

Clusters-Cord (2CE202P1)

Clusters & Cooperation for Regional Development in Central Europe
Joint Launch Event, 01/12/2010, Székesfehérvár

Clusterization in Central Transdanubian context

Tamás KOVÁCS

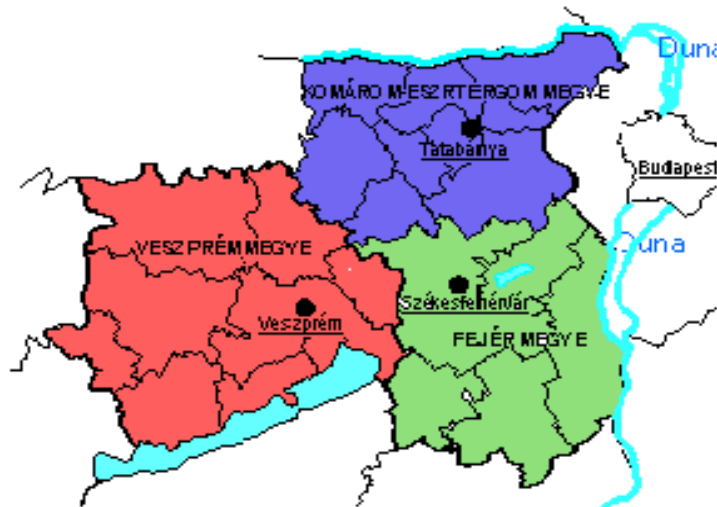
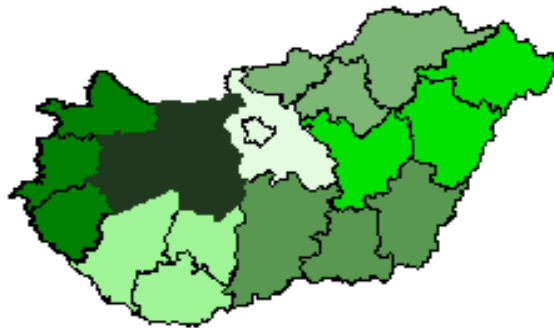
Mid-Pannon Regional Development Company



What Mid-Pannon Co. does?

- Main economic development company of our region
- Main role is to stimulate sustainable growth of the regional economy
- To achieve this, we work together with private and public sector partners on regional, national and international level

The Central-Transdanubian Region



- created in September 1997
- does not have an elected body
- weak role in administration
- government authorities were regionalized, but municipalities not



CLUSTERS CORD
connecting small to feel big

The region - statistics

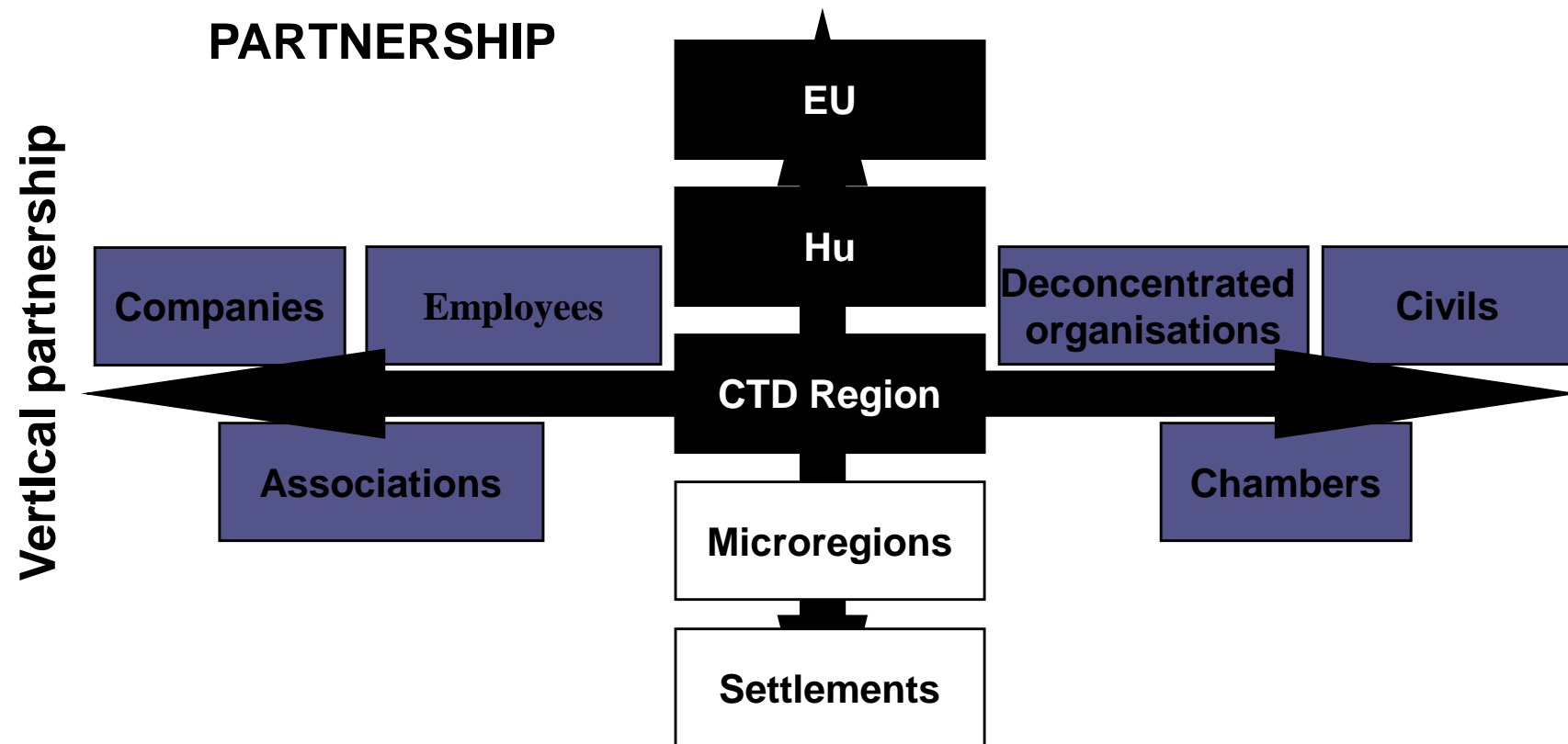
- 1st in HU - industrial output per capita and level of export of industrial output
- R&D performance is lower than national average
- Only one strong University
- Many of large state companies survived but were privatised

The crisis and our region

- Unemployment rate is under the national average (~11 %)
- 67.000 registered jobseekers
- 13,4 % of the economically active population
- 30 % - changes compared to the same period previous year
- >121 notices of major layoffs (7.790 persons)
- 85% of job losses are in the automotive industry, electronics and construction industry

Networking

Horizontal partnership

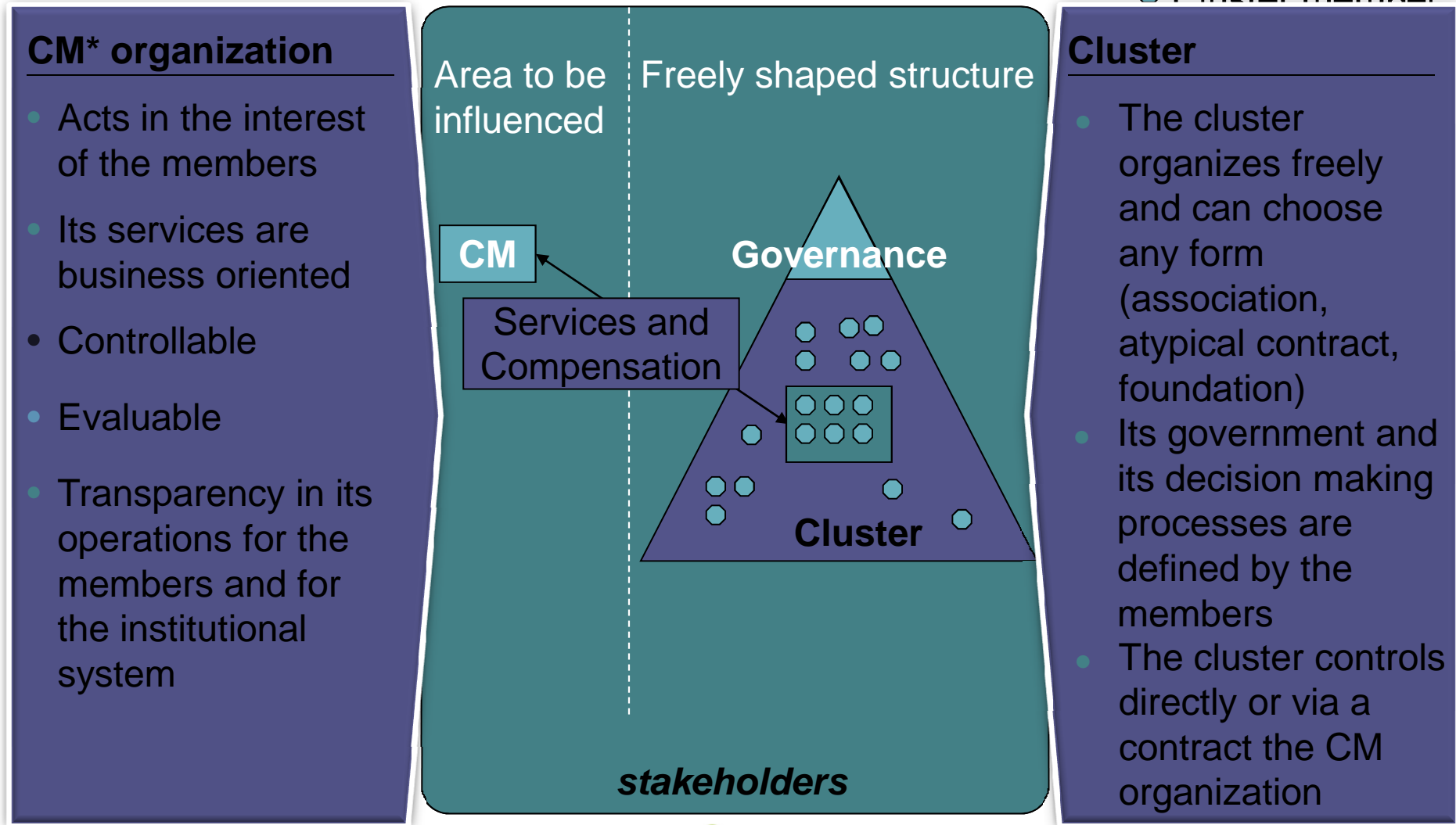


Cluster cooperation development

- 6 years of experience
- In the field of automotive and mechatronics, informatics, alternativ energy (solar), furniture, building-construction

Name	Number of members	Type
Mechatronics and Automotive	28	Regional cluster
Solar Energy	12	Regional cluster
Informatics	15	Regional cluster
Building and Construction	19	Sub-regional SME cooperation
Furniture	15	Sub-regional SME cooperation

Cluster Model in Hungary



CM* organization

- Acts in the interest of the members
- Its services are business oriented
- Controllable
- Evaluable
- Transparency in its operations for the members and for the institutional system

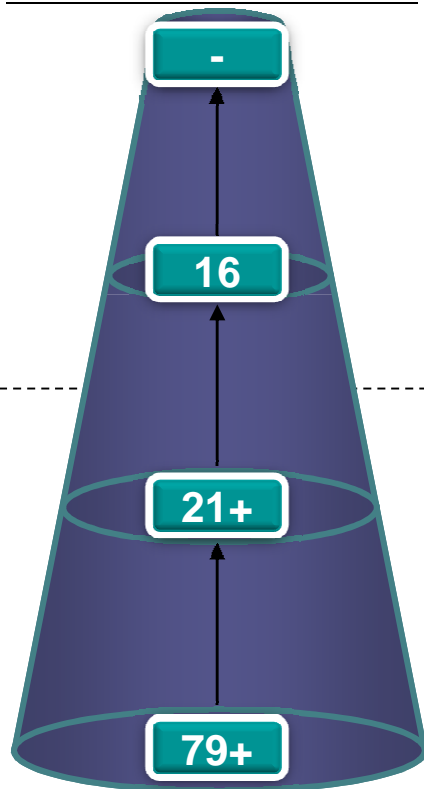
Cluster

- The cluster organizes freely and can choose any form (association, atypical contract, foundation)
- Its government and its decision making processes are defined by the members
- The cluster controls directly or via a contract the CM organization

*CM – Cluster management/manager

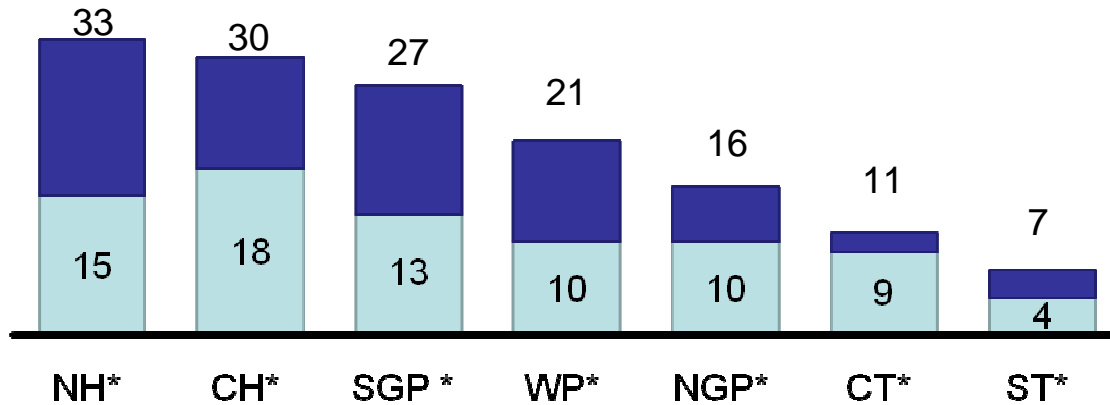
Parameters of call for tenders for clusters in the four development phases

Development level	Number of clusters (pcs)	Source of funding	Supported activities	Subsidy for supported cluster or project
Pole Innovation Clusters	-	<ul style="list-style-type: none"> EDOP 	<ul style="list-style-type: none"> Services Investments Joint R&D projects 	<ul style="list-style-type: none"> EUR million 6 - 17
Accredited clusters	16	<ul style="list-style-type: none"> EDOP 	<ul style="list-style-type: none"> Joint R&D projects 	<ul style="list-style-type: none"> EUR million 1 - 6
Developing clusters	21+	<ul style="list-style-type: none"> ROPs 	<ul style="list-style-type: none"> Management Joint services and investments 	<ul style="list-style-type: none"> EUR million 0.2 - 0.8
Start-up initiatives	79+	<ul style="list-style-type: none"> ROPs 	<ul style="list-style-type: none"> Management Joint services 	<ul style="list-style-type: none"> EUR million 0.06 - 0.2

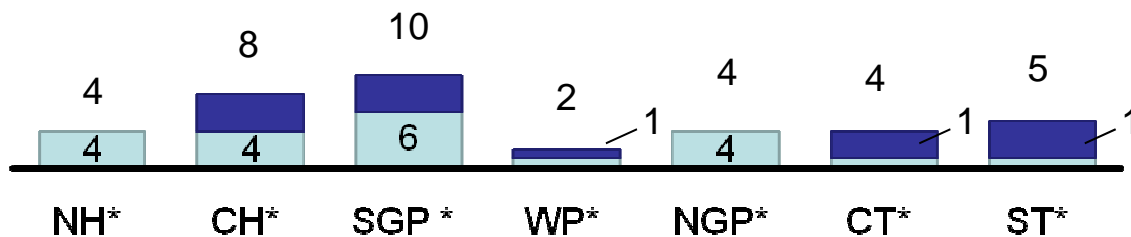


ROP starting and developing cluster tenders

Applications in the ROP starting initiative tenders (pcs)



Applications in the ROP developing cluster tenders (pcs)



Applications received

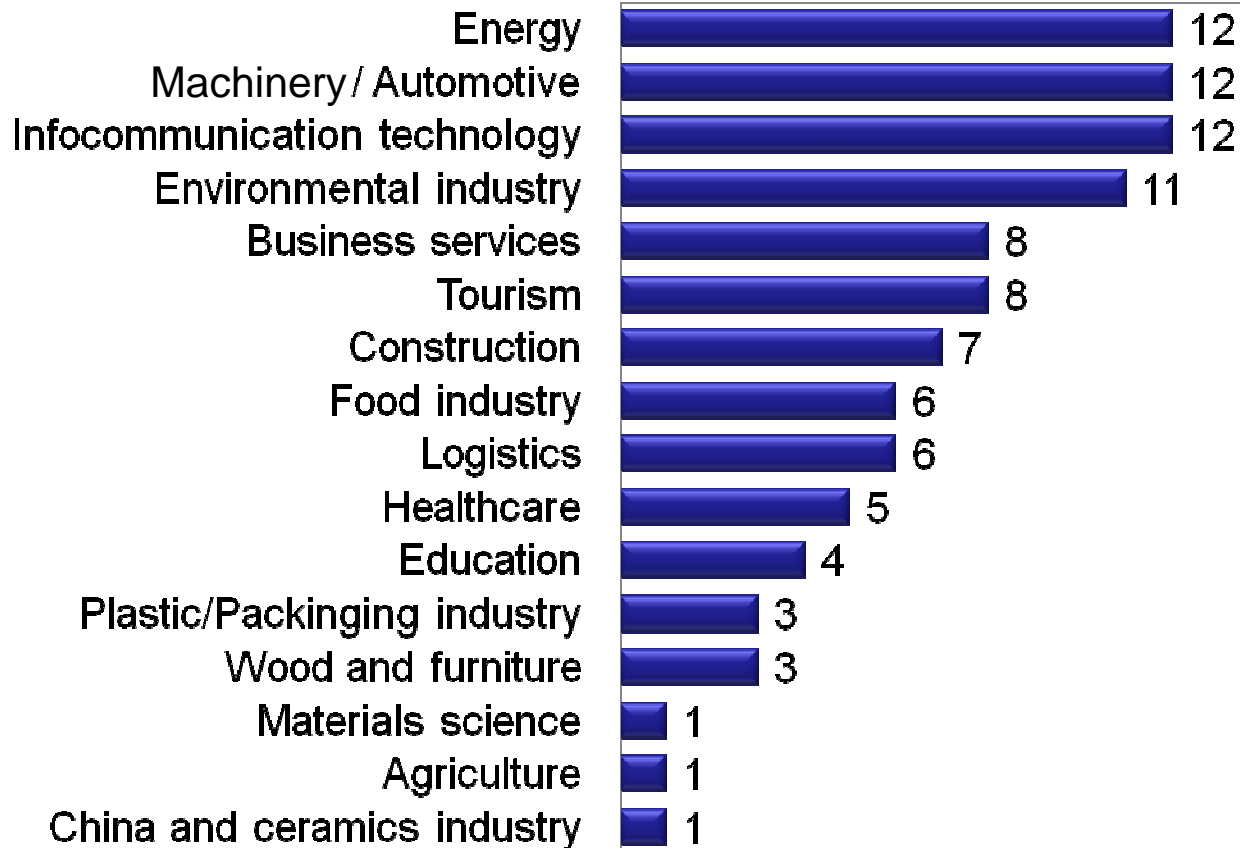
Successful applications

- Altogether 144 applications have been handed in to the ROP starting initiative tenders
- 79 applications have been approved up until now
- Altogether 37 applications have been handed in to the ROP developing cluster tenders
- 21 applications have been approved up until now

Source: ROP MA, PPO, EPAP

Industries vs. popularity

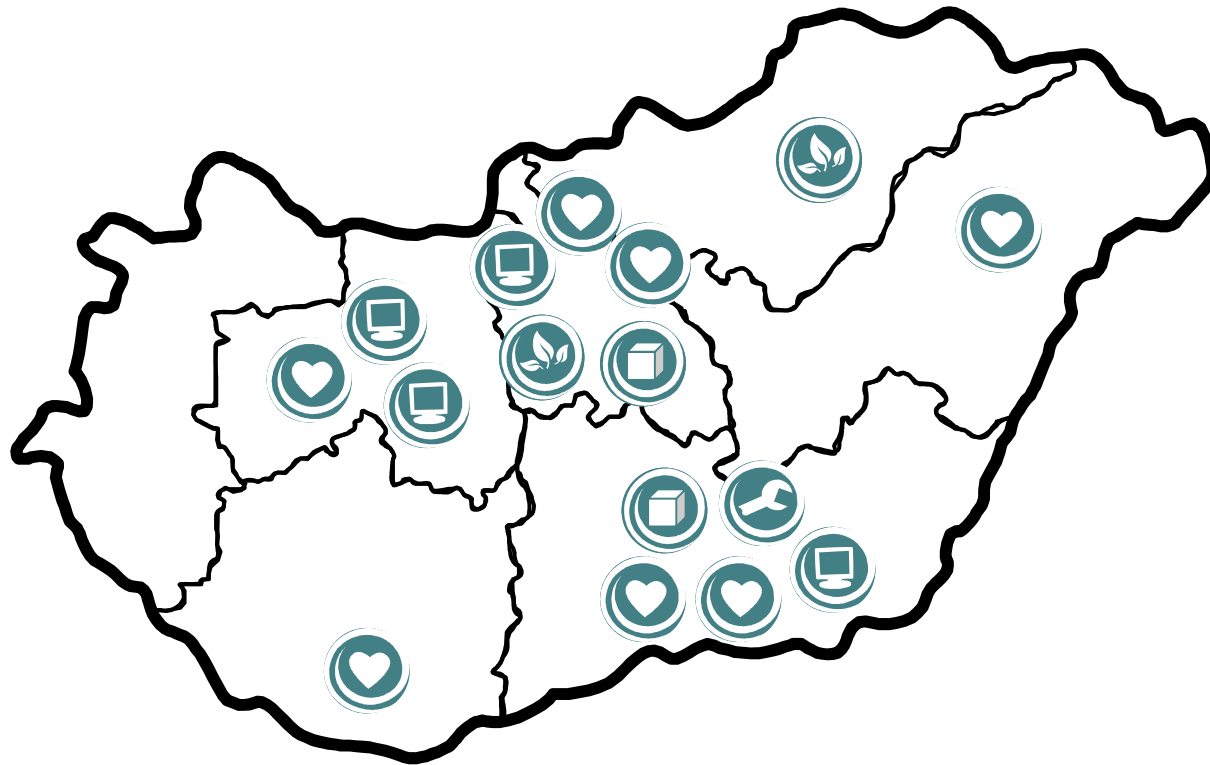
Sectors of the granted start-up and developing clusters (pcs)



- There are 100 clusters for which support has been granted
- Energy, ICT, Automotive

Source: PPO, EPAP

Accredited clusters in Hungary I.



Accredited clusters

Industry	Number
 Healthcare	7
 ICT	4
 Packaging	2
 Environmental industry	2
 Construction / Energy	1
Total	16

- Sixteen clusters have been accredited up until now
- Most of the clusters operate in the Central Hungarian and South Great Plain region
- Most of the clusters operate in the healthcare and ICT industry



CLUSTERS CORD
connecting small to feel big

Accredited clusters in Hungary II.

Central Transdanubia(3)

- First Hungarian e-Public Administration IT Innovative Cluster
- Pannon R+D+I+E
- PharmAgora Life Quality Cluster

Central Hungary (5)

- Omnipack Packaging Cluster
- Mobility Multimedia
- Medical Biotechnology Innovation
- Medical Instruments Producers
- Waste Water Technology Innovation Cluster



North Hungary (1)

- EnIn Environmental Industry

North Great Plain (1)

- Pharmapolis Debrecen Innovation Medical Cluster

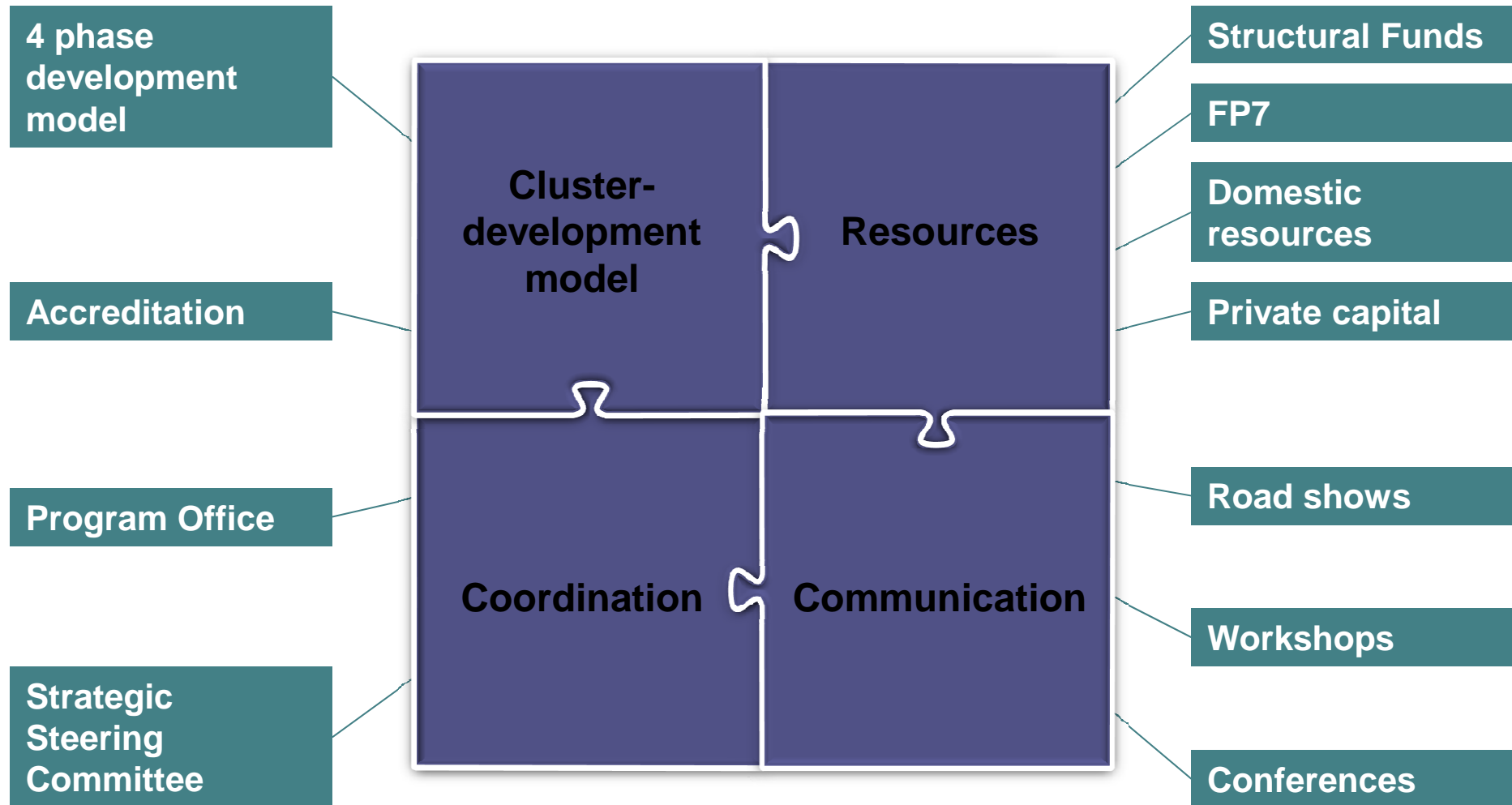
South Great Plain (5)

- PharmacoFood
- Goodwill Biotechnology
- Software Innovation Pole Cluster
- ArchEnerg Regional Renewable Energy and Construction
- 3P Plastic, Packaging, Printing Cluster

South Transdanubia (1)

- Biotechnology Innovation Base

Core elements



Main activities at policy level

Accredited clusters

- The accredited clusters may continuously apply for a **support of EUR 6 million** in 2009-2010
- The **dedicated innovation tender** for accredited clusters is permanently open

Starting and developing clusters

- The **applications** received, **evaluated** and the successful **projects are implemented**
- The **regional cluster tenders will be open again** in the winter of 2010

Cluster development

Pole innovation clusters

- **The cluster accreditation** has been elaborated since 2009 and according to the plans the concerning application started in 2010

Building international relations

- **Strengthening of the foreign relations** of the clusters
- Co-operation with the DG Enterprise and DG Regio of the European Commission, the European Cluster Policy Group and participation in various EU initiatives

Cluster manager training

- **Recommendations for a cluster manager training course** with the involvement of the competent development institutions
- Creation of **tailor made trainings** for clusters in different development stages



CLUSTERS CORD
connecting small to feel big

Main activities at management level

Cooperation

- Formal co-operation
- Joint activities

Planning

- Continuous update of the cluster's vision and strategy

Cluster development

Project-generation

- The „Project pipeline” concept

Communication, PR, Marketing

- Media- and non-media activities

Extension

- Qualitative – the no. of members
- Quantitative – the 4 Stage model

Thank you for the attention!

Tamás KOVÁCS, Mid-Pannon Regional Development Company

e-mail: kovacs.tamas@kprf.hu
Address: Szekesfehervar, Zichy liget 12. H-8000
Telephon: +36-22-315 402

