

CLUSTER MANAGEMENT EXCELLENCE AS TOOL TO INCREASE THE IMPACT OF CLUSTERS

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Kaunas

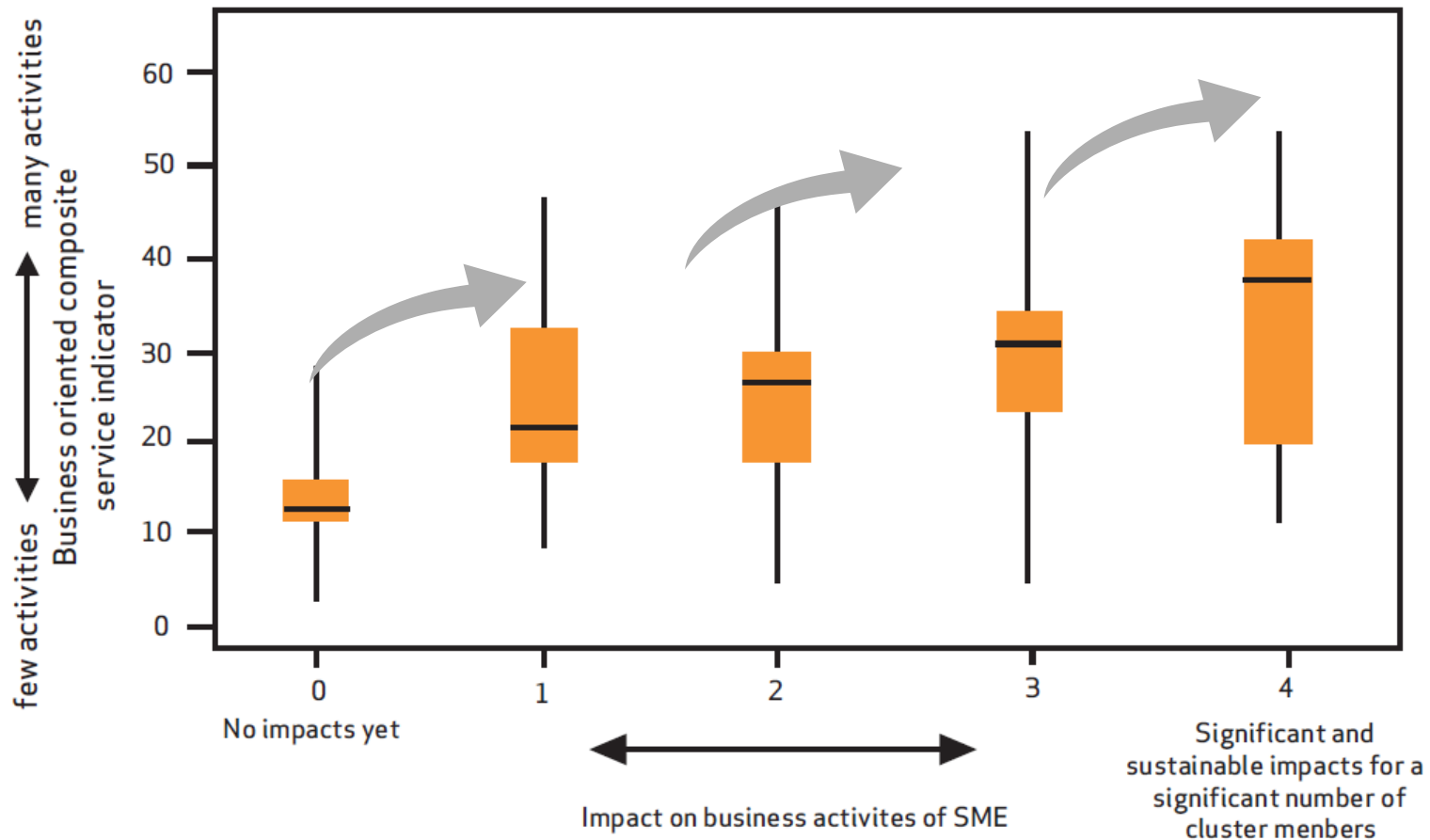
March 19, 2018



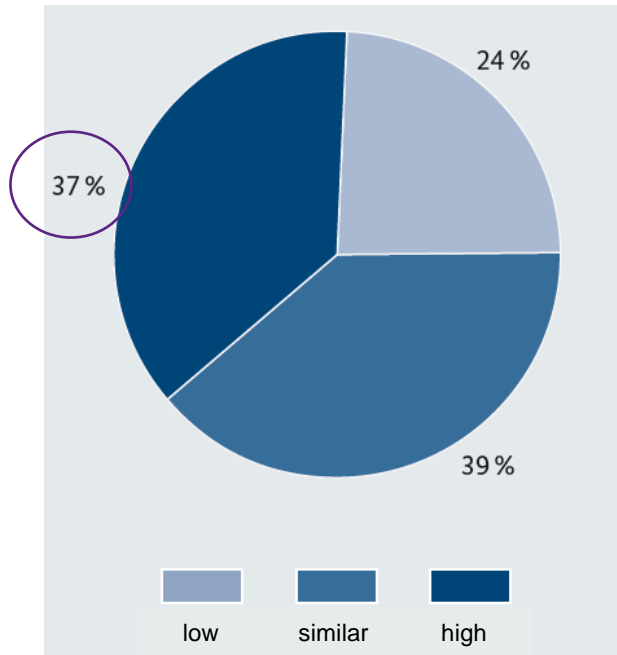
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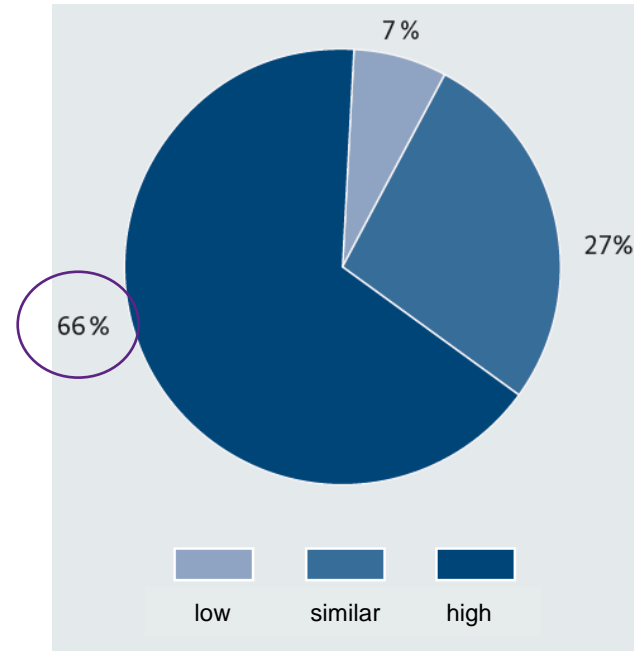
THE MORE BUSINESS-ORIENTED SERVICES, THE HIGHER THE IMPACT.



ACTIVE PARTICIPATION LEADS TO HIGHER MONETARY ADDED-VALUES.



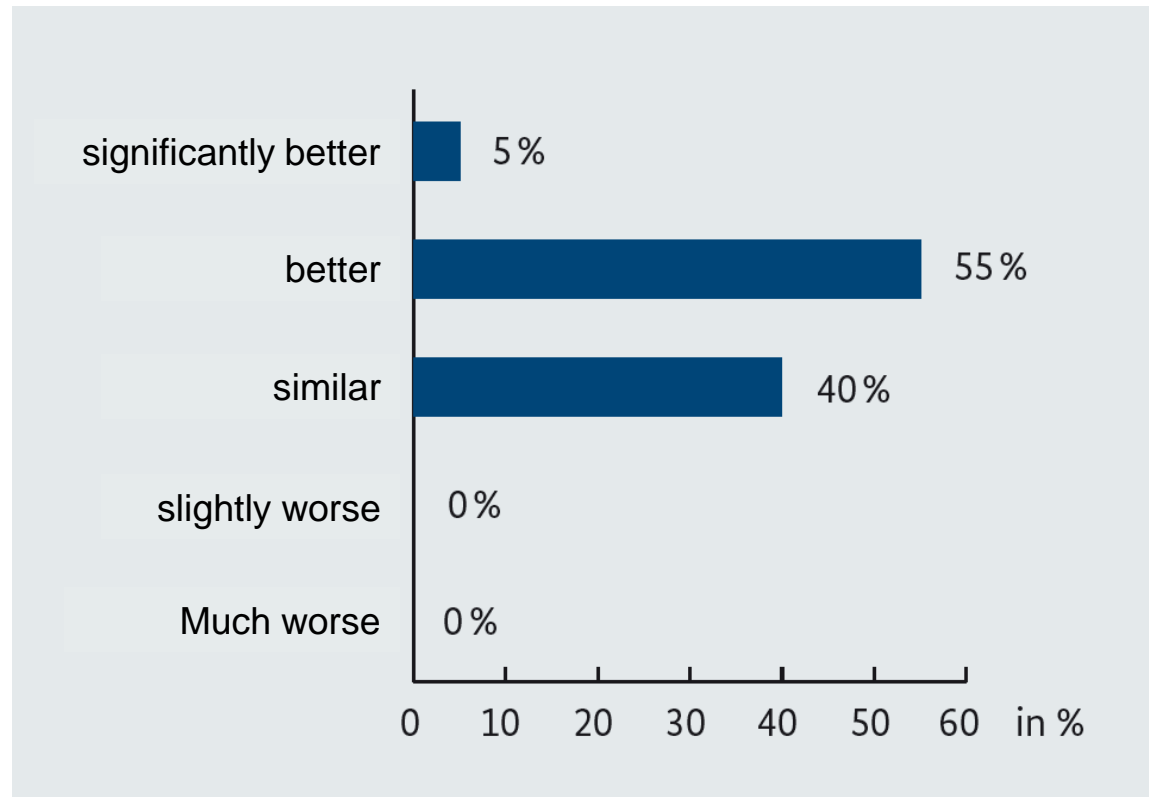
All actors



Actors that cooperate more intensively
than others within cluster initiatives

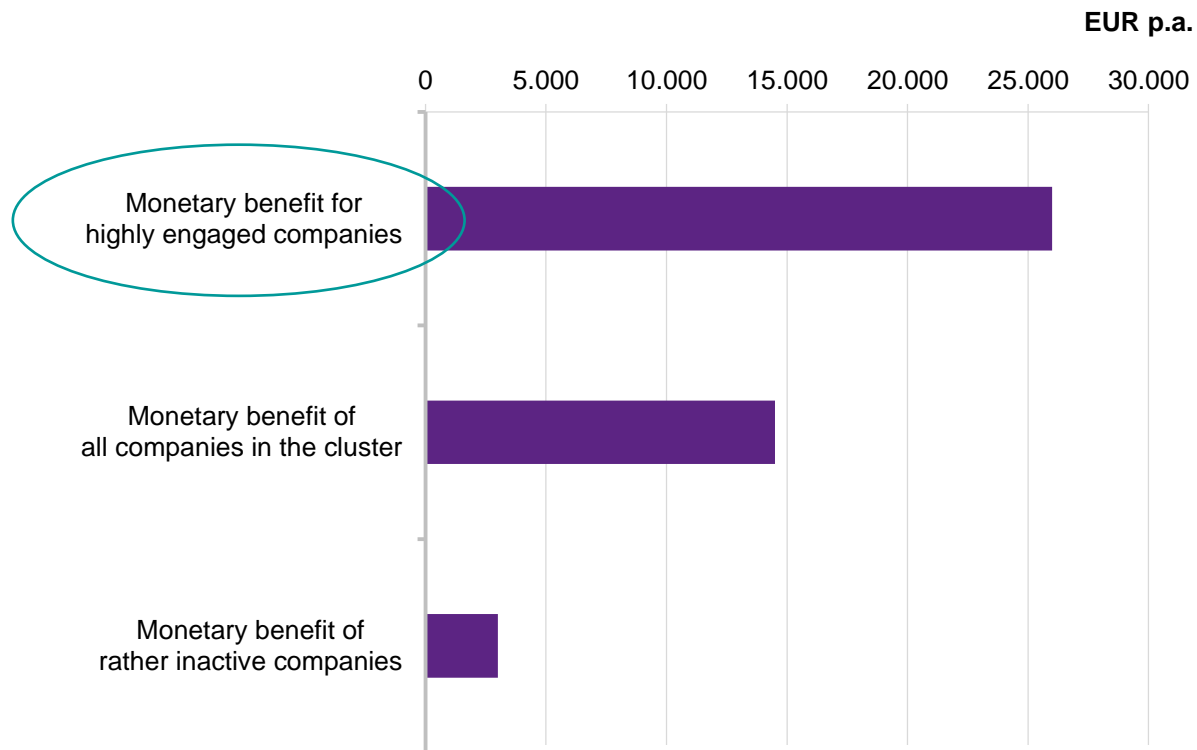
Source: Cluster Monitor Germany, 2014, 55 Cluster representing about 5,000 companies

COMPANIES IN CLUSTERS ARE PERFORMING BETTER... ...THAN THE SECTOR-SPECIFIC AVERAGE.



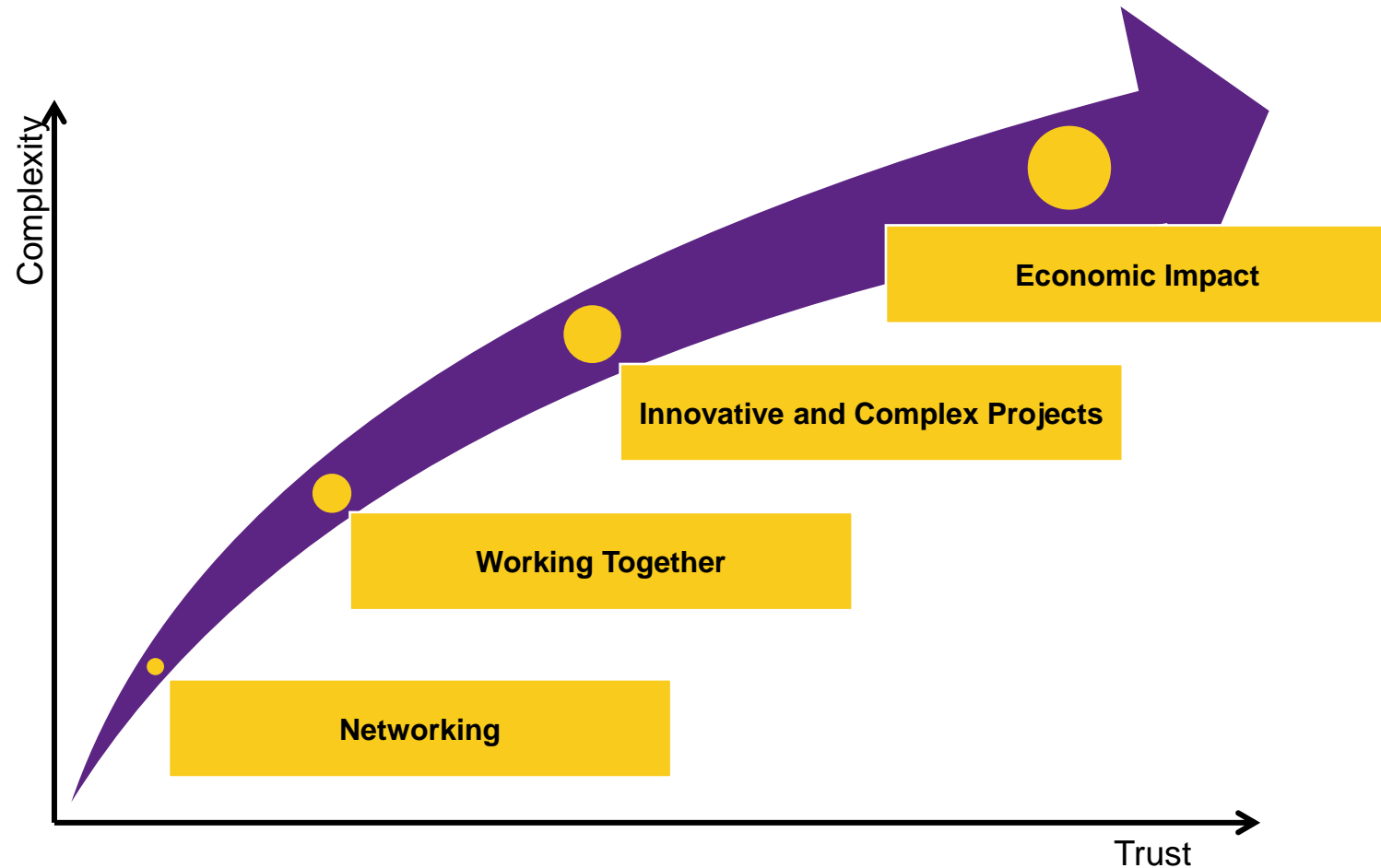
Source: Cluster Monitor Germany, 2014, 55 Cluster representing about 5,000 companies

ACTIVE PARTICIPATION LEADS TO HIGHER MONETARY ADDED-VALUES.



Case study: Monetary added-value for SMEs in an Automotive cluster

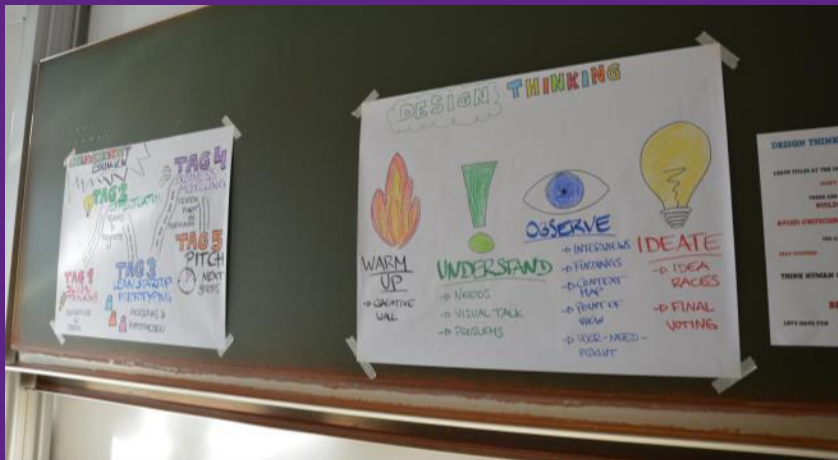
OUR IDEA OF SUCCESSFUL CLUSTERS



(1) NETWORKING

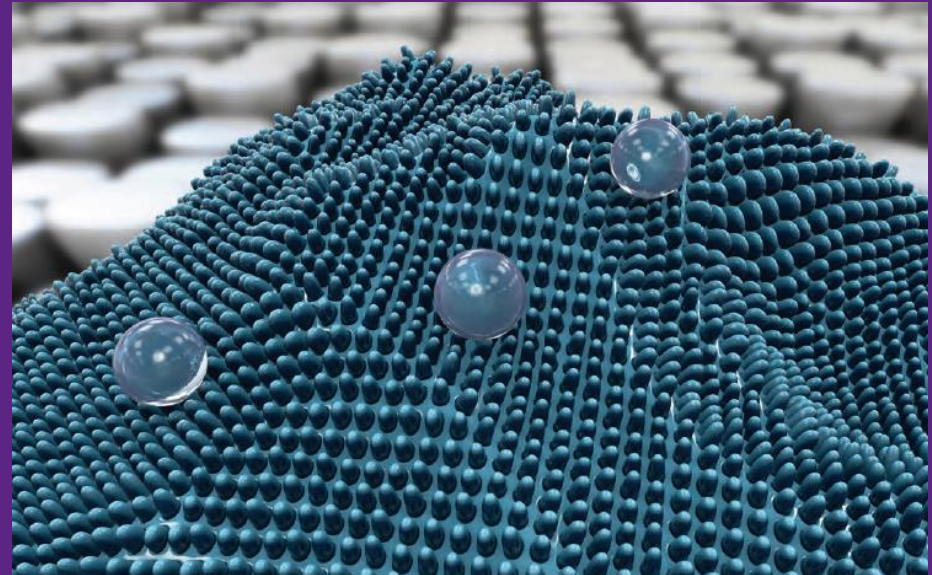


(2) WORKING TOGETHER



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**HighTechComm
Cluster Nanotechnology and
Munich Biotech**



Support for SME in PR

- Analyses (What exists? What is needed?)
- Communication / marketing strategy development
- Dedicated PR activities / website development / maintenance

(3) IMPLEMENTING INNOVATIVE PROJECTS

Example: Samsung Innovation Days by Silicon Saxony



Matching Suppliers - Buyers

- Direct access to managers and buying agents
- Training for face-to-face meetings
- High success rate

(3) IMPLEMENTING INNOVATIVE PROJECTS



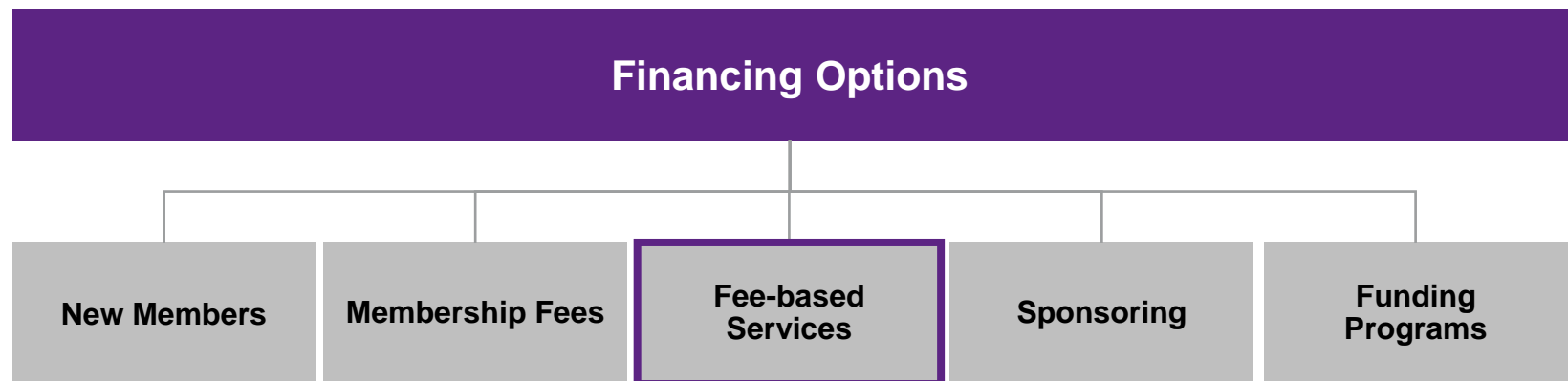
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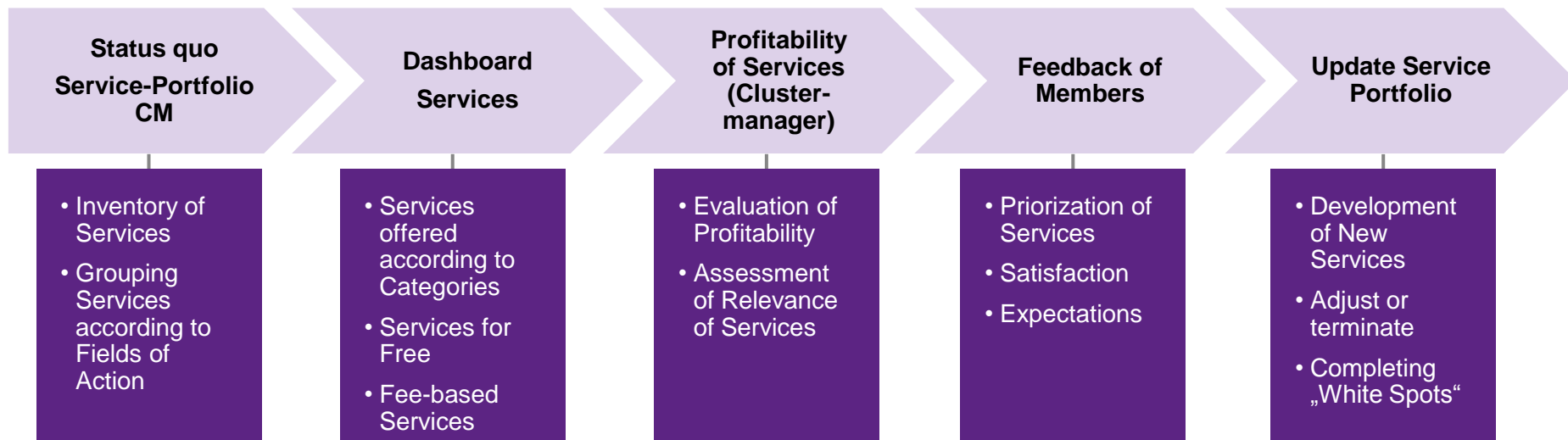
DEVELOPMENT OF TAILOR-MADE SERVICES



SUSTAINABLE FINANCING OF CLUSTER INITIATIVES



SERVICE PORTFOLIO MANAGEMENT – STEP BY STEP



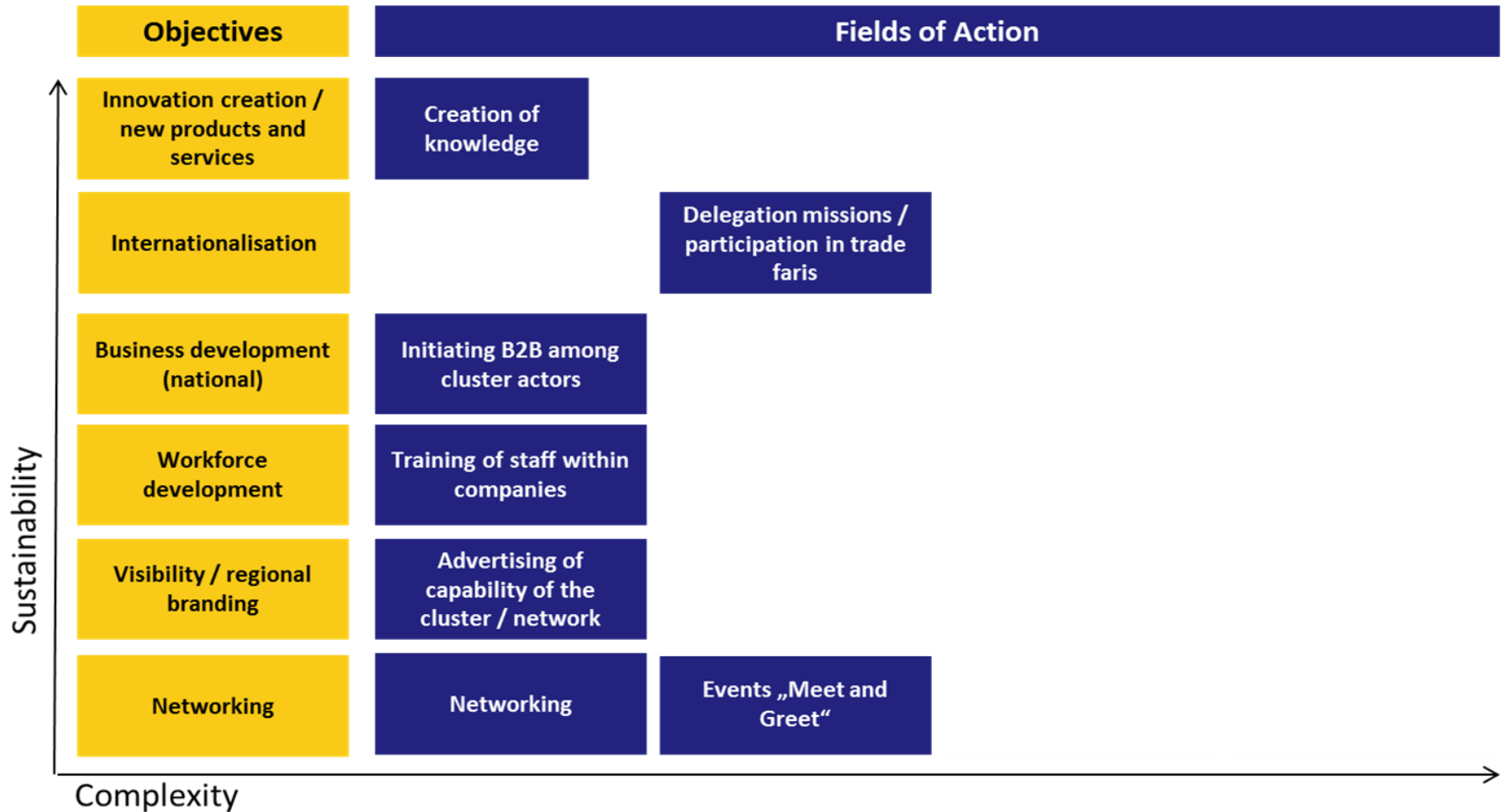
DASHBOARD – SYSTEMATIC APPROACH

Objectives	Fields of Action				
Innovation creation / new products and services	Creation of knowledge	Creation of demands	Creation of (project) deas	Turning ideas into common actiions	Commer- cialisation of innovation
Internationalisation	Trend- and technology scouting	Delegation missions / participation in trade faris	Market analyses ; search profiles	Tailor-made international B2B matching	
Business development (national)	Initiating B2B among cluster actors	B2B between cluster actors and externals, within the sector	Cross-Clustering	Tailor-made matching „Suplier meets OEM“	
Workforce development	Training of staff within companies	Acquisition of workforces	Vocational training schemes development (incl. adaptation)	Development of new curricula / upgrading	
Visibility / regional branding	Advertising of capability of the cluster / network	Advertising / marketing of the region	Competence mapping of cluster actors	Regional branding / USP	
Networking	Networking	Events „Meet and Greet“	Company visits	International networking	

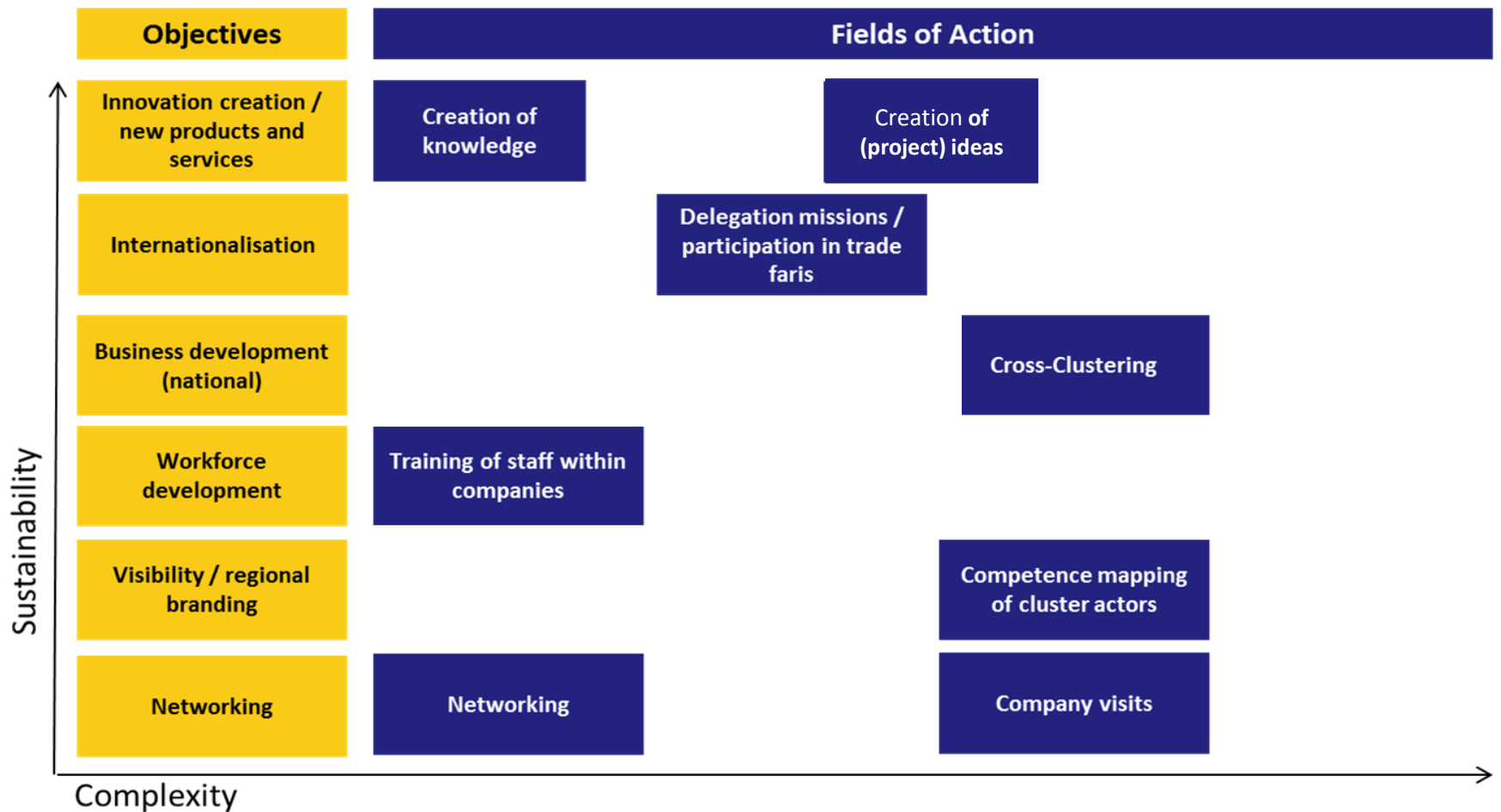
Sustainability ↑

Complexity →

...TYPICAL SERVICE PORTFOLIO...

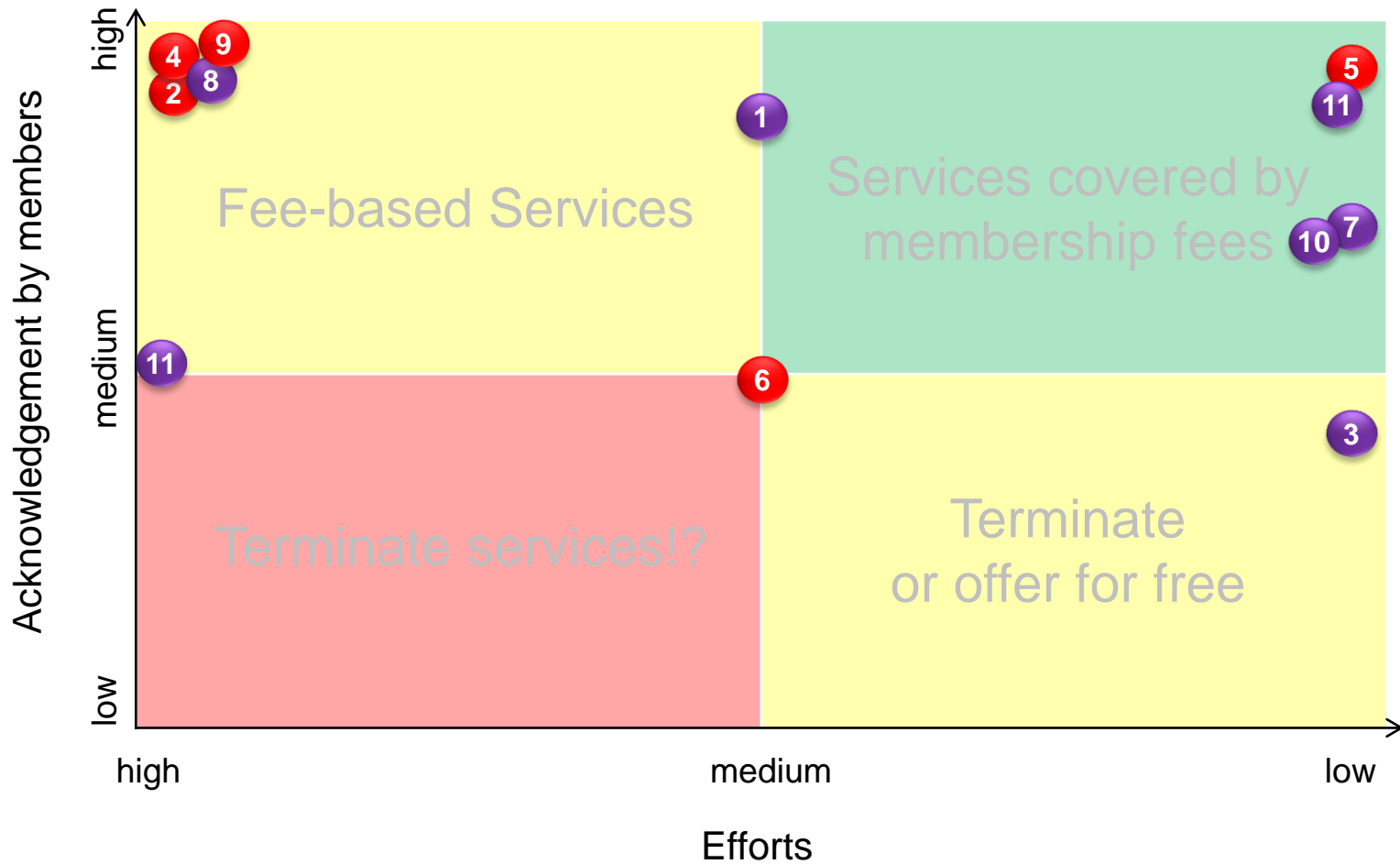


...DISCONNECTED SERVICE SPECTRUM



EVALUATE YOUR SERVICES.

- Fee-based
- For Free



KEY FACTORS

- **Personal contact, trust and exchange of knowledge** as basic elements
- Labeling for branding, but especially for **internal improvement of management**
- **Tailor-made and need-based services** → no “one size fits all” approach
- **People!** → competent, motivated, convicted, experienced staff members

THANK YOU.

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BACK UP

BENCHMARKING ACCORDING TO ECEI

Goal:

- Promoting cluster management excellence according ECEI within “go-cluster” (as well as throughout Europe and beyond)

Process:

- Applying for membership → fulfillment of minimum criteria
- Benchmarking (bronze) as first step to cluster management excellence
- On-going improvement required → silver after two years



LABELING OF CLUSTER MANAGEMENT

