New ways for cooperation with German Southwest: the Baden-Württemberg cluster and networks

Australian – German Networking Research Symposium

Dr. Jenny Atmanagara  
Ekaterina Deckers  
Baden-Württemberg International  
Stuttgart, 24th November 2017
Introduction

I. Why internationalize? The reasons
II. How to internationalize? The ways
III. Who supports? The partners
Why internationalize? - General Reasons

- international exchange and cooperation strengthens scientific excellence (science and research);
- international knowledge transfer and value-added chains help to further develop Germany’s innovative capacity (SMEs);
- qualified employees contribute to sustainable development in partner countries and form the basis for investments in these target markets;
- emerging markets and developing countries become important partners in the common design of a global knowledge economy;
- global challenges (climate change, health, demographic changes, security etc.) can only be coped with on international level, science and research provide knowledge for an evidence-based policy.

BMBF 2016
Why internationalize? - Specific Reasons

For Companies:

- increasing competitive pressure due to shorter product life cycles
- securing sales by market proximity
- reducing direct and indirect labor costs
- avoiding import restrictions
- taking advantage of lower transportation costs
- investment support of foreign countries
- independence from variable exchange rates
Why internationalize? - Specific Reasons

For Science:

- addressing global challenges
- exchange of the knowledge and insights
- development of innovation
- ensuring competitive advantage
- acquisition of research funds
- use and development of research infrastructures
How to internationalize?
Internationalization through clusters

New models and methods:
- clusters internationalization along the value chain
- cross-sectoral cluster innovation
- SMEs globalization via clusters
- system export via complex product solutions
- transnational cluster platforms
- clusters supporting international research
Who acts? - Clusters and Networks in BW

Clusters und Networks in Baden-Württemberg – interdisciplinary, innovative, interconnected

120 clusters in Baden-Württemberg associate 16,493 members,
among them 14,333 companies
## Technology Fields in BW

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td></td>
</tr>
<tr>
<td>Biotechnology</td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Forestry &amp; wood</td>
<td></td>
</tr>
<tr>
<td>Health economy</td>
<td></td>
</tr>
<tr>
<td>Logistics including intralogistics</td>
<td></td>
</tr>
<tr>
<td>Aerospace</td>
<td></td>
</tr>
<tr>
<td>Mechatronics</td>
<td></td>
</tr>
<tr>
<td>Media, culture and creative industry</td>
<td></td>
</tr>
<tr>
<td>Information technology, IT-applications / business software</td>
<td></td>
</tr>
<tr>
<td>Lightweight construction</td>
<td></td>
</tr>
</tbody>
</table>
Technology Fields in BW

- Photonics
- Production technology including engineering
- Satellite navigation
- Safety engineering
- Telecommunications
- Textile and clothing

- Environmental technology
- Packaging technology
- Medical technology
- Microsystems technology including nanotechnology
- New materials/surfaces
- Pharmaceutical industry

Knowledge-based economy including industry-related services

Baden-Württemberg International
Who supports? - clusters and networks in BW

Clusterportal Baden-Württemberg

https://www.clusterportal-bw.de/en/

- cluster database with detailed information and contacts
- Cluster Atlas Baden-Württemberg
- cluster policy in Baden-Württemberg
- ClusterAgency BW
- technology fields in Baden-Württemberg
- current events and publications
well-established cluster initiatives in Baden-Württemberg

ClusterAgency BW 2015
Comparison to National and European Level: Age of Cluster Initiatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Established (&gt;4 years)</th>
<th>Young (2-4 years)</th>
<th>New (&lt;2 years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>73,9%</td>
<td>26,1%</td>
<td>2,0%</td>
</tr>
<tr>
<td>Germany</td>
<td>85,6%</td>
<td>12,5%</td>
<td>2,0%</td>
</tr>
<tr>
<td>ESCA Excellence Portfolio</td>
<td>89,4%</td>
<td>10,6%</td>
<td>0,3%</td>
</tr>
<tr>
<td>Europe</td>
<td>84,2%</td>
<td>15,5%</td>
<td>0,3%</td>
</tr>
</tbody>
</table>

ClusterAgency BW 2015
majority of cluster initiative achieved a good critical mass

ClusterAgency BW 2015
Comparison to National and European Level: Number of Cluster Members

- ESCA Excellence Portfolio: 85
- Germany: 67
- Baden-Wuerttemberg: 61
- Europe: 52

ClusterAgency BW 2015

Baden-Württemberg International bw-i
Comparison to National and European Level: Capacity of the Cluster Management

ClusterAgency BW 2015
68% of the cluster initiatives in Baden-Wuerttemberg are financed with a share of public funding less than 50% of their total budget.

ClusterAgency BW 2015
Good balance btw. public and private funding

Comparison to National and European Level: Financial Structure of Cluster Initiatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Public Funding</th>
<th>Membership Fees</th>
<th>Chargeable Services/ Sponsoring/ Etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>37.6%</td>
<td>28.7%</td>
<td>33.7%</td>
</tr>
<tr>
<td>Germany</td>
<td>45.2%</td>
<td>26.5%</td>
<td>28.3%</td>
</tr>
<tr>
<td>ESCA Excellence Portfolio</td>
<td>48.3%</td>
<td>28.8%</td>
<td>22.9%</td>
</tr>
<tr>
<td>Europe</td>
<td>45.3%</td>
<td>25.2%</td>
<td>29.5%</td>
</tr>
</tbody>
</table>

ClusterAgency BW 2015
Framework of Cluster Policy in BW

- Cluster Policy in Baden-Württemberg:
  - is a component of the innovation policy and policy on small and medium-sized enterprises
  - is closely related with regional structural policy
  - is developed by Ministry of Economic Affairs, Labour and Housing
Framework of Cluster Policy in BW

- **Objectives of the Cluster Policy**
  - Stabilizing the innovative strength of the companies
  - Increasing Baden-Württemberg’s economic competitiveness
  - Positioning Baden-Württemberg as an international business location

- **Main focuses**
  - Cooperation across branches and technologies
  - Actions in favor of internationalization
  - Professionalization of the cluster management
Résumé

Due to the political requirements and their limited capacities cluster managers in BW offer resp. are interested in...

- Cooperation focused on innovation with mutual benefit
- Access to market information / benchmarking
- General networking and access to new contacts / cooperation partners
- Exposure to new opportunities in relevant sector or application fields
- Development of stronger international visibility
- Access to new markets
- Access to specific knowledge sources (e.g. individuals or centers with specific expertise)
- Access to external infrastructure (e.g. physical or virtual labs, demonstration or test facilities)
- Facilitation / initiation of collaborative research and/or development process
Who supports? - Your Partners

Baden-Württemberg International (bw-i):
Agency for International Economic and Scientific Cooperation
Our experience: more than 30 years
Our network: more than 70 partners worldwide
Our mission: to promote the internationalization of Baden-Württemberg as a way to strengthen the region’s economic power
Who supports? - Your Partners

Baden-Württemberg International (bw-i) – our services:

- Information about domestic markets
- Market survey trips
- Match-making & business meetings in D and abroad
- Trade fairs in Germany and abroad
- Individual support for foreign trade
Who supports? – Your Partners

Baden-Württemberg International (bw-i) – our close cooperation with cluster und networks in BW:

▪ as part of the Cluster Agency BW providing capacity building measures in the field of interanationalization

▪ as donor agency providing financial support for internationalization activities of clusters and networks
Who supports? - Support Program of bw-i

Support Program for the Internationalization of Clusters and Networks in Baden-Württemberg

Supporting quote: 75% of all eligible costs
Funding object: mobility and event activities

Funding lines:

- Participation of cluster manager in delegation trips
- Trips of cluster experts abroad - option for cluster members (!)
- Development of an internationalization strategy
- Participation of cluster managers in foreign trade fairs
Contact us

Dr. Jenny Atmanagara 
Head of Urban Development and 
Sustainable Building Unit

Phone: +49(0)711.22787 - 987 
E-Mail: jenny.atmanagara@bw-i.de

Ekaterina Deckers
Deputy Head of Department Branches 
Technologies and Innovation

Phone: +49(0)711.22787 - 67 
E-Mail: ekaterina.deckers@bw-i.de

BADEN-WÜRTTEMBERG INTERNATIONAL
Gesellschaft für internationale wirtschaftliche und 
wissenschaftliche Zusammenarbeit mbH
Haus der Wirtschaft
Willi-Bleicher-Str. 19
70174 Stuttgart, Germany

Internet: www.bw-i.de

Thank you for your attention!
References

- BSR STARS and Nordic Council of Ministers 2017: Models for Internationalization of SMEs through Clusters. Lessons Learned from internationalization projects supported by BSR STARS Innovation Express. Copenhagen.