

innovation is our business.

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Introduction to Business Upper Austria Cluster Policy

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Werner Pammingner



25 years of clusters in Upper Austria

no cluster policy so far

the end



Agenda

- Why?
- What?
- What else?
- Some lessons!?
- What's next?

A small yet populous region

Upper Austria is the most dynamic economic region in Austria and the leading federal province with regard to export, technology and industry, located in the heart of Europe. The most important cities in the region are Steyr, Wels and the capital city Linz.



© Business Upper Austria/Robert Josipovic

Facts and figures

1.5 M

- inhabitants in an area of 11.980 km²

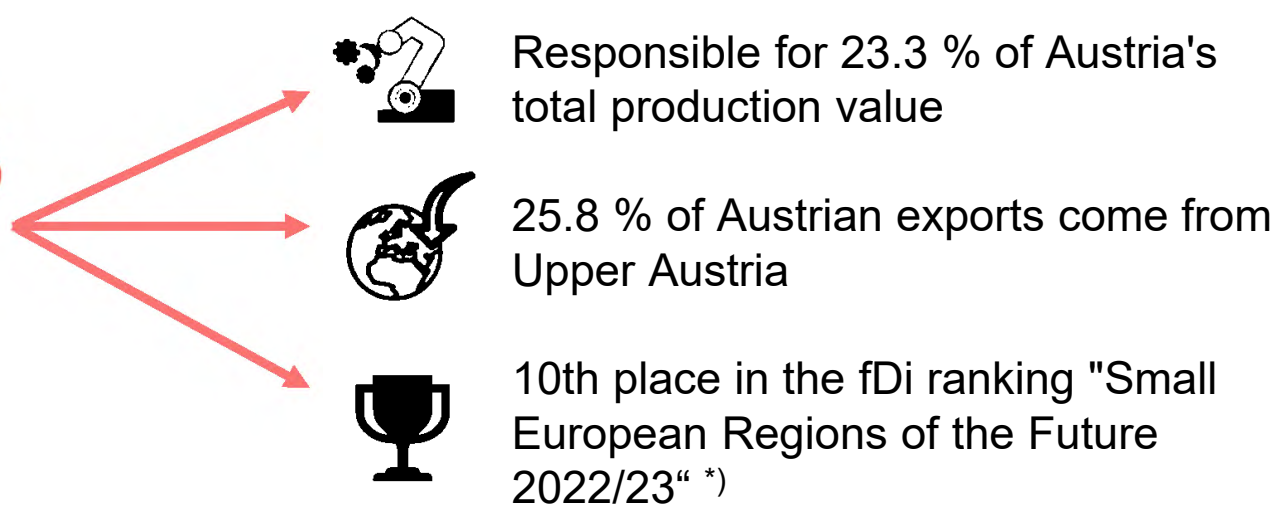
5,595

- number of companies registered in 2022

4.7 %

- economic growth in 2022

Upper Austria - A leading technology location



*) European Cities and Regions of the Future 2022/2023 — Winners | fDi Intelligence – Your source for foreign direct investment information - [fDiIntelligence.com](https://fdiintelligence.com)

Upper Austria – the top economic region in the north of Austria





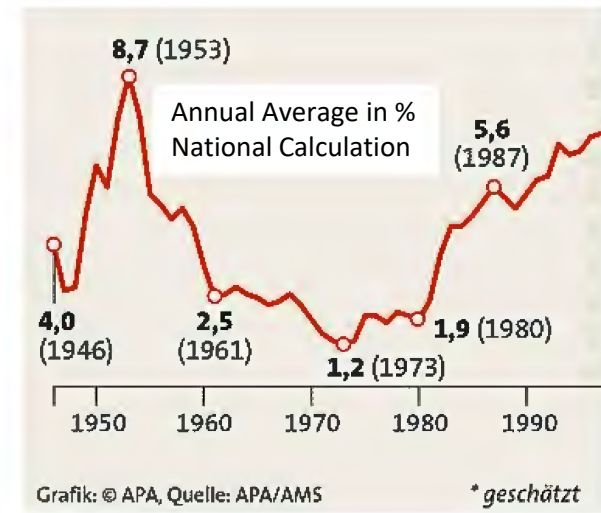
Foundation and Basic Principles of Cluster Initiatives in (Upper) Austria

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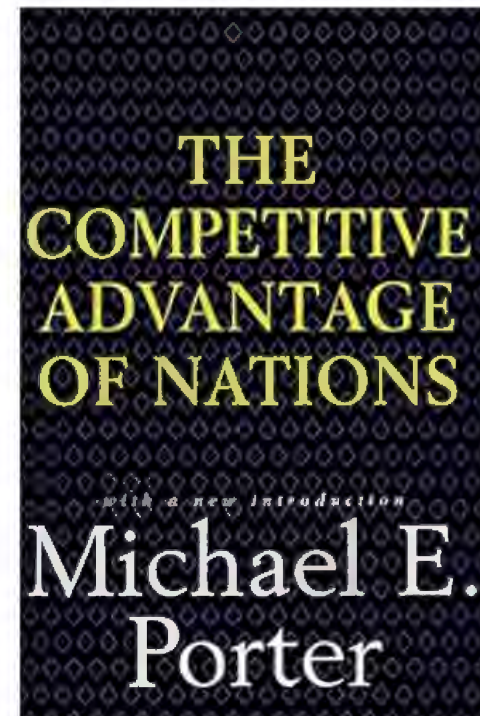
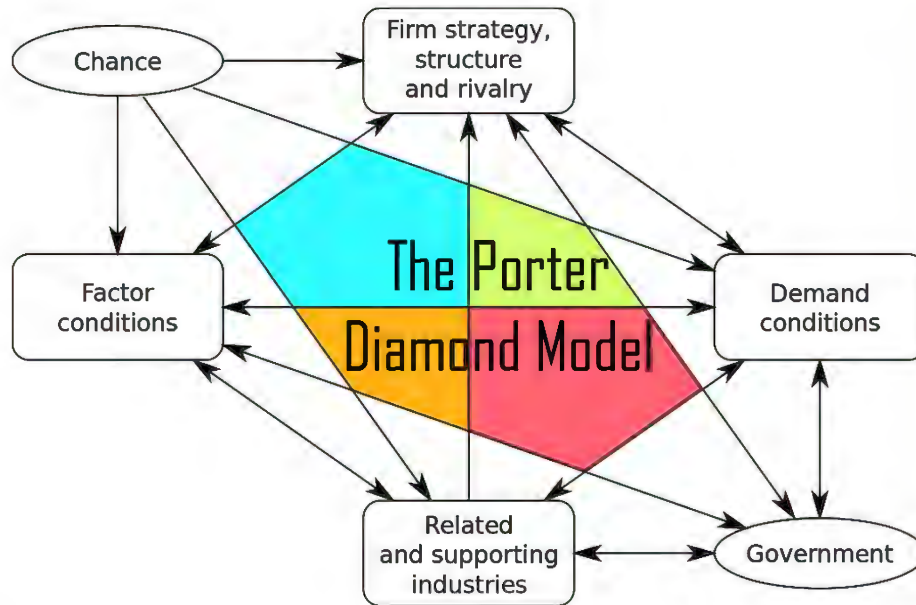
Mid of the 1990ies Upper Austria faced multiple crisis...



Unemployment Rate in Austria



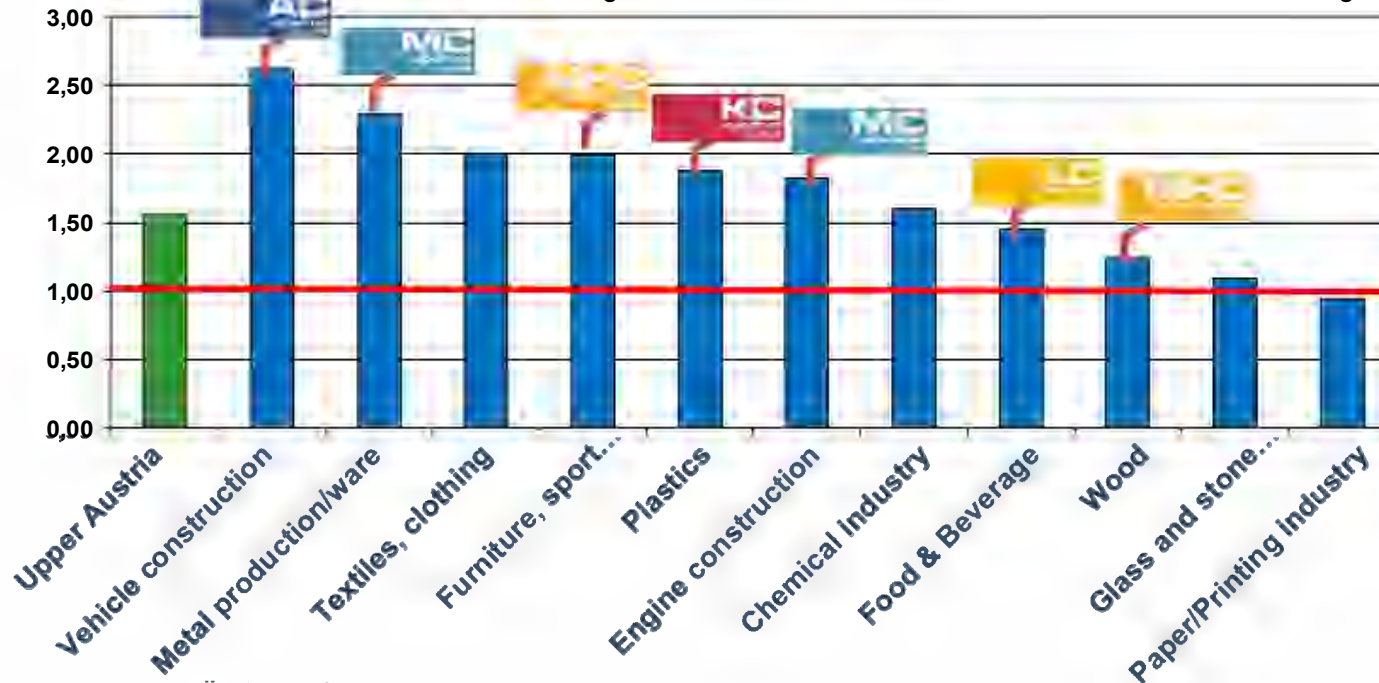
...when a delegation of Upper Austrian Politicians and Stakeholders visited UK and got aware of a new concept



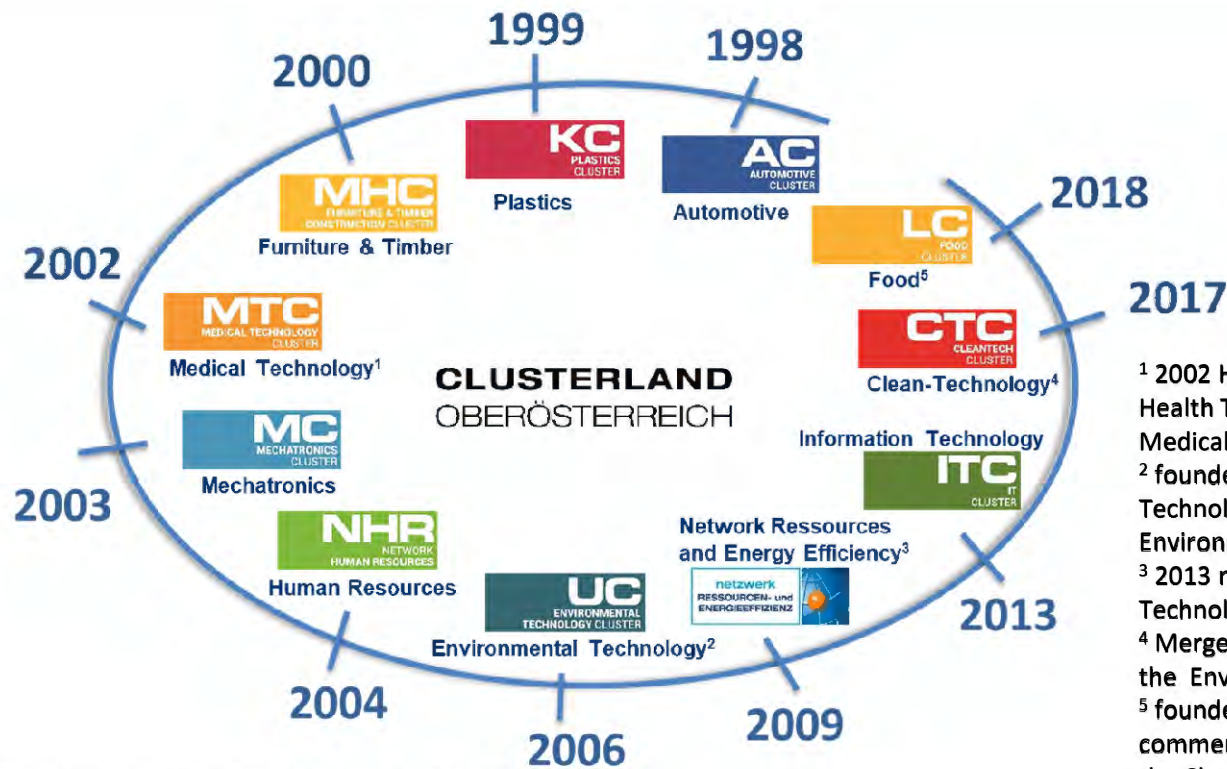
Regional Specialization Patterns Analysis of Upper Austria beginning of 2000...



Figures > 1: The sectorial share lies above the Austrian average
 Figures < 1: The sectorial share lies under the Austrian average



...led to consecutive Founding of Cluster Initiatives



¹ 2002 Health Cluster; 2010 rebranding in Health Technology Cluster; since 2014 Medical Technology Cluster
² founded as Network Environmental Technology – from 2009 onwards Environmental Technology Cluster
³ 2013 merged with the Environmental Technology-Cluster
⁴ Merger of the Green Energy Clusters with the Environmental Technology-Cluster
⁵ founded 2000 in the chamber of commerce Upper Austria, since 2017 in the Clusterland

Core strategy of clusters in Upper Austria



Facts - figures – data: Cluster and Cooperations



2,085
partners – of whom
81%
SMEs

contact in focus
> 1,800 company meetings
on-site / year

850
Regional cluster cooperation projects
with
> 3,000 companies and
€ 180 million project volume*.
More than
2,100 cooperative measures*
and **> 20** third party fund projects.

Expert knowledge
> 200 events
> 400 speakers
> 6,000 participants

162 experts from
industry, science and education
on advisory boards,
33 board meetings per year for
strategic orientation of cluster
initiatives

Effiziente & nachhaltige Prozesse, Effiziente & nachhaltige Mobilität, Vernetzte Mobilität, Internationalisierung

Kreislaufwirtschaft, Fertigungstechnologien, Materials & Smart Plastics, Kunststoff-Standort 2030

Smart Engineering, Intelligent Production, Industrial Services

Neue Technologien, Prozesse & Konstruktionen für den Bau, neue Anwendungen für Holz

Information Security, Industrial Data, Business Software

Kreislaufwirtschaft, Bio-ökonomie & Abfallwirtschaft, Energie- & Ressourceneffizienz (Dekarbonisierung)

Medical Engineering, Digital Health, Medical Materials

Neue Lebensmittel Technologien & Innovationen, Lebensmittel-Sicherheit und Qualitätsmanagement

Standortmanagement, Prescriptive Analytics, Information Security

*since the founding in 1998

WHAT?





Business Upper Austria: Your One-Stop-Shop

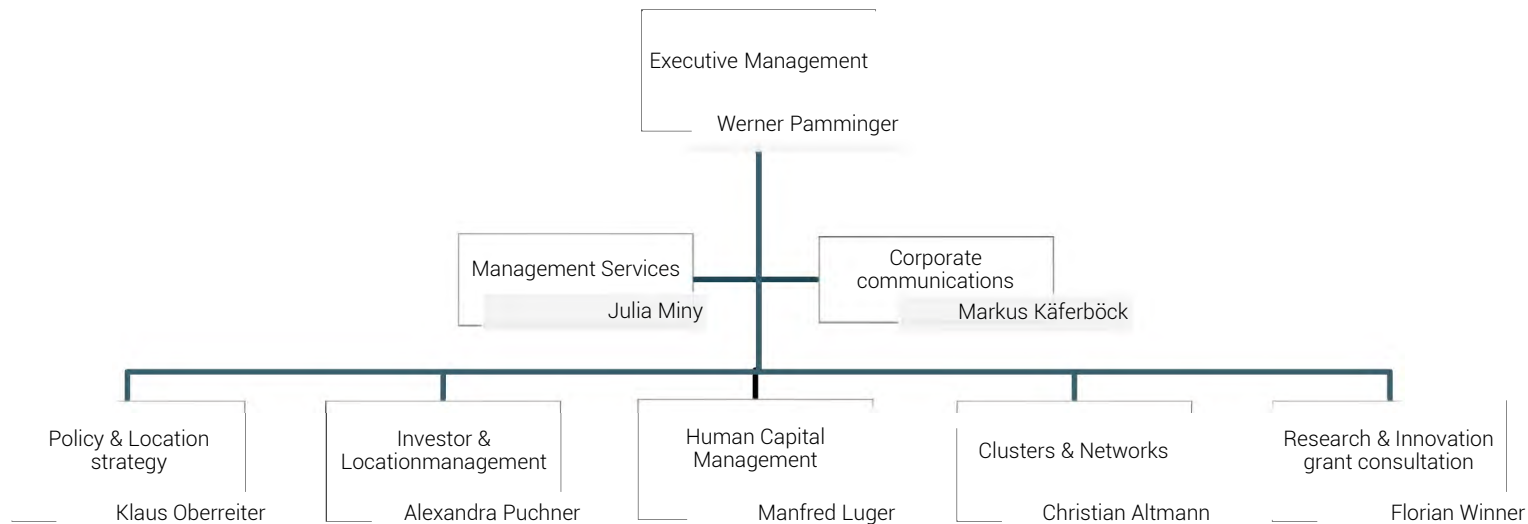
Customised services from the business idea to market success



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| 4914415356

Business Upper Austria Organisation



Investment services



- Process support for setting up companies
- Developing locations and business sites
- Finding specialists and training employees
- Developing major tourism projects
- Finding cooperation partners
 - Cluster cooperation partners
 - International cooperation partners
 - Experts from research institutes



Inter-municipal cooperation in Upper Austria



INKOBAs in Upper Austria The success story

- ✓ Joining forces
- ✓ Using synergies
- ✓ Conserving resources
- ✓ First activities 1998
- ✓ 2001 founding the first municipal INKOBA
- ✓ INKOBAs founded: **29**
- ✓ Cooperating councils:
295 of 438 = 67%
- ✓ Secured available area: approx. **230 ha**

Interkommunale Betriebsansiedlung
in Oberösterreich



Stand: Oktober 2019



Innovation services



- Advice on obtaining funding
 - Advice on funding programmes
 - Advice on international technology transfer
 - Advice on cooperation projects
- Advice on property rights
- Support for innovation projects
- Funding programmes
 - TIM – Technology and Innovation management
 - Easy2innovate
 - Horizon Europe
- Support for technology start-ups



Human Capital Management



- **Welcome2Upper Austria**

- Recruitingproject
- GradeUPP
- Career Platform
- Welcome Service for international professionals

- **Fachkräfteservice Upper Austria**

- Funding consulting
- Qualification Network Digital Competence
- STEM career platform

- **HR-Management & Organizational Development**

- HR Connect(s) – the HR conference
- Experience exchange rounds

- **KOMPASS - Reconciliation of work & private life**

- Company childcare
- Advancement of women



Policy & regional strategy



#upperVISION2030
Wirtschafts- & Forschungsstrategie OÖ



RAT FÜR FORSCHUNG UND TECHNOLOGIE FÜR OBERÖSTERREICH

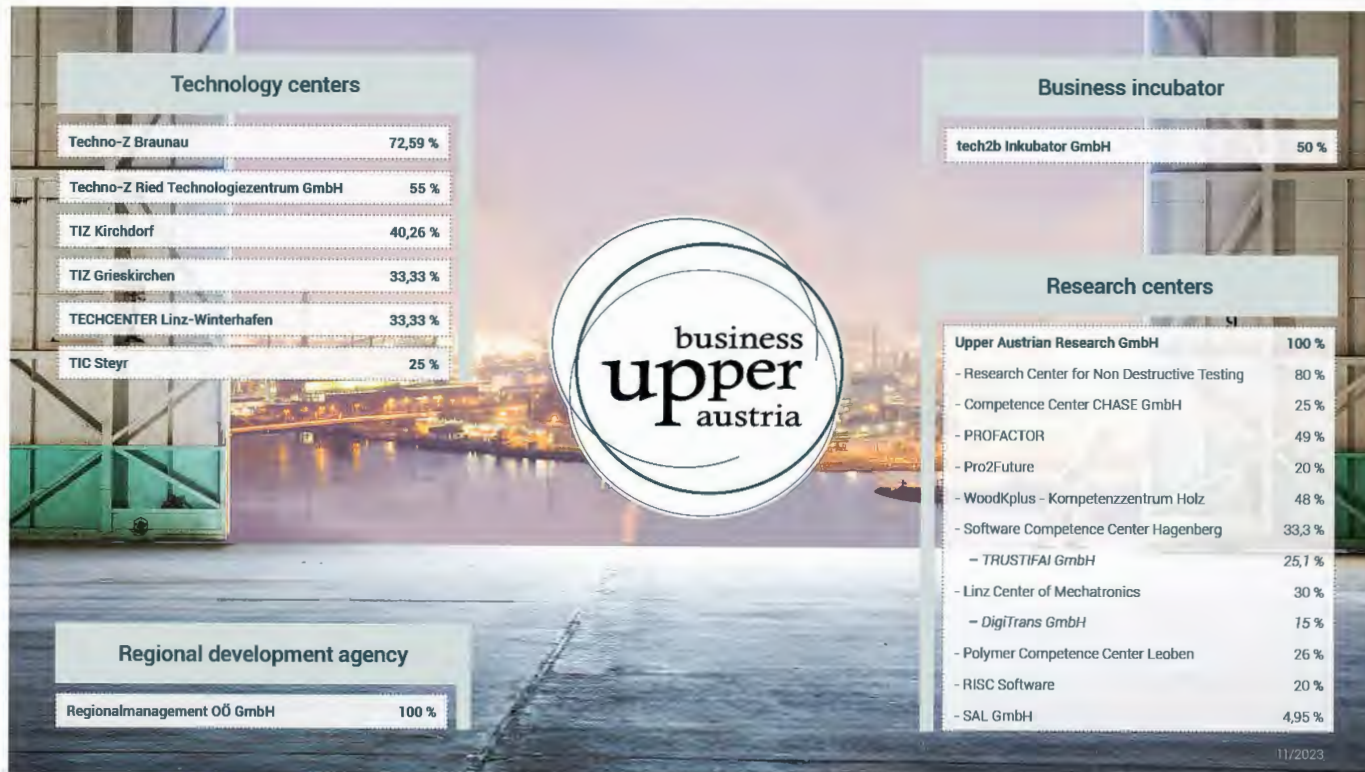
- Developing Upper Austria as an industrial, research and scientific location
- Strategic industry and research program
 - Implementing current programmes and developing new programmes
 - Location and technology report for Upper Austria
- Developing new funding instruments for Upper Austria
- Topics and inter-province, location-relevant strategic projects
- Business centre with advice on research and technology for Upper Austria (RFT OÖ)

Business Upper Austria – serving 3000+ companies p.a.



Cluster and Cooperations	Investor Service	Promoting Innovation	Policy Strategy	Human Capital Management	Subsidiaries
<ul style="list-style-type: none"> 2,085 partners 850 cooperation projects >200 events with > 6,000 attendees per year 	<ul style="list-style-type: none"> 500-550 companies supported 75 new arrivals with EUR 412 million investment and 2.133 new jobs in 2022 29 inter-communal settlement projects and business parks > 800 commercial real estate objects on www.standortooe.at 	<ul style="list-style-type: none"> 800 companies advised and 150 innovation projects per year 	<ul style="list-style-type: none"> EUR 2,2 billion project volume made available to companies 12,800 projects and planned projects 	<ul style="list-style-type: none"> 175 partners 130 companies in ERFAs 781 open jobs on the STEM job platform 7 participations per year in foreign trade fairs 600 consultations of international talents 1,270 event visitors in 2022 	<ul style="list-style-type: none"> 6 technology centres with 171 companies High-tech incubator Tech2b with 50 new start-ups p.a. Upper Austrian Research with 10 research participations

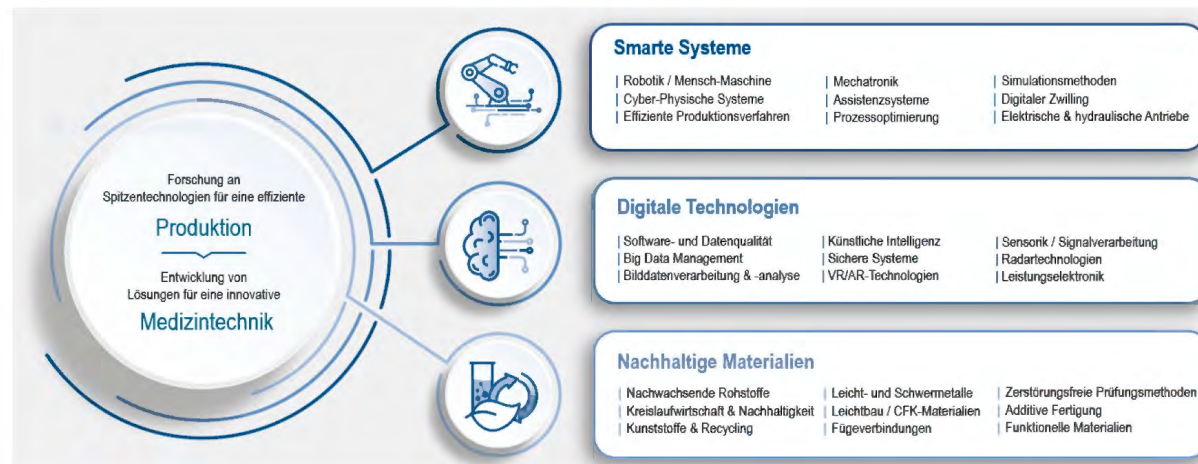
Business Upper Austria subsidiaries



UAR - Upper Austrian Research GmbH



- Leading Upper Austrian organisation for research
- Participation in 10 non-university research centres in Upper Austria
- 112 million EUR turnover / 1,000 employees
- About 1,000 publications respectively scientific work per anno
- Top-class network – close cooperation between science and economy



© UAR – Upper Austrian Research GmbH

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- 9 # r f d w r q v b j # # h u y l f h u j l r q v z l k b j w u g l f l s d j d u | w n d p v
- 6 # h v s r q v l e d h g h s d u p h q w
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INNOVATION



NACHHALTIGKEIT



LEBENSRAUMGESTALTUNG



ZUKUNFTSVORSORGE



PARTNERSCHAFT

tech2b Inkubator GmbH



© tech2b / Andreas Balon

THE central start-up player in Upper Austria
Largest incubator in Austria

PIER 4 ...

The platform which brings Start-ups from all over the world together with the leading companies in Upper Austria

360° Service

From the idea to the market

~ 40 Projects per anno

Support of innovative technology orientated and knowledge based start-up projects

Top references

Bistrobox, MoxVR, Presono, RudyGames, SmarterEcommerce, Storyblock, tractive and Xaleon

Technology Centers



© TIZ Braunau



© TIZ Grieskirchen

- **6 technology centres in Upper Austria**
 - ✓ 171 companies (thereof 15 young entrepreneurs)
 - ✓ Ca. 1,470 employees (thereof 37 young entrepreneurs)
- **Regional support centres for young entrepreneurs and start-ups / co-working spaces**
- Specific technology performance and technical power checks in all regions:
 - **TZ Grieskirchen** dynamic mechanical endurance tests
 - **TZ Braunau** testing electromagnetic compatibility

The Upper Austrian location agency's shareholders



65% OÖ Landesholding GmbH



15% Upper Austrian Chamber of Labour



15% Upper Austrian Chamber of Commerce



5% Confederation of Upper Austrian Industry

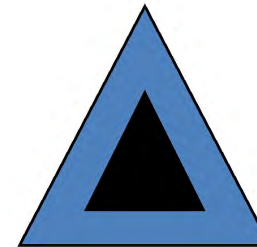
Cluster organisations? ...



TOP-DOWN



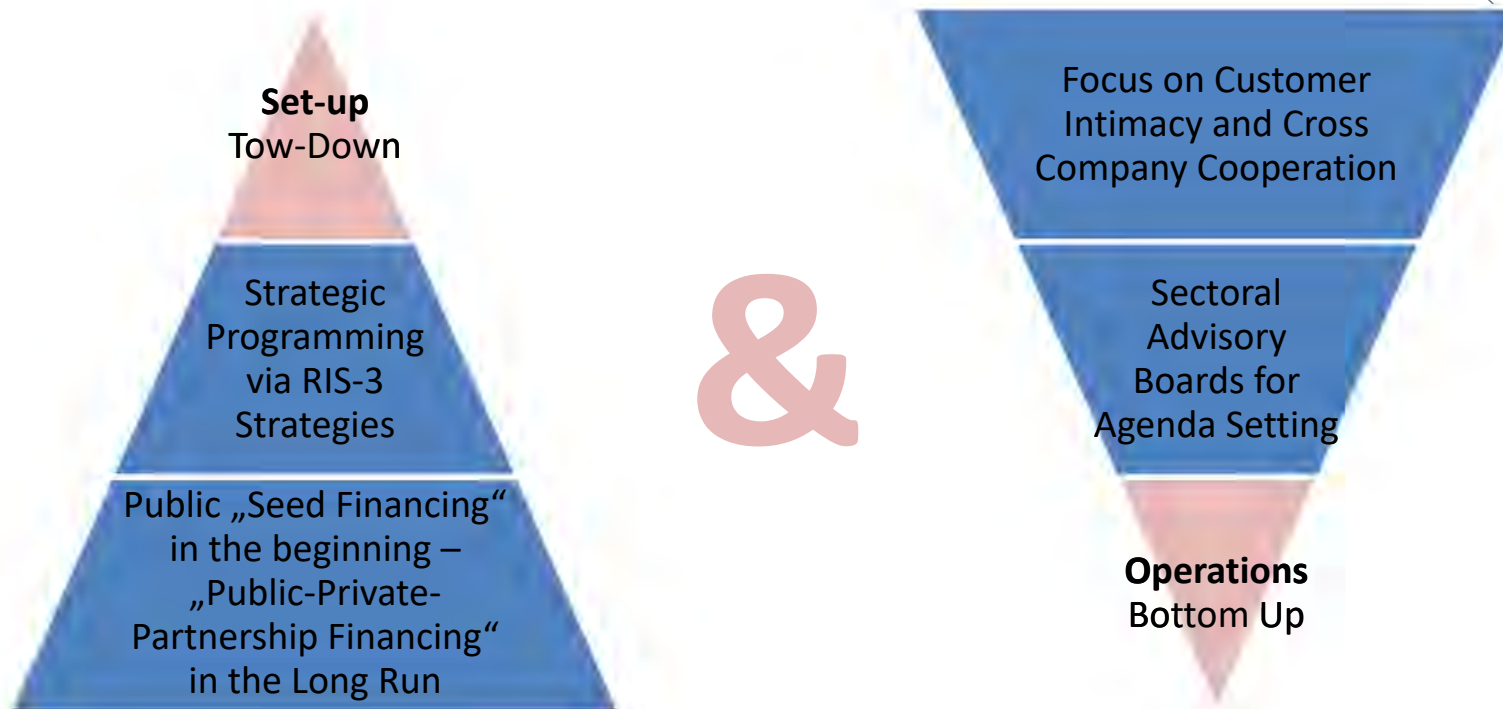
OR



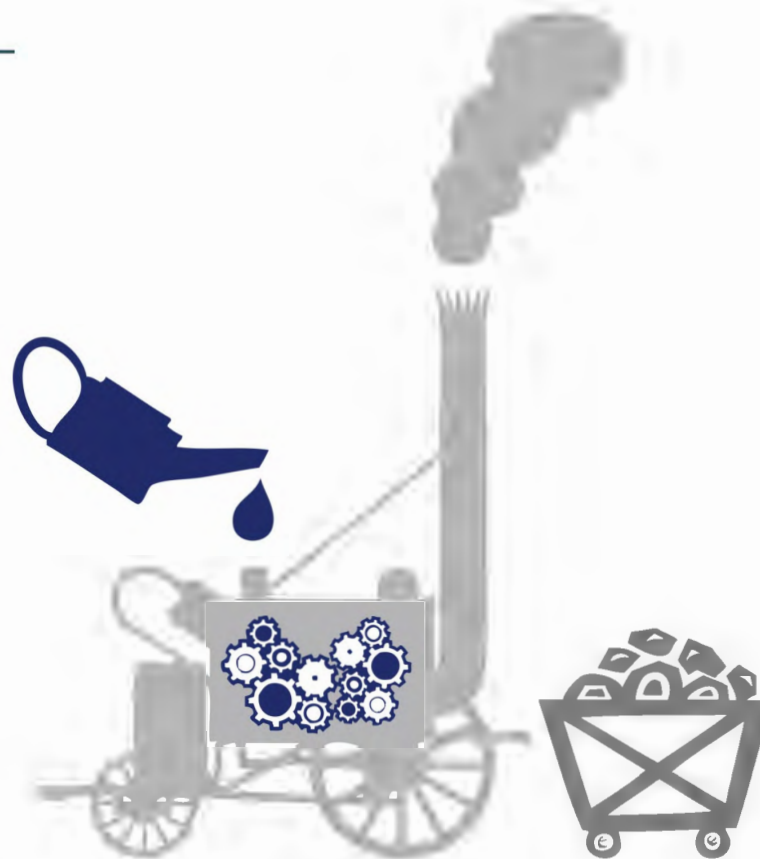
BOTTOM-UP



Top Down & Bottom Up Approach in Cluster Policy facilitated...



Financing – Oil or Coal?



Continuous organizational change



Establishment
of cluster
(1998-2003)

Spinning of
Clusterland
Upper Austria
(2004-2014)

Merger into
Business Upper
Austria
(2014 ff)

Business Upper
Austria 4.0
(2025 ff)



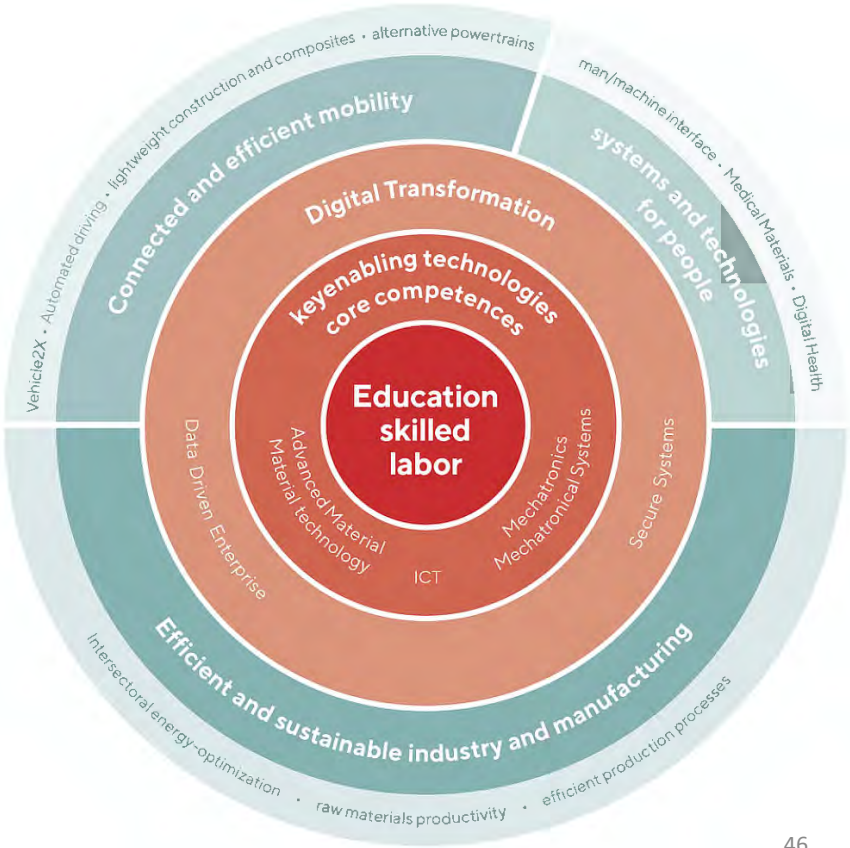
The core issue in cluster Management: TRUST





transformation through innovation

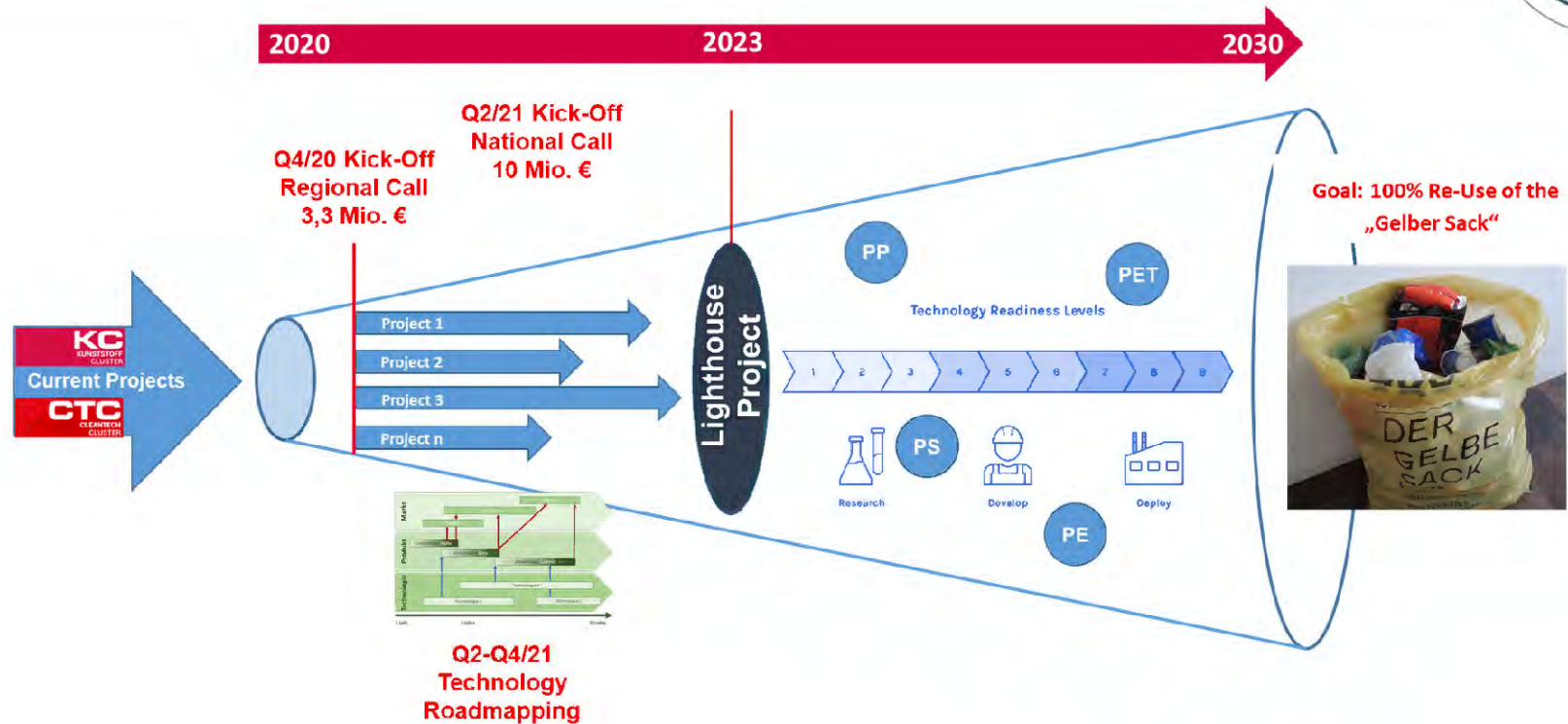
Framework for action



"Strengthen strengths, dare new things"- the strategic orientation focuses on existing strengths and competencies and seeks to develop them further.



Putting "Upper Vision 2030" - Upper Austria as Model Region for Sustainable Plastics Solutions



...as well as for Alternative Powertrains into Practice Developing the Upper Austrian Mobility Portfolio...



Large number of different producers and producers in the automotive and mobility sector:

- Commercial vehicles
- bicycle
- Construction machinery
- Agriculture
- leisure
- aviation
- ...

For every terrain:

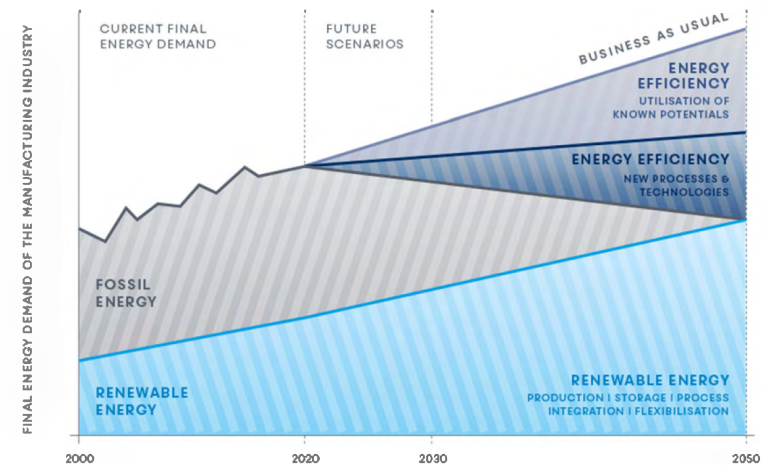
- Street
- Offroad
- train
- air
- water



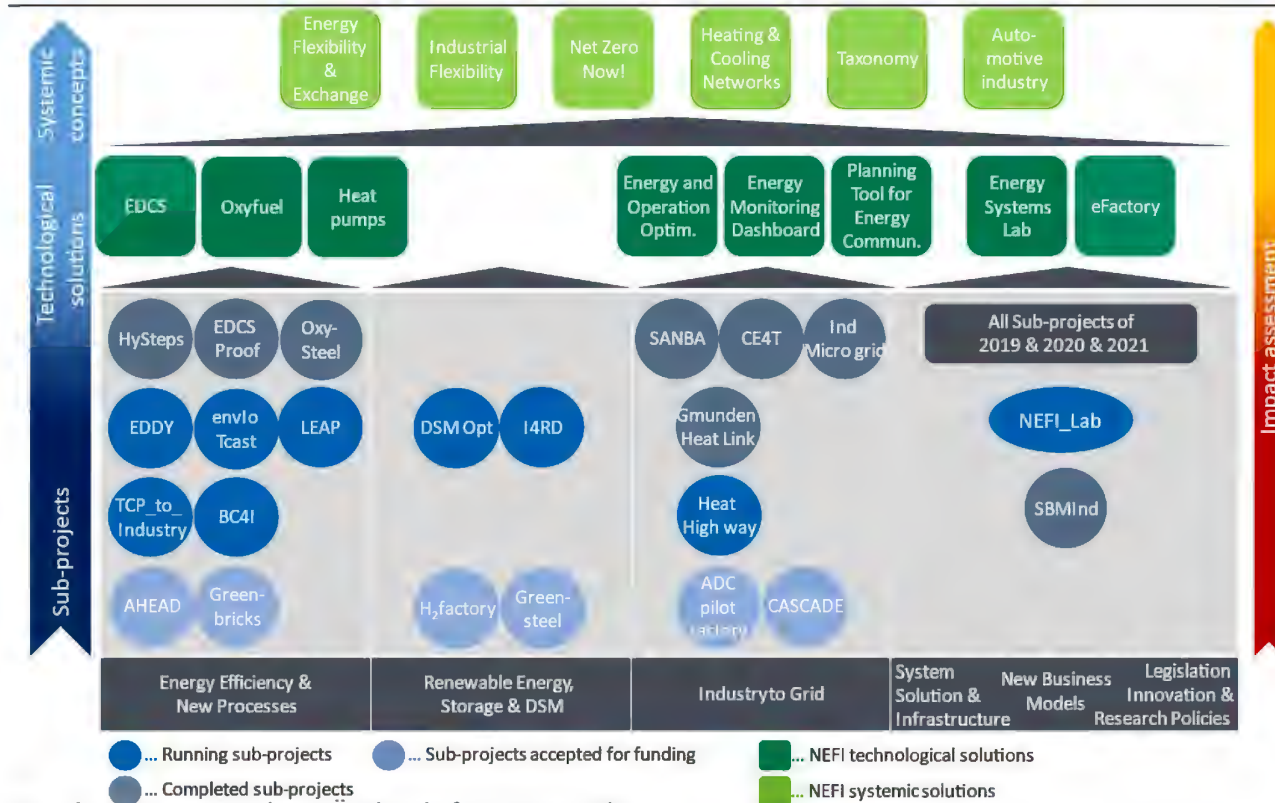
Putting “Upper Vision 2030” - Upper Austrian Industry is Decarbonized...



- Showcase region for renewable energy - New Energy for Industry (NEFI)
- Decarbonization & use of up to 100% renewable energy in production



NEFI Community – project map

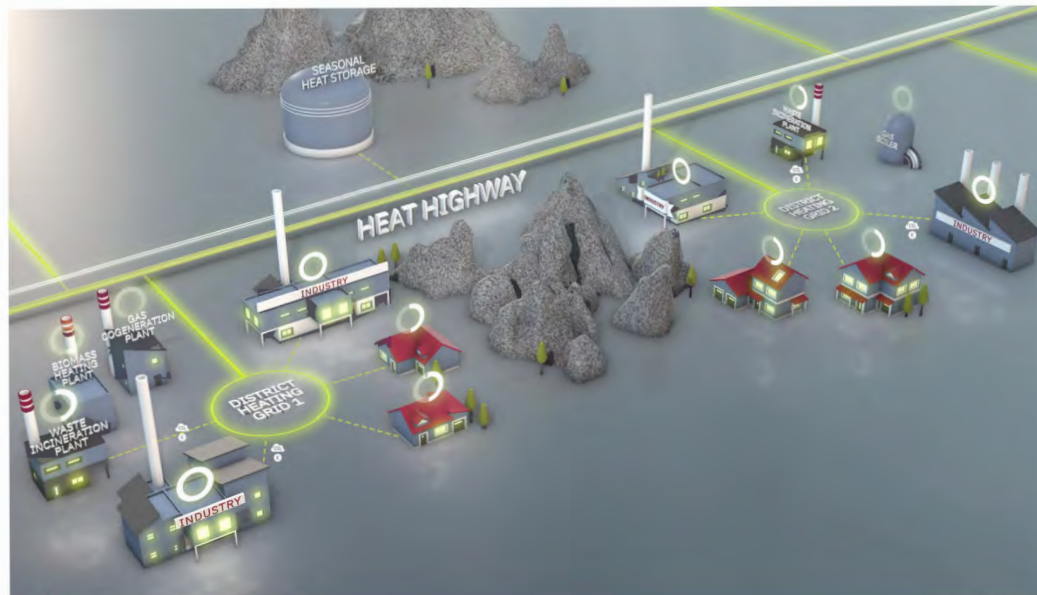


Flagship Region NEFI

- 8 completed projects
- 9 ongoing projects
- 6 new projects
- Up to 95 Mio € project volume
- 28 Mio € FFG funding
- Additional KPC funding

Heat Highway

NEFI
NEW ENERGY FOR INDUSTRY



Project Content

Investigation of interregional heat transfer networks (HTN) connecting four areas: industrial waste heat & other sustainable sources, district heating networks, industrial process heat sinks and storage facilities

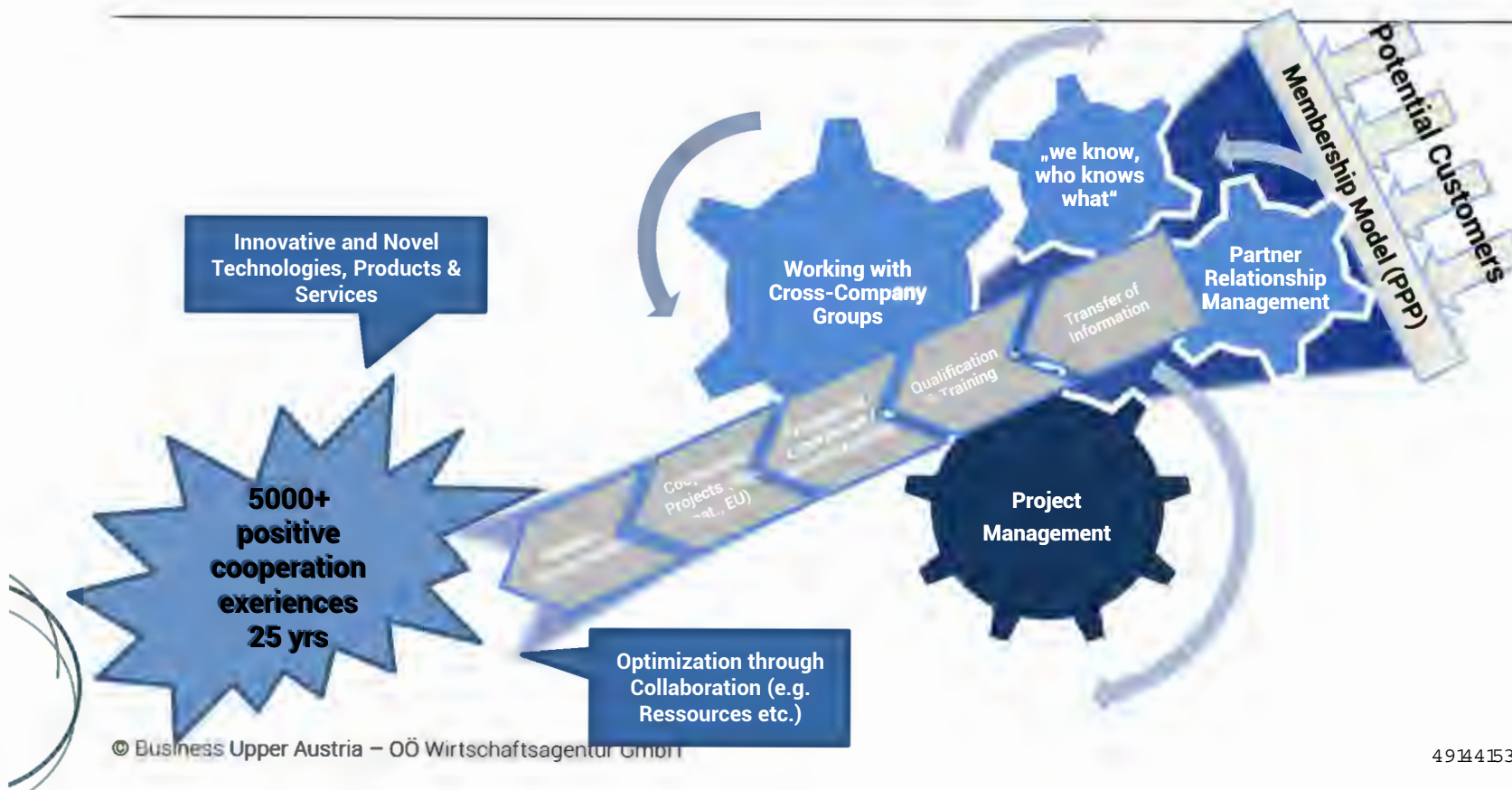
Connecting consumer centres and industrial sites, and crossing areas with other heat sources and sinks.

[Heat Highway](#)

March.2021 – April.2024

€ 2.500.000,-

Why do we think we will succeed?



Clusters in Upper Austria – beyond cluster policy



„Cooperation is an Upper Austrian
Core-competence“



...but the real core-competence needed is....



Contact and Information



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G l h v #S u v h q w i r q #h u k h e #h h l q #D q v s u f k #l x #r o w e q g l j n h l #l h d #w g l h #v f k d i x q j #l h v #j u r e h q #e h u e d f n v #e h u #l x v j h z ? k o h #E h u l f k h #G l h #E x v l q h v #K s s h u #D x v w l d # R È # Z l w f k d i w d j h q w u #l p e K #e h u q j p w #h l q h #y h u d q w z r u w q j #k q g #K d i x q j #l u g l h #l f k w j n h l #k q g #r o w e q g l j n h l #l h u #l q j #l h v #S u v h q w i r q #h q w d o h q h q #G d h q #k q g #q i r u p d w i r q h q # M n g h #r q m u h #D q j h o j h q k h l #l w #p l #h q w s u h f k h g #d f k n x q g l j h q #S h w r q h q #j h v r q g h u #x #s u i n q #

D o #J h f k v h #q v e h v r q g h u #g d v #J h f k w #h u #h u y h d e o l j x q j #k q g #h u e h l x q j #r z l h #j h u #e h u h w #x q j #y r e h k d o h q #N h l #W h l q h u #l r d h q v 2 w #h #g d u #l q #l j h q g h l q h #l r u p #k q h #f k u l w d f k h # J h q h k p l j x q j #l h u #E x v l q h v #K s s h u #D x v w l d # R È #Z l w f k d i w d j h q w u #l p e K #h s u r g x #h u #h u y h d e o l j #k g h u #h u e h l h w #z h u g h q #

