Cluster Management Services to Help Incumbent Firms to Innovate Towards New Value Chains

- Introduction -

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Berlin, 7 April 2016
Cluster, Cluster Initiatives and Cluster Organisations
Quality and Intensity of Business Services Provided by the Cluster Managements Make the Difference

Source: Lämmer-Gamp, Meier zu Köcker, Christensen, Clusters are Individuals, 2011
Examples for Innovation in the Field of Emerging Industries (Advanced Packaging)

Sources: gerber and Limmatdruck Zeiler
Potentials for Integrating New Actors in Emerging Value Chains

Source: European Cluster Observatory, 2015
Traditional Service Portfolio of Cluster Managements

Innovation

Working Groups

Networking Events

Thematic Workshops

Funded R&D Projects

Networking

EU Projects

Internationalisation

Trade Fairs

Delegation Missions

Training

Working Groups

Networking Events

Thematic Workshops

Funded R&D Projects

EU Projects

Internationalisation

Trade Fairs

Delegation Missions
Perfect Service Portfolio of Cluster Managements

- Market Intelligence
  - Identifying opportunities in other industries
    - Roadmapping
    - White Papers
    - Market-Check Tool

- Matchmaking
  - Finding partners in other industrial sectors
    - Cross-sectoral Speed Dating
    - Competence Mapping Tool
    - Technology Round Tables

- Project Development
  - Translating market intelligence and matchmaking into cross-sectoral innovation
    - Innovation Platforms
    - Change Management Moderation
    - Special Interest Groups

- Technology Transfer
  - Spreading capacity and knowledge
    - Transfer Concept

- Innovation Vouchers
  - Channelling funding through a cluster organisation
    - Meet & Greet Incentives
    - Insight Incentives
    - Collaboration Incentives

Development of new value chains and emerging industries = new business opportunities for SMEs

Source: European Cluster Observatory, 2015
Diversification Towards New Value Chains

Consolidation of diversification measures

Initial activities
- Initiation of cross-network cooperation
- Promotion of ‘Open Innovations’
- Strengthening bonds with strategic network organisations from other sectors

Knowledge creation
- Trend scouting, technology roadmapping, forecast processes
- Market analyses
- Multidimensional strategy development

Sustainable content generation in independent “sub-networks”

Intelligent diversification of the network and its organisations

FoodRegio
European Hot Spots of Emerging Industries

- Number of employees
- Location quotient of employment
- Wages
- Employment growth
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