Jesper Lund, Project Manager at REG X – The Danish Cluster Academy
65th Polish-German Business Forum
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AGENDA

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1. Objective of the InTra-Net project

Innovation in **Tra**nsnational **Net**works

The purpose of the InTra-Net project is to strengthen collaboration on innovation and internationalization between clusters in the INTERREG 4A region. The goal is to create three cross-border collaborative project ideas through the InTra-Net project.

The InTra-Net project is a two year project (2011-2012) between the Danish Cluster Academy, REG X, and The Business Development and Technology Transfer Corporation of Schleswig-Holstein, WTSH.

The project is supported by INTERREG 4A Syddanmark-Schleswig-K.E.R.N. with financing (220.000 €) from the European Regional Development Fund.

The INTERREG 4A Region
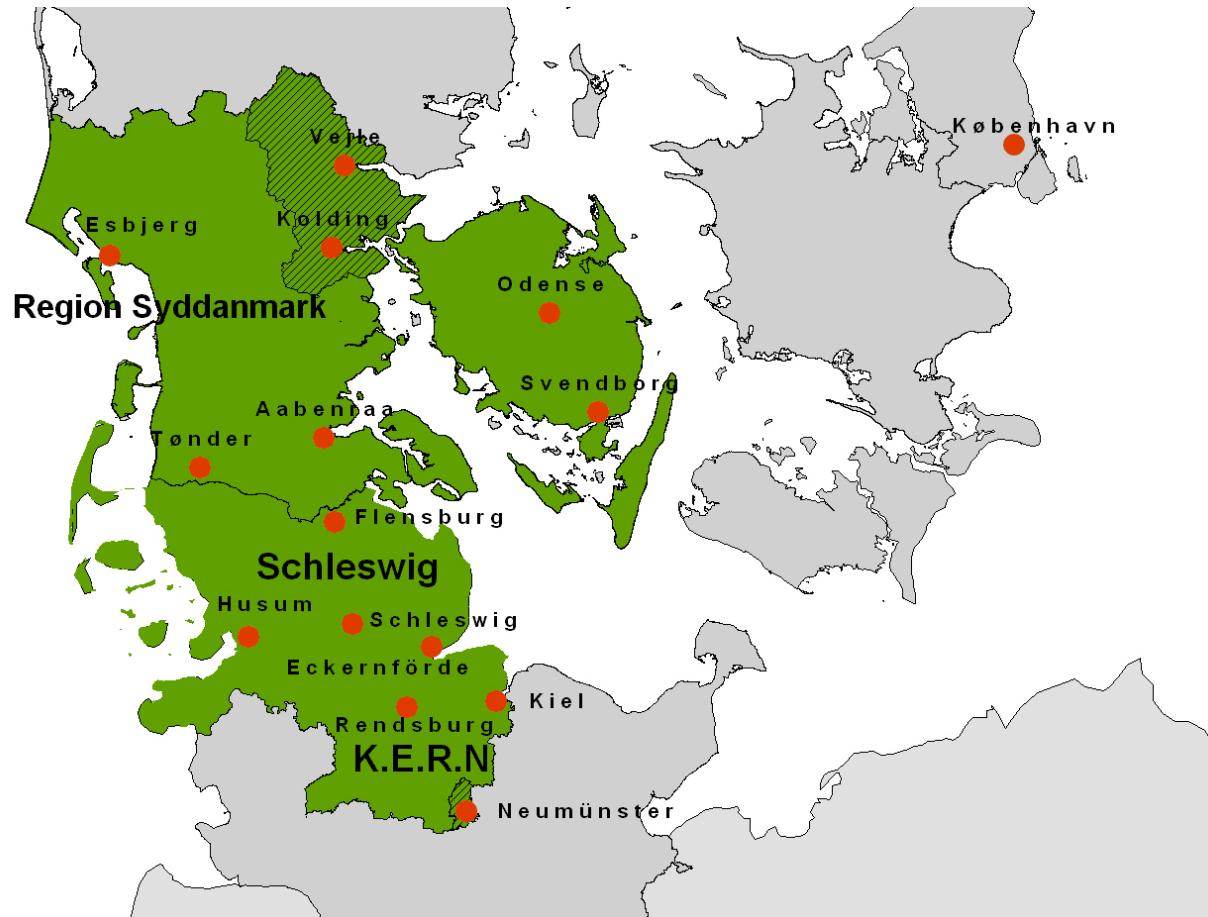
2. Background

• How can clusters and networks contribute to creating a growth region that cuts across borders?

  • Internationalization of clusters is needed

Today:

• Only sporadic collaboration among cluster actors now
• An unexploited potential for companies and specialised research facilities in the region

→ **A need for competence building, experience, knowledge sharing and networking between cluster actors in the INTERREG 4A Region.**

3. Partners and participants

Project partners:

REG X   &   **WTSH**

The Danish Cluster Academy   Wirtschaftsförderung und
                                       Technologietransfer in Schleswig-Holstein

Participants:

20 clusters from the INTERREG 4A Region

Advisory Board:

9 representatives from public sector, research institutions and private sector on both sides of the border

Participating clusters:

- AluCluster
- CEwind Center of Excellence Wind Energy
- Cluster network - Centre of Excellence of Biomass Schleswig-Holstein
- Design2Innovate
- Digitale Wirtschaft Schleswig-Holstein
- Food Cluster of Southern Denmark
- FURGY
- KNE Food Cluster Schleswig-Holstein
- KVCA
- Lean Energy Cluster

- Life Science Nord
- Logistik-Initiative Schleswig-Holstein (LogI-SH)
- Maritime Cluster Northern Germany
- Mechatronics Cluster Denmark
- Offshore Center Denmark
- Plast Center Denmark
- ROBIN
- RoboCluster
- Staalcentrum
- Welfare Tech Region
- Windcomm Schleswig-Holstein

4. Activities

• Create a platform for information and exchange of knowledge about the clusters in the project.

• Identify good practice on how to promote collaboration and internationalization of clusters in border regions.

• Arrange networking and training activities for clusters facilitators on topics like financing models for clusters, open innovation and commercialization.

• Arrange a matching event for cluster companies and research facilities to engage in collaborative project development.

• Document the key findings from the project in a report by the end of the project.

4. Activities
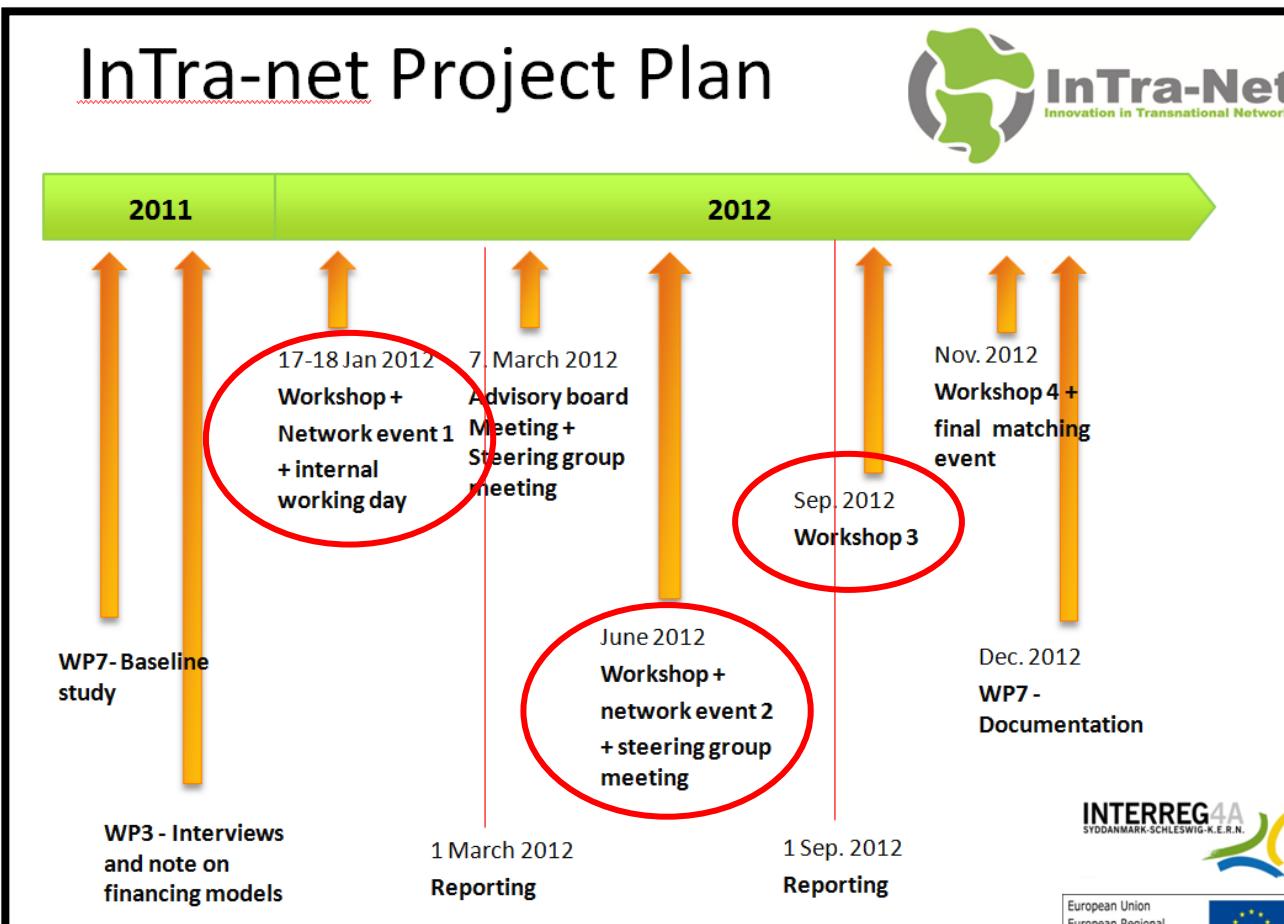
4.A Collaboration Platform

AluCluster

Name: AluCluster

Address: PO-Box 804
Jernbanegade 27
DK-6000 Kolding

Website: www.alucluster.com

Contact: Michael Nedergaard
Managing Director
E-mail: mn@alucluster.com
Phone +45 2035 3255

Founded: 2001

Members: 75 members (Industrial members within the aluminium industry)

Industry: Aluminium

Focus Business Areas: All aspects of industrial use of aluminium.

CEwind Center of Excellence Wind Energy

Name: CEwind Center of Excellence Wind Energy

Address: Kanzleistrasse 91-93
DE-24943 Flensburg

Website: www.cewind.de

Contact: Axel Wiese
Managing Director
E-mail: wiese@cewind.de
Phone +49 461 805 1245

Founded: 2005 as a research initiative - 2009 as a legal entity

Members: Cooperative members: 7 universities, 1 bank, 1 school, 10 professors, 1 consultant, 1 adjacent cluster, 1 special interest group

Cluster network: regional companies engaged in development and manufacturing of wind energy components and systems, developers of wind farms, wind energy specialists and service providers, regional business development organisations

Industry: Wind energy

Focus Business Areas: Cooperation of and services for universities, companies and networks in the area of wind energy systems, technology and economy.

Services:

• research & development joint projects

4.B Cross-border case studies

Aim: To identify and learn from similar cross-border cluster collaborations in Europe.

Recommendations:
1. Identify challenges and **opportunities** for the clusters in the border region.
2. Be aware that **lack of understanding** and absence of aligned expectations can hinder cross-border clustering.
3. Initiate a **labour mobility** programme targeted at all triple helix actors in the border region.
4. Make sure that **business development policies** and cluster policies on both sides of the Danish-German border are aligned.
5. The word "**border**" often has a meaning of exclusion and obstacles. A new name for the entire region is important and needed for future identification.

4.C Workshops and networking events

Aim: Training cluster managers from the region in important subjects for cross-border collaboration. Matching and networking.

17-18 January 2012...Workshop 1 and networking event
Focus on Open innovation, Facilitating innovation processes, Cluster mappings, Presentation pitches, Intercultural issues, Idea generation.
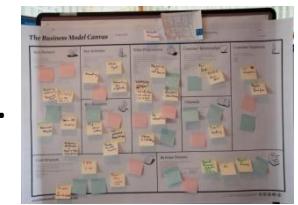
12-13 June 2012... Workshop 2 and networking event:
Focus on Business model creativity, Designing cluster initiatives, Experiences from IT Cluster in Switzerland, Available EU funding for cross-border projects.

14 September 2012... Workshop 3:
Focus on Strategic relationships in business models, Choosing partners, Relationship costs and benefits, Critical resources, Important activities.

5. Challenges and successes in our project

Challenges:
- Cultural differences across borders
- Structural and organisational differences
- Language barriers
- Perceived spatial distance

Successes:
- A new network between cluster actors on both sides of the border
- Three ongoing cross-border project ideas:
    - Offshore Wind Cost Competitiveness
    - Cross Border Health Care Development
    - Network for Cluster Managers in the border region

Questions?

Thank you

See more at www.intranet.regx.dk

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