Public Private Dialogue – PPD Workshop, Vienna

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

Ecoenergy
(Upper Austrian Energiesparverband)

Food
(Upper Austrian Chamber of Commerce)

Logistics
(Association for Network Logistics)
Structure of Ownership – Clusterland

TMG (Upper Austria’s location and innovation agency) 61%
Upper Austrian Chamber of Commerce 19,5%
Federation of Austrian Industry 19,5%

CLUSTERLAND OBERÖSTERREICH GMBH
Financing of Clusterland

- Public Funding: ~39%
- Annual Partner Fees: ~25%
- Services & Projects: ~36%

CLUSTERLAND OBERÖSTERREICH GMBH
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 *

9 OEM**
- 94 suppliers*
- 39 companies*

* The data contains double nominations
** thereof some OEM’s not automotive specific

© Clusterland Upper Austria Ltd
AC-Partner Classification

- drive train 32*
- electric / electronic 19*
- exterior & car body 21*
- materials / other parts & techniques 36*
- chassis 14*
- interior 15*
- OEM 8**

* The data contains double nominations
** thereof some OEM’s not automotive specific
Partner Companies with the Highest Turnover
AC’s Key Success Factors of Automotive Business

Efficient Business Processes

- Sales Management
- Development & Production
- Quality Management
- Supply Management

Future Trends & Technologies of Automobile

© Clusterland Upper Austria Ltd
Your Services in the Automotive-Cluster

Market (OEMs, Tier n)

Order processing
Technology presentations
Delegation trips

Cooperation

National / international projects
Cooperation projects
Specific knowledge exchange groups

Automotive-Cluster Upper Austria partner network

Information & service

Participation in fairs, PR
Network communication
Partner data base

Qualification

Automotive trainings
Information meetings
AC-branch focus
[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

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

© Clusterland Upper Austria Ltd
[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

- 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*

Gisela LEHNER, MA  
*Project Manager*

Mag. Susanne RINGLER  
*Communication*

Bettina MAYRHOFER  
*Cluster-Coordination*

Martin Graml  
*Project Manager*
Co-operation Projects Funded by the Government

<table>
<thead>
<tr>
<th>Object</th>
<th>Innovative cooperation projects -&gt; within the cluster initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooperation criteria</td>
<td>➔ At least three companies ➔ At least one SME</td>
</tr>
<tr>
<td>Costs eligible for funding</td>
<td>Personnel costs, external services, consulting and other costs</td>
</tr>
<tr>
<td>Funding amounts</td>
<td>30 % of the costs eligible for funding max. € 25.000 per project partner</td>
</tr>
</tbody>
</table>

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
Einzelseite/Komponenten

DI Dr. Daniel Heim
FH Wels
Studiengangsleiter
Material- und Verarbeitungstechnik
Ausbildung & Forschung

Ing. Thomas Stottan
Audio Mobil Elektronik GmbH
Geschäftsführer
Elektrik / Elektronik

Anton Naue
ALBA tooling und engineering GmbH
Geschäftsführer
Interieur / Komponenten

Ing. Thomas Eder
Fronius International GmbH
Global Customer Manager
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**
  - 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

© Clusterland Upper Austria Ltd
Contact & Information

Thomas Eder
Manager Automotive Cluster

Clusterland Oberösterreich GmbH

Tel:  +43 732 79810-5081
Fax:  +43 732 79810-5080
thomas.eder@clusterland.at
www.clusterland.at

Clusterland Oberösterreich GmbH supports cluster and network initiatives. It promotes innovation through cooperation and competence in order to enhance the competitiveness of enterprises.

All rights reserved, especially the rights to copy, to distribute or to translate. No part of the slides may be reproduced, copied or distributed in any form or by any means without prior written permission of Clusterland OÖ GmbH.

© Clusterland Upper Austria Ltd