

# Impressum (wird nicht angezeigt)

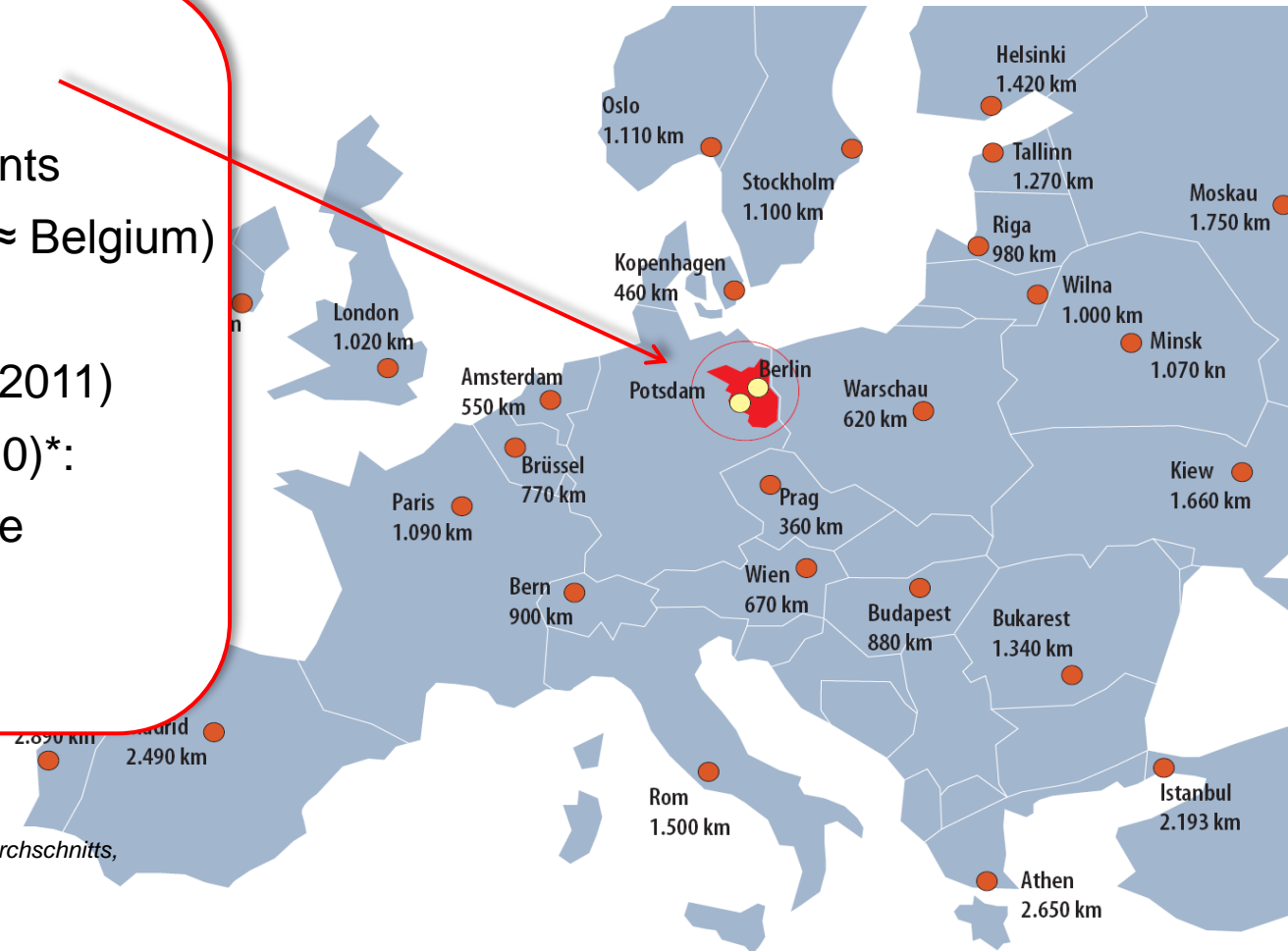
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# Possibilities for cross-border cooperation in the field of innovation - Joint Innovation Strategy of the States Berlin and Brandenburg

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app. 6 Mio. inhabitants  
 app. 30.000 sqkm (≈ Belgium)  
 2,8 mln workforce  
 GDP 156 bln EUR (2011)  
 GDP per capita(2010)\*:  
 103% EU27-average



\* Kaufkraftstandard in % des EU-27-Durchschnitts,  
 Quelle: EUROSTAT

## Brandenburg: Starting Point

- A number of globally operating enterprises, but...
- Large number of small enterprises (99,5% SMEs)
- Small enterprises have to master numerous challenges:
  - Improving low level of equity
  - Accessing capital market
  - Accessing export markets
  - Improving innovation capacity
  - Attracting skilled labor



### Excellence in R&D

- 7 universities
- 21 universities of applied sciences etc
- 70 research institutes
- 42 technology centres

### R&D spending

- High level public R&D spending,
- Too little private R&D spending and too little resources (capital) for commercialisation in the region

### Focus on innovation

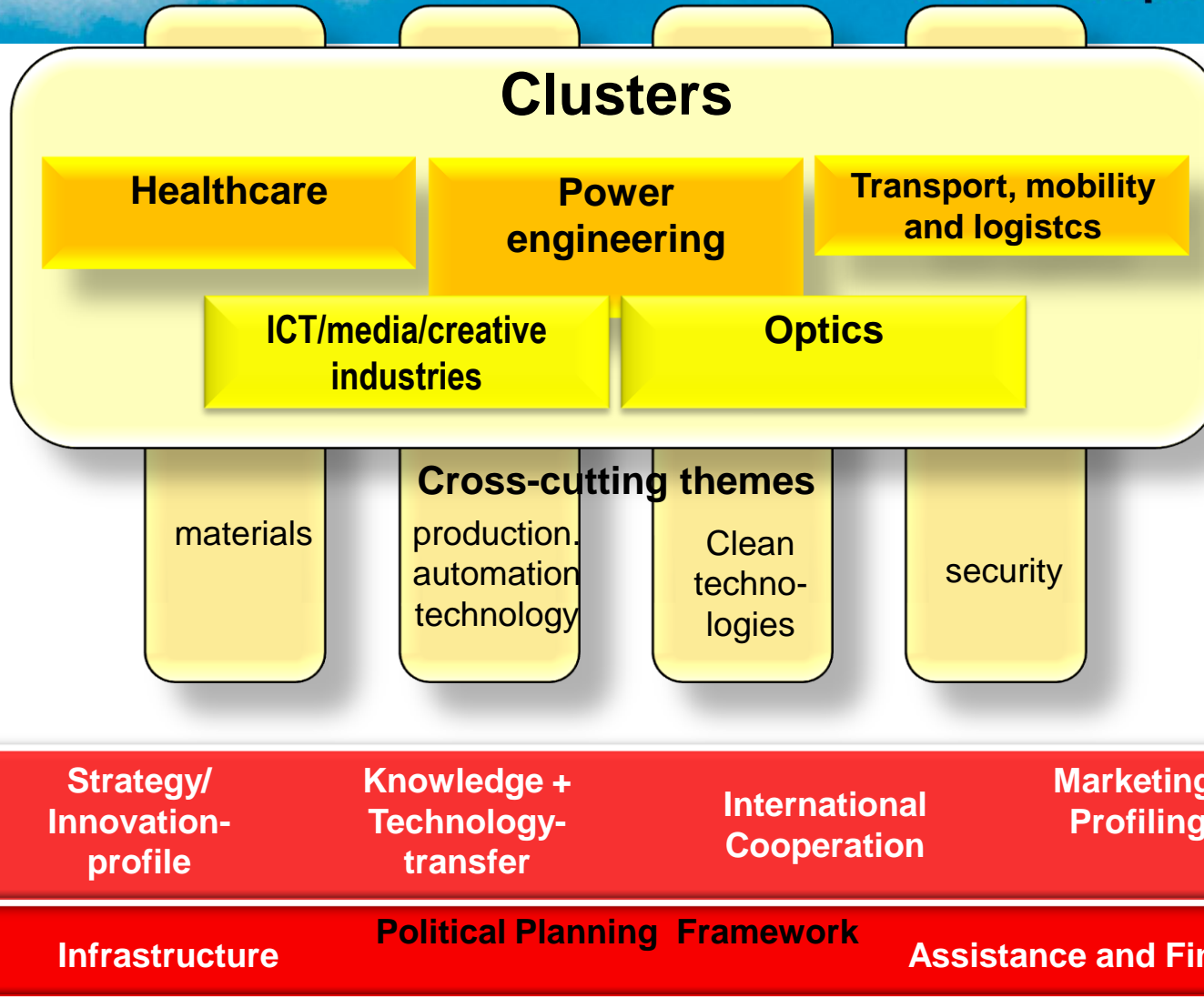
- ⇒ **Joint Innovation Strategy of Berlin and Brandenburg (innoBB)**



# Joint Innovation Strategy of Berlin and Brandenburg (innoBB)

## Objectives

- Secure competitiveness of the region
- Exploit synergies – consolidate strengths
- Intensify transregional dialogue between business and science
- Create sustainable structures: establish **five clusters** with joint management teams for each cluster
- Harmonize framework conditions:  
Innovation funding; qualifications of workforce; technology transfer; marketing; internationalisation



# Internationalisation: objectives

Improve international market  
development/penetration

Increase participation in EU programs  
(R&D, commercialisation)

Cooperation with appropriate clusters in Europe  
and beyond

Improve international visibility of the  
innovation region Berlin-Brandenburg



# Internationalisation: tools



**Involve  
Enterprise Europe Network**



**Cluster specific promotional tours  
and matchmakings**



**Cluster-to-cluster cooperation  
Participation in European  
platforms/networks**



**Communication events in Brussels**

## Internationalisation: Cross-border cooperation

- Identify clusters or areas of core economic activities compatible with and/or complementary to innoBB clusters
- Create framework conditions assisting b2b, s2b or cluster2cluster cooperation (organisational for example via EEN, financial)
- Establish long-term cooperation relations and networks

## Improving available EU-funding for Cooperation

- INTERREG A: create larger programme areas for more efficient crossborder cooperation :
- Open regional (and national) Operational Programmes of EU Structural Funds for crossborder and interregional cooperation
- Make better use of multilateral EU-programmes:  
INTERREG B (esp. Baltic Sea) + C, Horizon 2020, COSME

Thank you for your attention

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