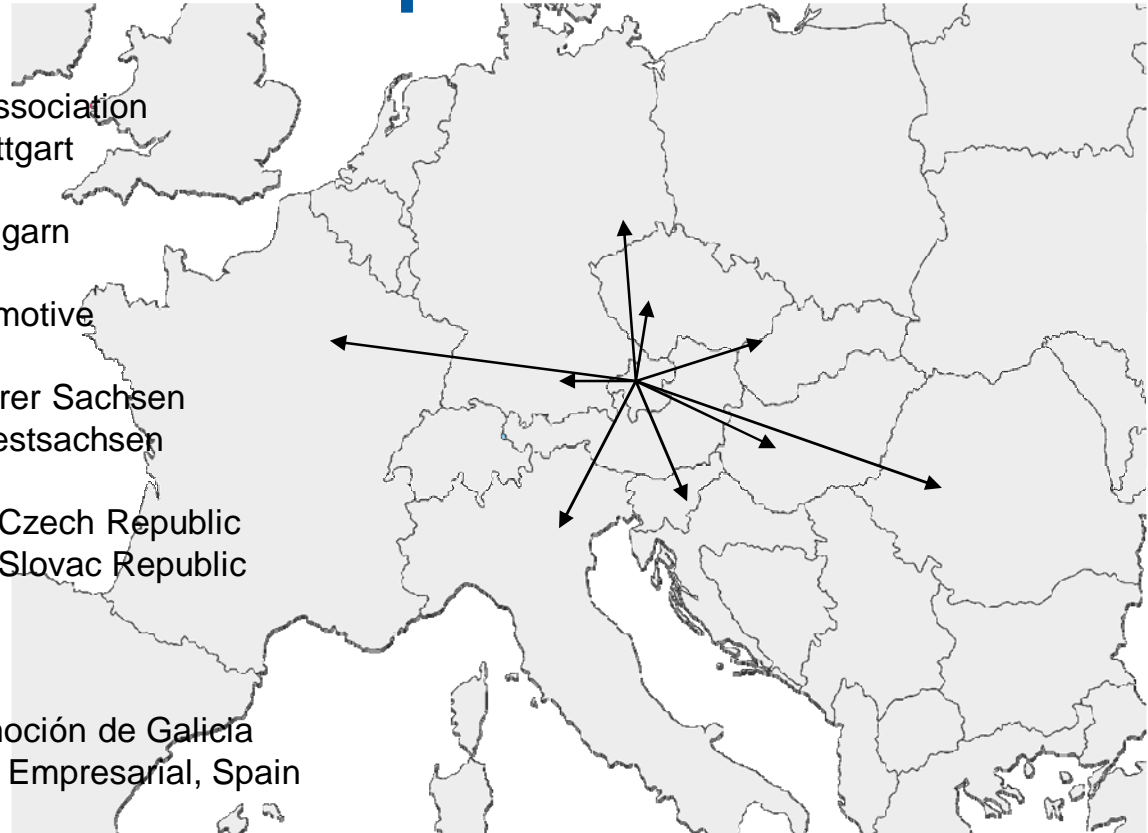
Prok. DI Gerhard Wierer
Rosenbauer International GmbH
Leiter Einkauf
OEM

Key Data of Network

■ Total turnover in billion	€21,62
■ turnover of manufacturing companies in billion	€15,12
■ turnover in the supplier sector in billion	€12,18
■ Employees	88.000
■ R&D*	4,52 %
comparison Upper Austria	2,55 %
■ Export quota	

Internationalisation – European Network

- ACVR, ACstyria, Austrian Automotive Association
- WRS – Wirtschaftsförderung Region Stuttgart
- ACS Automotive Cluster of Slovenia
- PANAC Pannon Automotive Cluster Ungarn
- CESTEC, Lombardei
- BAIKA Bayrische Zulieferinitiative Automotive
- Leichtbau-Cluster Landshut
- AMZ Verbundinitiative Automobilzulieferer Sachsen
- IAW Industrie- und Automobilregion Westsachsen
- Czechinvest
- Automotive Industry Association of the Czech Republic
- Automotive Industry Association of the Slovak Republic
- ACAROM Rumänien
- Jetro Wien
- Alsace Development Agency
- CEAGA Cluster de empresas de automoción de Galicia
- Centre d'Innovació i Desenvolupament Empresarial, Spain
- ACICAE País Vasco
- ASSOTEC, Lombardei



AAAS – Austrian Automotive Association Service GmbH



www.acstyria.com



www.automobil-cluster.at



www.acvr.at



www.aaa.co.at

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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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