

# Results on regional basis: Metal Cluster Brandenburg as a best practice

International Forum World Class Clusters and Regional Dynamism

Investition in **Ihre** Zukunft!



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Europäischer Fonds für Regionale Entwicklung  
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Europäischen Fonds für Regionale  
Entwicklung (EFRE) sowie des  
Landes Brandenburg.

# Agenda

- **Framework Conditions**
- **C-PLUS Project Results used for  
Metal Cluster Brandenburg Implementation  
3 Examples**
- **Résumé**



### Metal Network Initiatives



since 1999  
regional metal networks

since 2007  
two funded metal sector networks



### Brandenburg Economic Development Board



One-Stop Agency  
Innovation – Investment – Cooperation

- Operating Cluster Management
- Berlin-Brandenburg Clusters (in cooperation)
  - Brandenburg Industrial Clusters

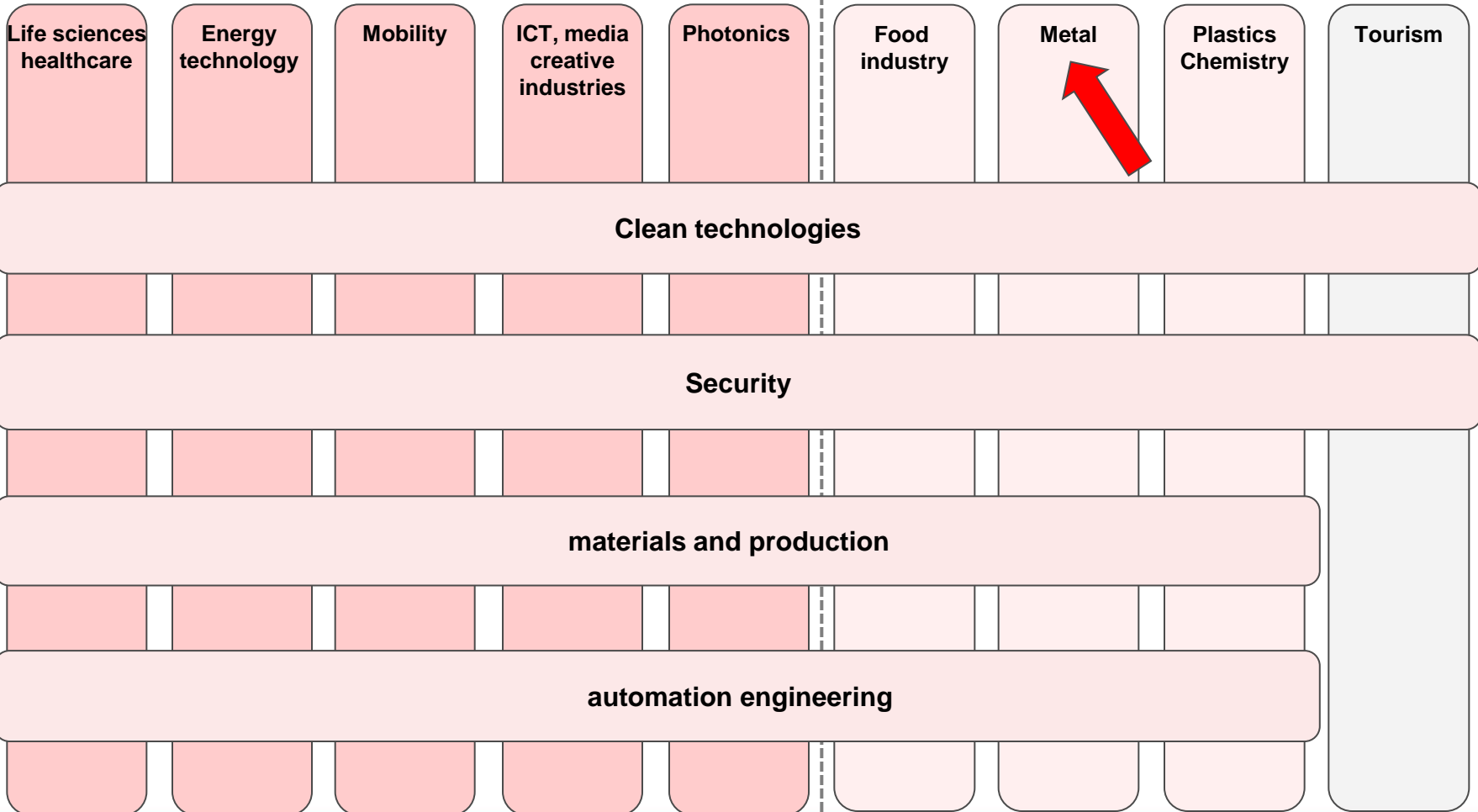
## 2011: Berlin-Brandenburg Clusters



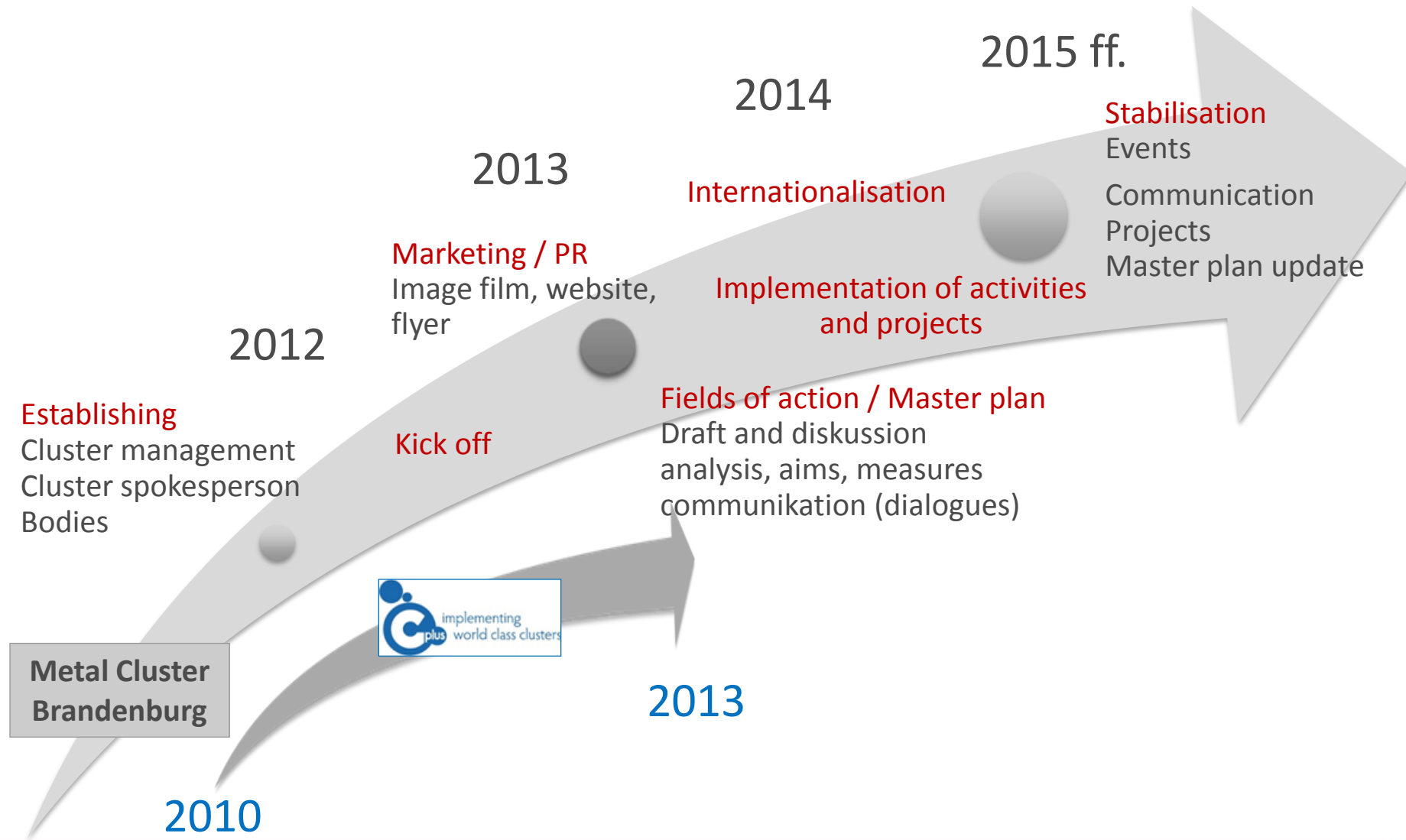
## 2012: Brandenburg Clusters Action Plan ProIndustrie - Brandenburg



processes, cross-cutting themes



# Framework Conditions Timeline



## Example 1: Marketing and PR for the Metal Cluster Brandenburg

### C-PLUS Input

- Cluster mapping data and qualitative information
- Output of the EASW-Workshop (June 2012)
- Pilot action “Awareness of the region”

### Result

- ✓ New Cluster presentation concept successfully tested at the Hannover Messe 2013 as the world's biggest industrial fair with about 6,000 exhibitors and 200,000 visitors



### Example 2: Internationalisation of the Metal Cluster Brandenburg

#### C-PLUS Input

- Output of the EASW-Workshop, June 2012
- Pilot action „Green jobs in the metal industry“ - project consortium with partners from Poland, Austria and Sweden
- First contact to The Styrian Automation Technology Platform at the 3rd international conference of C-PLUS, November 2012

#### Results

- ✓ Metal Cluster as one player in the Brandenburg – Lubuskie partnership
- ✓ Perspectives and chances for cooperative projects and knowledge transfer





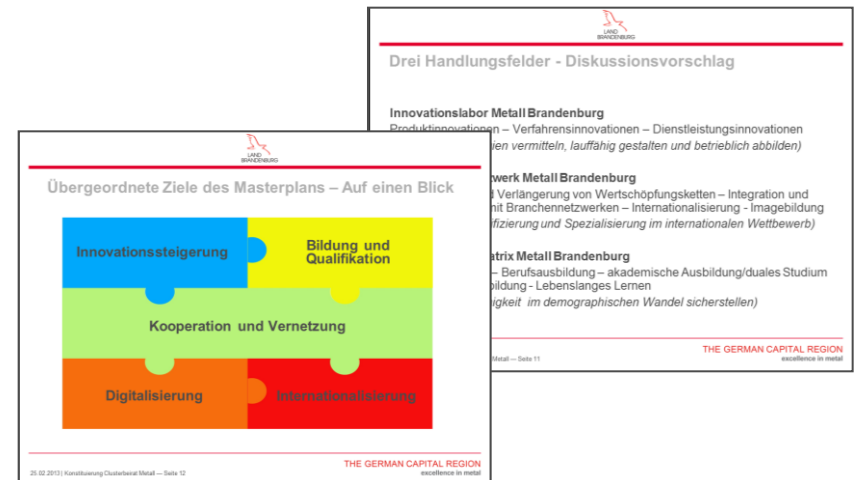
## Example 3: Fields of action / Strategy / Master plan for the Metal Cluster Brandenburg

### C-PLUS Input

- Output of the EASW-Workshop (4 topics), June 2012
- Pilot actions „Green Tech“, „Innovative Trends“ and „Awareness of the Region“
- Results of the 2nd Meeting of the Cluster Manager Club  
(cluster manager, cluster management, cluster organisation maintenance, support of member firms...)

### Results

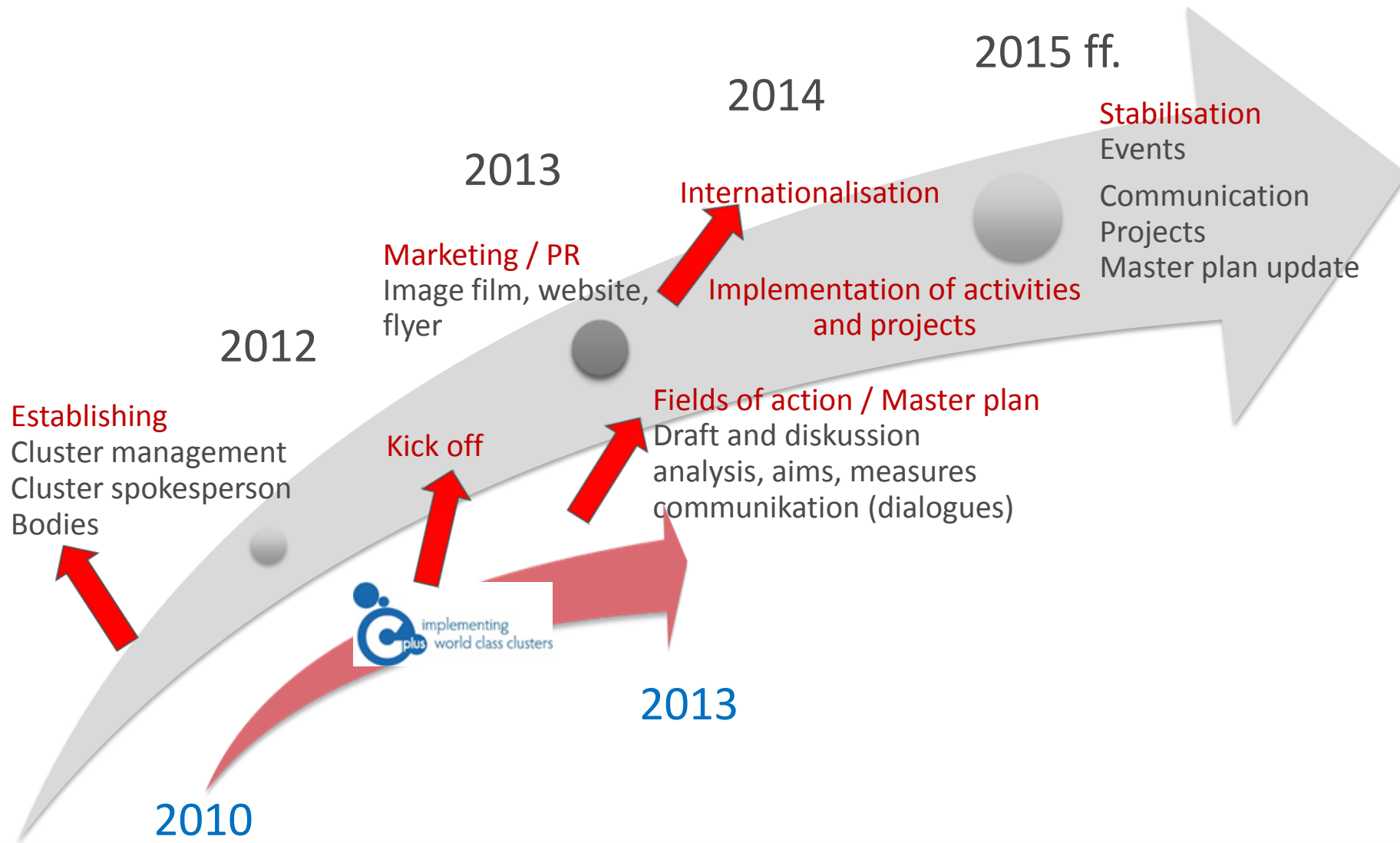
- ✓ 3 Fields of action
  - Innovation Lab
  - Cooperation Network
  - Qualification Martix
- ✓ Basics of Cluster strategy
- ✓ Input for Master plan





Cluster Metal Brandenburg Elements / Milestones	C-PLUS input
Master plan Cluster strategy	Cluster Mapping: Statistic and qualitative information about cluster potentials Cluster benchmarking: innovation profile information
Fields of action Flagship projects	Pilot Action profiles Pilot Action: Identification of innovative trends
Innovative basis for Transnational Cluster cooperation	Pilot Action: Green jobs in the metal industry C-PLUS project partner contacts
Cluster marketing an presentation	Pilot Action: Improving the image of the sector
Cluster bodies and operating structures	IMU Institute and Cluster initiative profil.metal as experienced partners Informal knowledge for Cluster management

- Strong support for Cluster implementation (interaction in PA, knowledge transfer)
- Sustainability of results
- Metal Industry Cluster actors in Brandenburg became more European
- C-PLUS results are treasures for our future work, too



# Thank you!

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