

innovation is our business.

The logo for Business Upper Austria features the text 'business upper austria' centered within a circular graphic. The word 'business' is in a smaller, lowercase serif font. 'upper' is in a large, bold, lowercase serif font. 'austria' is in a lowercase serif font, smaller than 'upper'. The circular graphic consists of two overlapping circles, one slightly offset from the other, creating a sense of depth and movement.

business
upper
austria

info@biz-up.at, www.biz-up.at

Business Upper Austria – OÖ Wirtschaftsagentur GmbH
Hafenstraße 47-51, A-4020 Linz, Tel.: +43 732 79810

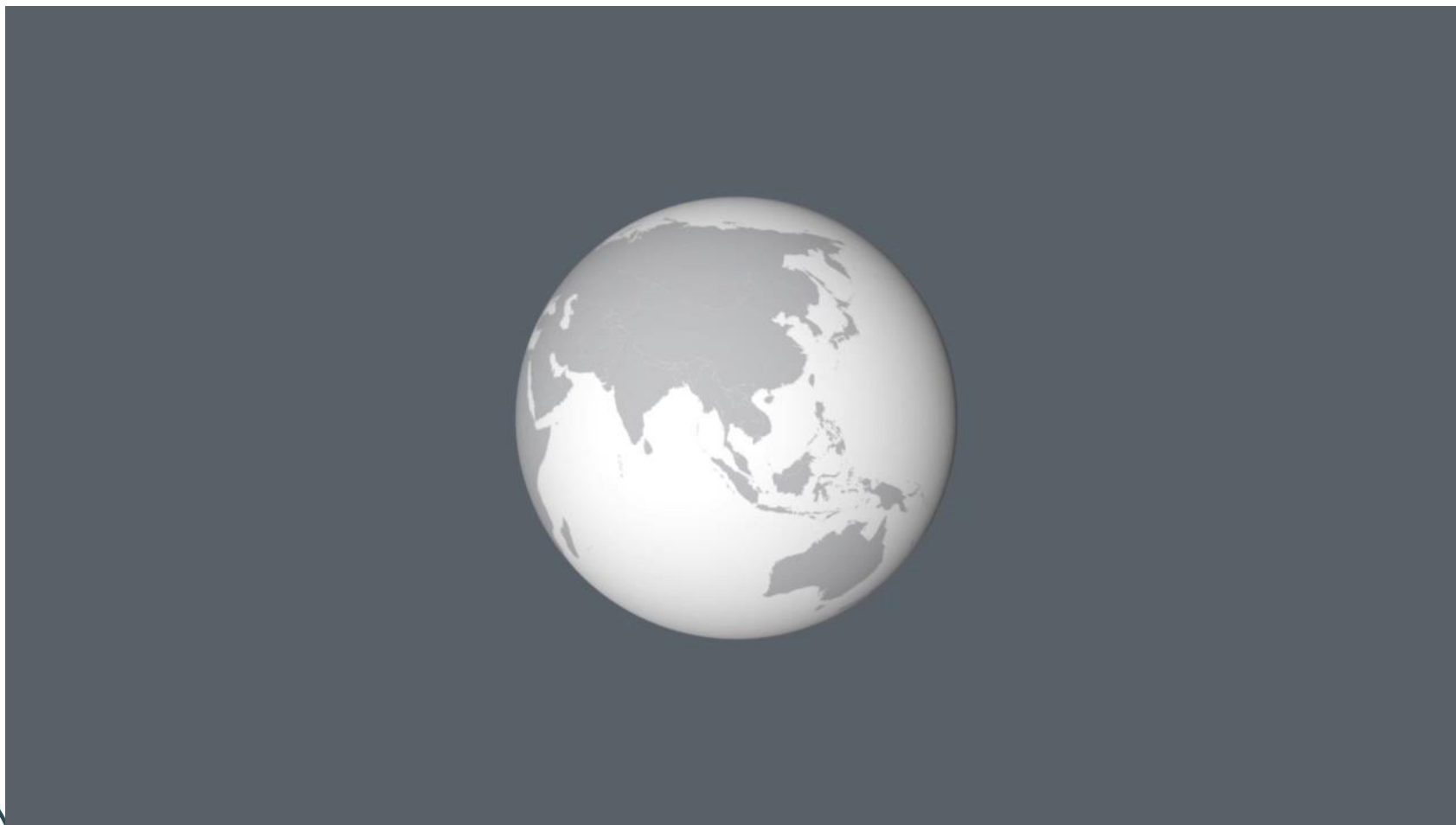
Let's open
the gate and
have a look

UPPER AUSTRIA

INNOVATIVE, NETWORKED,
SUCCESSFUL

www.smart-region.at

Animation/Image: where are we located?



The first impression



A more detailed look



A more detailed look

- Industry production processes
- Energy
- Health | Ageing society
- Food | Nutrition
- Mobility | Logistics



A more detailed look



Core competence in all areas of expertise
Smart production

A more detailed look



COMPETITIVE ON AN INTERNATIONAL SCALE
and attractive for international companies

A more detailed look



Source:

http://images.google.de/imgres?imgurl=http%3A%2F%2Fwww.oetztalernaturcamping.com%2Fuploads%2Fpics%2Fklettern_oetz.jpg&imgrefurl=http%3A%2F%2Fwww.oetztalernaturcamping.com%2Fsport-aktivitaeten%2Fklettern.html&h=422&w=750&tbnid=8hRN4WluZuCGOM%3A&docid=Gn0D7Xfd4xmK1M&hl=de&ei=HdP7V-bbD4OGU7O9tagB&tbm=isch&iact=rc&uact=3&dur=662&page=1&start=11&ndsp=24&ved=0ahUKEwim3uTQ5NDPAhUDwxQKHbNeDRUQMwhNKBgwGA&bih=622&biw=1366



Business Upper Austria: Your One-Stop-Shop

Customised services from the business idea to market success

innovation is our business.

|

Milestones up to founding of Business Upper Austria



2015
Foundation of
BIZ-UP

2014
Merger TMG, CATT,
Clusterland, Upper
Austrian Business
Park

2009
Foundationn of
Upper Austrian
Business Park

2006
Foundationn of
Clusterland

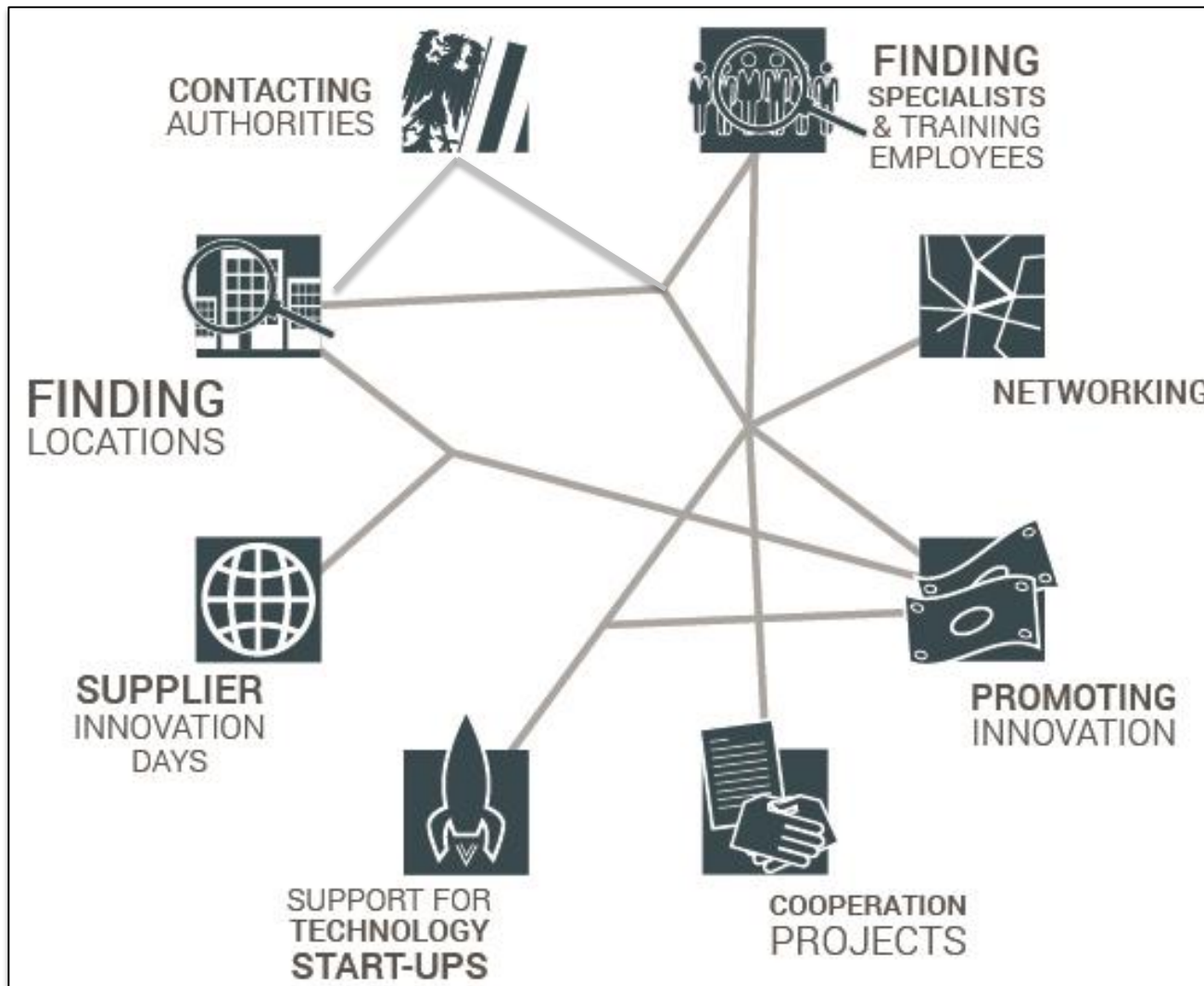
2002
Foundationn of
CATT

- 1998:**
- First strategic programme
 - Foundation of first cluster

1991:
Foundation
of TMG



8 Core services



Business Upper Austria in figures*



250 – 300 support projects (location search, settlement, etc.);

of which **60** successfully completed



2300 cluster partners

290 events with **11,709** participants



860 supported companies for innovation projects and property protection consultation;

150 projects



132 cooperation projects and cooperative measures



30 supported start-ups

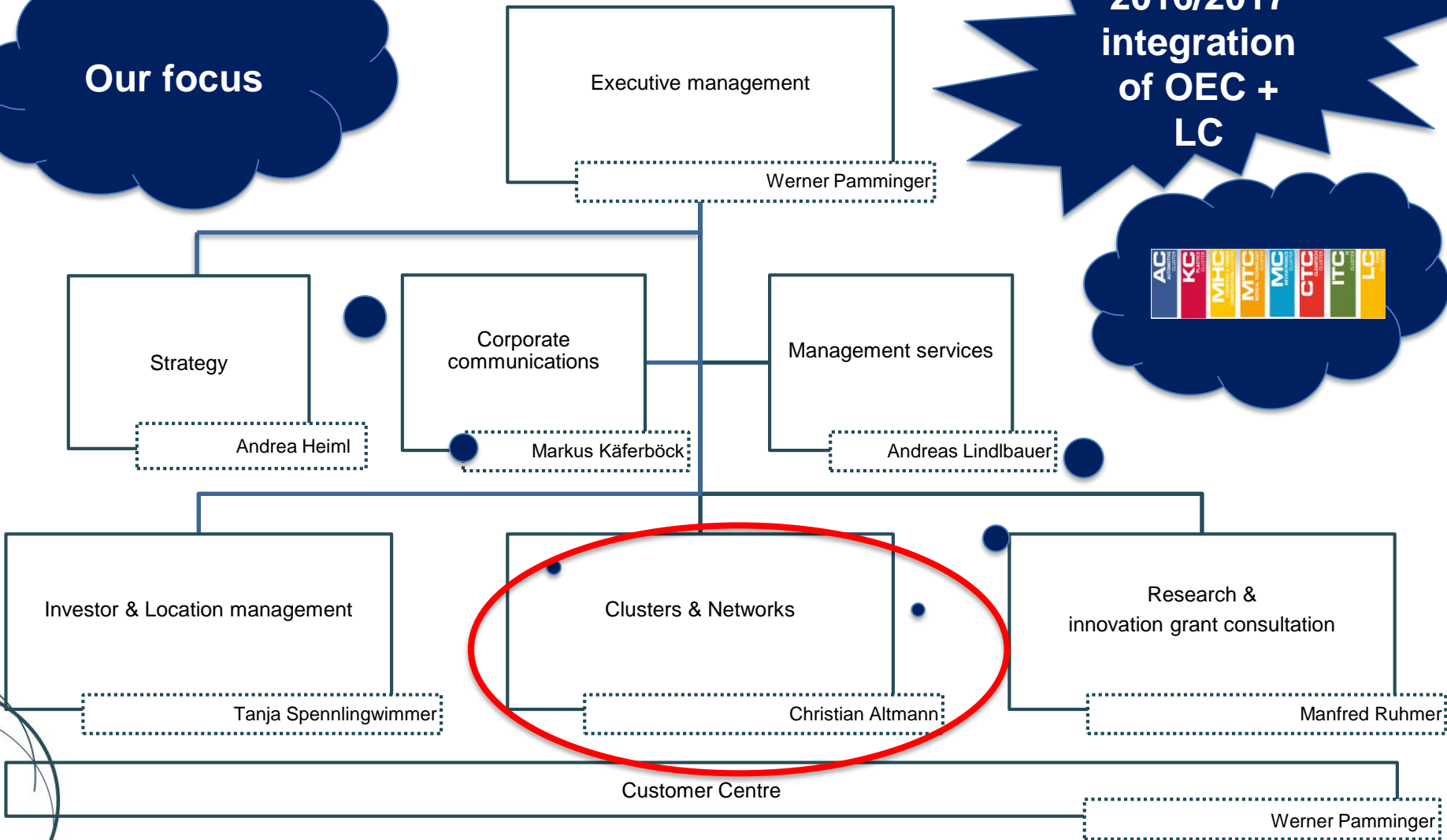
3-4 supplier innovation days with 60 participating companies



Organisational chart

Our focus

**2016/2017
integration
of OEC +
LC**



Structural change in Upper Austria: Crises!



Inefficient structures

Low level of innovation

Strong Labor unions

High level of innovation

„Global Player“

Low unemployment rate

High growth rate

Efficient structures



Take a crises as a chance!



Source: MEV Verlag, Augsburg

VS.



Source: dpa picture alliance / Andreas Franke

“If the wind of change is blowing, some build walls others windmills” (Chinese saying)

Key Player of Cluster Policy in Upper Austria (Starting Phase)



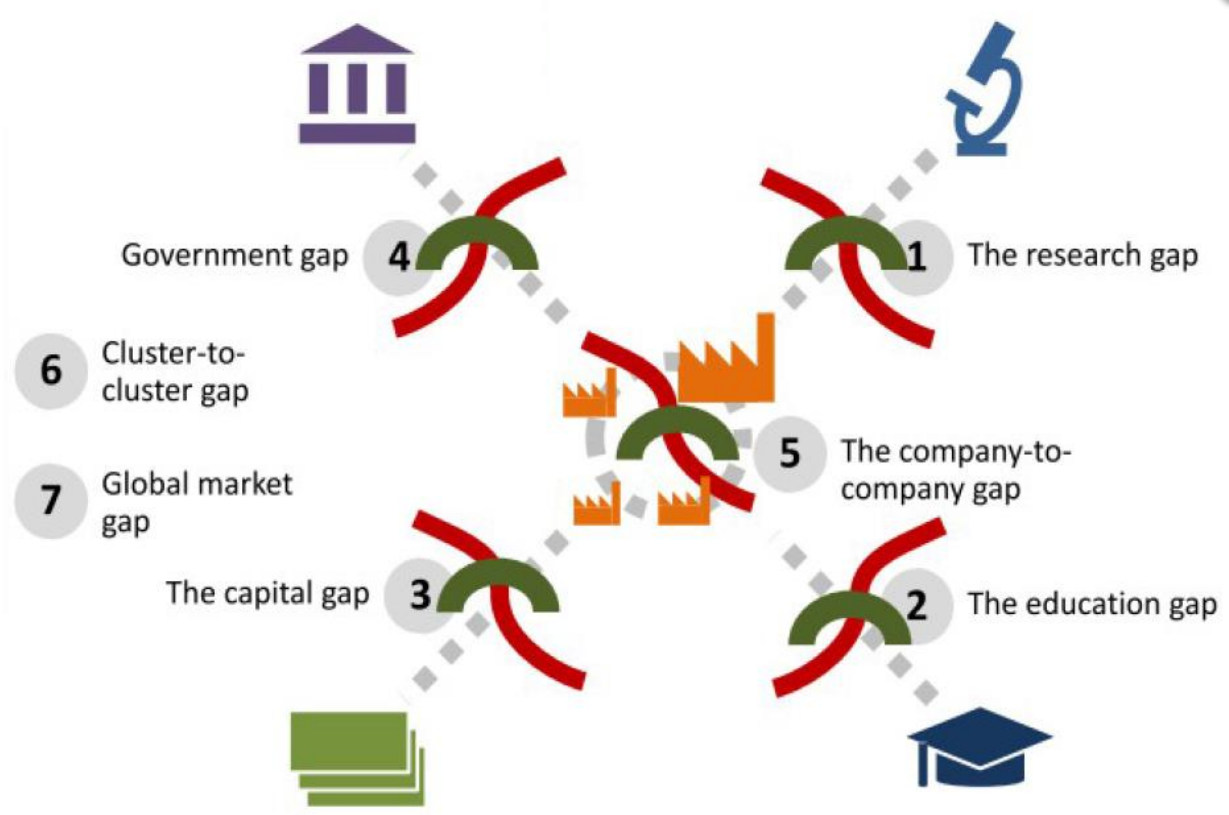
iv INDUSTRIELLEN
VEREINIGUNG

Source: <https://www.sharedvalue.org/partners/thought-leaders/michael-e-porter>



The 7 + 1 gaps of Innovation

Visionary thinking



Basics for a Cluster Strategy

Weak interaction



Poor knowledge

Sparse networks

Different “languages”

Different norms and attitudes

Different visions

Low trust

Negative incentives

Strong interaction



Good knowledge

Dense networks

Common “language”

Similar norms and attitudes

Shared vision

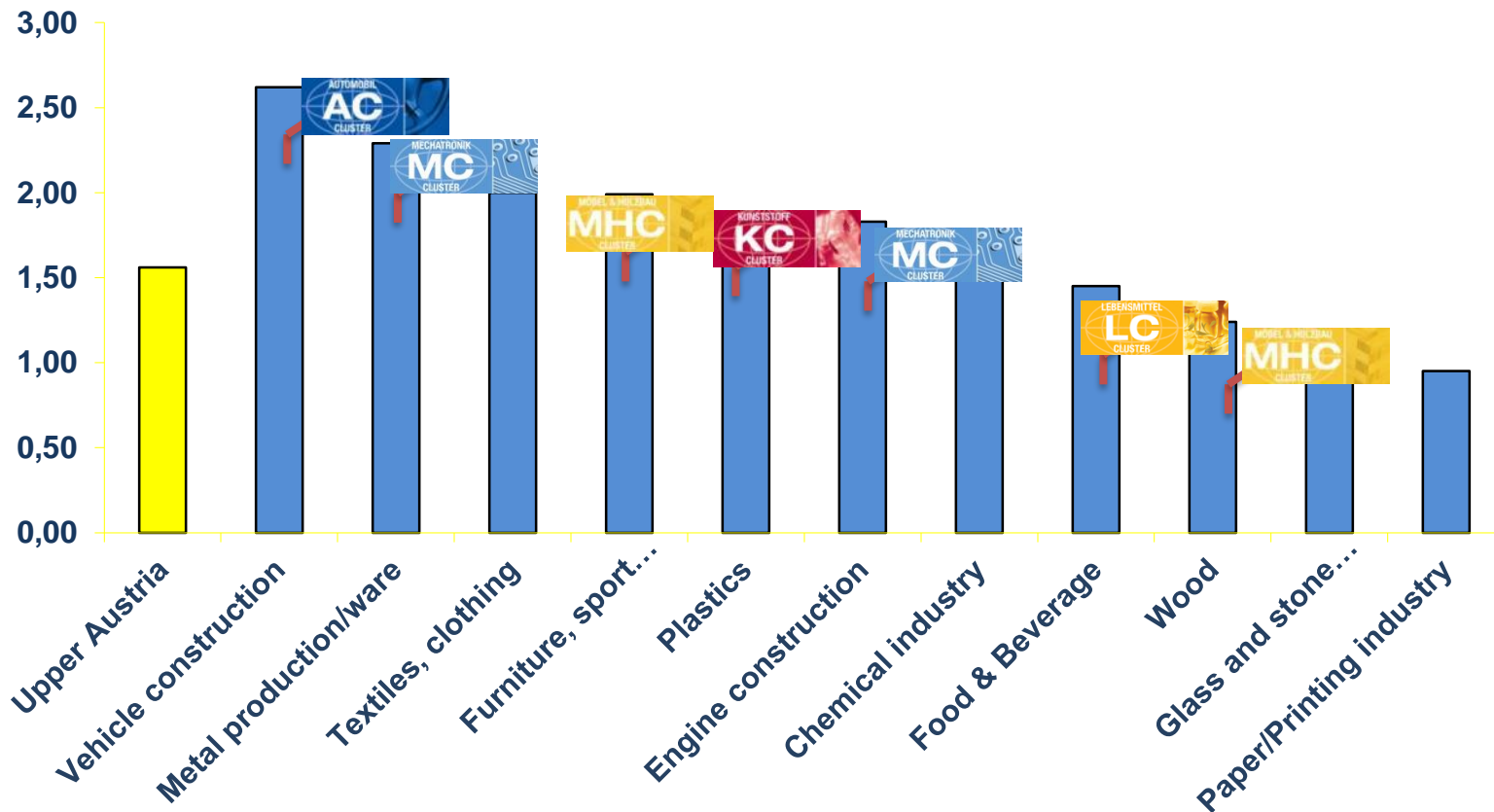
High trust

Positive incentives

Specialisation example of the UA industry

(RTA figures)

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



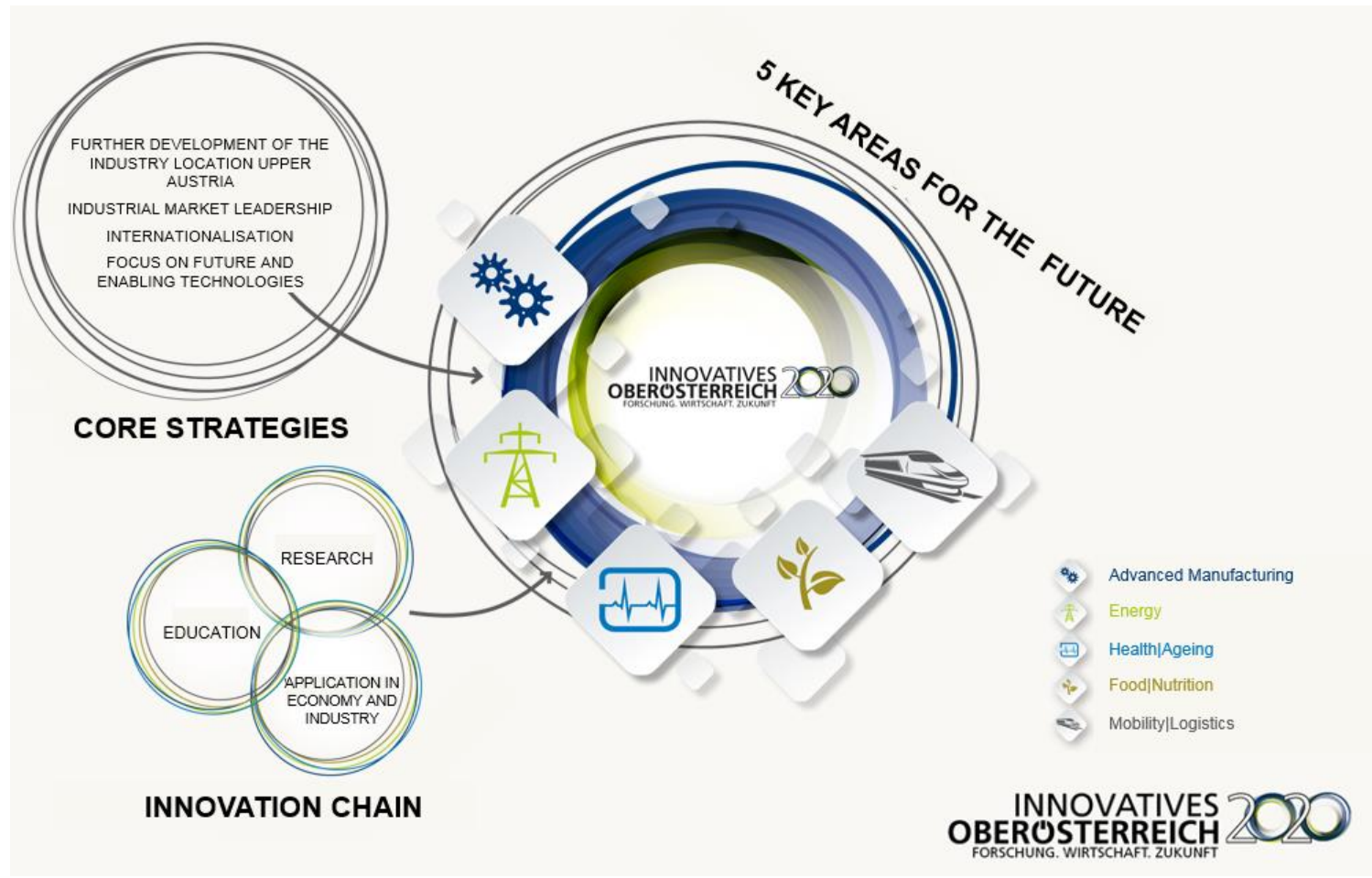
Upper Austria has a systematic innovation strategy



- Strategic programme „Upper Austria 2000+“
 - 1998 – 2003
 - 3 strategic areas
 - Programme volume: € 300 m; Upper Austrian contribution: € 80.8 m
 - Approx. € 20 m for cluster setup
- Strategic programme „Innovative Upper Austria 2010“
 - 2005 – 2010
 - 5 strategic areas
 - Programme volume: € 600 m; Upper Austrian contribution: € 200 m
 - Approx. 5% for professionalising of cluster and network initiatives
- Strategic programme „Innovative Upper Austria 2010plus“
 - 2010 – 2013
 - 5 strategic areas
 - Programme volume: € 450 m; Upper Austrian contribution: € 150 m
- Strategic economic and research program „Innovative Upper Austria 2020“
 - 2014 – 2020
 - 4 key strategies (site development, industrial market leadership, internationalisation, technologies of the future)
 - 5 fields of activity (industrial production processes, energy, health / aging society, food / nutrition, mobility / logistics)
 - Programme volume: € 1,35 b; Upper Austrian contribution: € 450 m



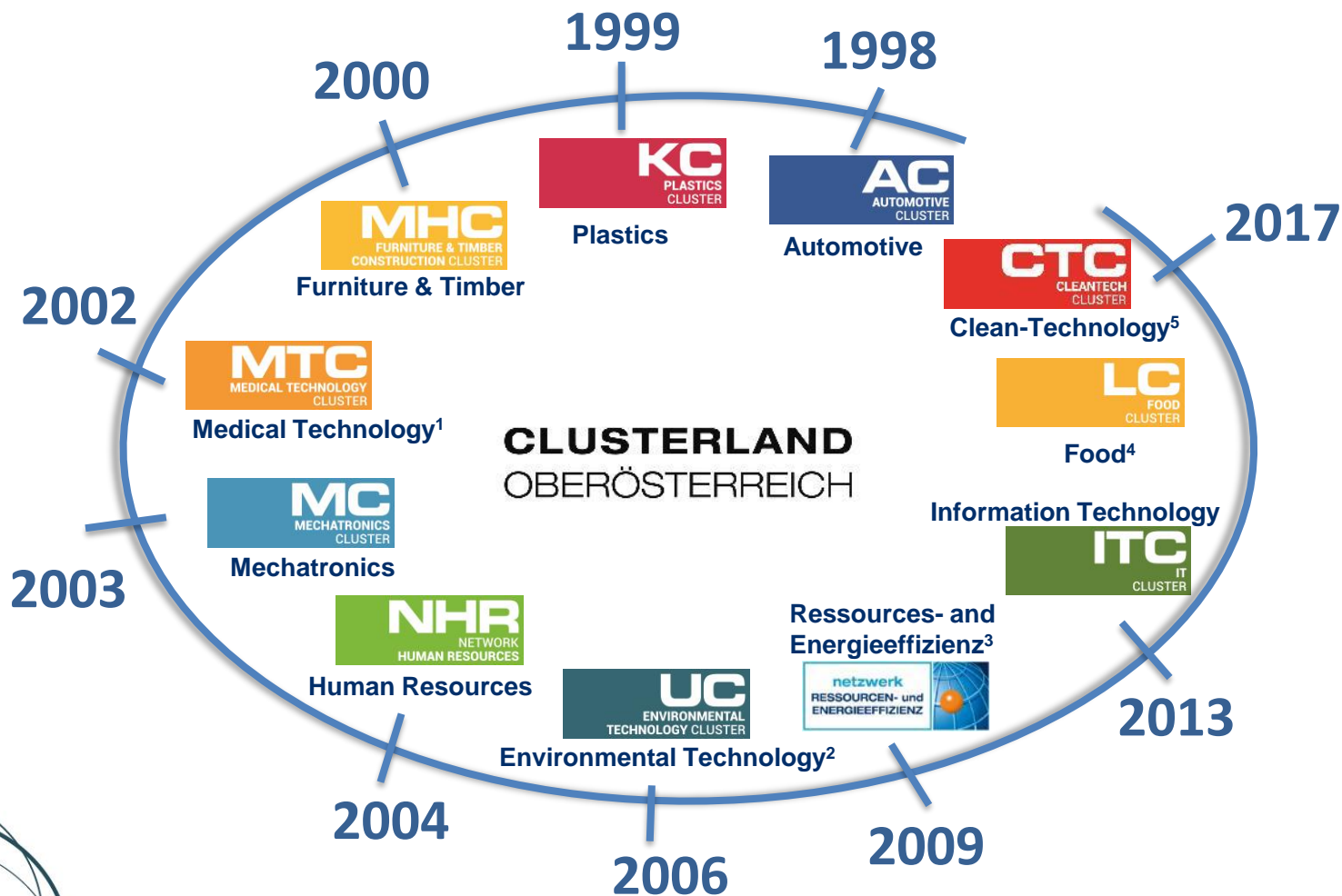
Smart Specialization Strategy Upper Austria (S3)



The Innovation Eco System: Policy makers, Cluster Managers, Companies, R&D



Foundation of clusters & networks



Outside Business Upper Austria

Logistic (Network Logistic)

¹ 2002 Health Cluster; 2010 renaming in Health Technology Cluster; since 2014 Medical Technology Cluster










² until 2009 Netzwerk Environmental

³ since 2013 merged with the Environmental Technology-Cluster

⁴ founded 2000 in the chamber of commerce Upper Austria , since 2017 in the Clusterland

⁵ Merger of the green energie Clusters with the Environmental Technology-Cluster

Facts & Figures of cluster partners

Department Clusterland		Start	Partners	SMEs (~in %)	Sales bn €	Workforce thds
Automotive		07/1998	264	68	28	86,6
Plastics		04/1999	394	80	17	63
Furniture & timber construction		01/2000	260	97	2,2	15
Health Technology		03/2002	222	82	4,7	45,3
Mechatronics		01/2003	329	86	13	53
Cleantech		01/2006	>250 *	86	9	32
Information Technology		01/2013	164	89	k.A.	6
Food		01/2000	256	94	2	22
Human Resources		01/2004	152	51	8	20
TOTAL (cum.)			2.291	ø81	83,9	342,9

Stand: 31.12.2016

* incl. OEC Partner

© Business Upper Austria – OÖ Wirtschaftsagentur GmbH

Figures - Data - Facts Clusterland

2.292

Partner – of that

81%

SME's

529

regional cluster-cooperation
projects with

2.135 companies and

€ 140 Mio. project
volume*.
more than

1.400 cooperative
measures

*since founding in 1998

Contact in the focus

1.950

Company meetings / per
year

expert knowledge

> 180 events

> 450 speaker

5.800 participants/year

145 personalities from
industry, science and
education are in the

Advisory Board **30**
meetings of the Advisory
Board per year

Key issues



internationalisation, lightweight
construction, process
optimization, smart mobility



Smart Plastics, lightweight
construction, technologies and
optimizing for plastic manufacturing



developing mechatronics systems,
Industry 4.0
service-innovations



innovative timber construction, Design-
competence and process optimizing
for carpenters, distribution



Starting and switching into the
MT, transfer resarche, economy,
MT and IT



energy- & environmental
technology, internationalisation ,
recycling economy



Data security, digitization,
software-quality



Combining work and family life
international HRM,
organisation development



Innovative packaging
QM
Food law



settlement and site
management, Accelerator –
Business Incubation

International visibility and reputation



GOLD-LABEL certification for excellent cluster management

Report on the results of the
**Cluster Organisation
Management Excellence Assessment
(Re-assessment)**
Kunststoff-Cluster (KC)
Date of assessment: November 18th, 2015

The costs for the assessment were partly co-financed by the European Regional Development Fund (ERDF) and Regional Funds of Lower Austria.

ID: RENEWAL_AU/0012015110005

Report on the results of the
**Cluster Organisation
Management Excellence Assessment
(Re-assessment)**
Mechatronik-Cluster (MC)
Date of assessment: November 19th, 2015

The costs for the assessment were partly co-financed by the European Regional Development Fund (ERDF) and Regional Funds of Lower Austria.

ID: RENEWAL_AU/0032015110024

28 delegations
received from europe,
asia and USA*

34 invitations for
lectures and
workshops at national
and international
congresses*

42 project
submissions with
national and
european funding
programme*

*2015



Cluster and network activities in Upper Austria (examples)

innovation is our business.

|

260

Partner

66 %

are small to medium-sized companies



Short Info

CO-OPERATION

96 CO-OPERATION

502

 companies and

€ 46,4 Mio.

Project volume

TEAM



More than

320

 personal

contacts with companies per year

YOUR BENEFIT

- Effective and efficient client- and market access
- Tailor-made branch specific trainings
- Branch specific comprehensive information processing
- Project monitoring activities in a cooperative manner
- Experience exchange groups
- Topics of the future; a step ahead

10

 Advisory Board members

THEMATIC TOPICS

- Lightweight technology (A2LT)
- Connected Mobility (ICM)
- Internationalization
- Qualification
- Process optimization
- Information & Marketing

EXPERTISE

85

 events

60

 speakers

1000

 participants / year

KEY INITIATIVES



- automotive.20xx
- continuous improvement process-industry meeting
- Roadmap to X
- Experience Exchange Groups
- Suppliers Innovation Days
- Qualification programme

Suppliers innovation day at RENAULT NISSAN (Paris)

Suppliers Innovation Days:

- SAPCO (IRAN): 05.12.2016
- FCA-Group (ITALY): 20. April 2017
- KAMAZ (RUSSIA): (tbc.)
- BMW (Munich): 31. May 2017

29.06.2016:

37 pre selected supplier (15 from Austria) presented the latest technology during a successful and compact 1-day-event at **Renault in Paris**

Presented issues and innovations:

- Connected Mobility
- Autonomous driving
- Smart Materials
- Emission-free electric motor cars



Already trusted by



Cooperation Projects AC Best Practice Case

Title:

Roadmap 2 IRAN

Partner:

EREMA Engineering Recycling Maschinen und Anlagen GmbH,
EBNER Industrieofenbau GmbH, REHAU GmbH, ELMA TECH
GmbH, CARA GmbH, INGENIA GmbH and Bolk Transport
GmbH

Strategically implementation partner:

Chamber of Commerce Upper Austria (WKOÖ), Austrian Trade
Agency

Contents:

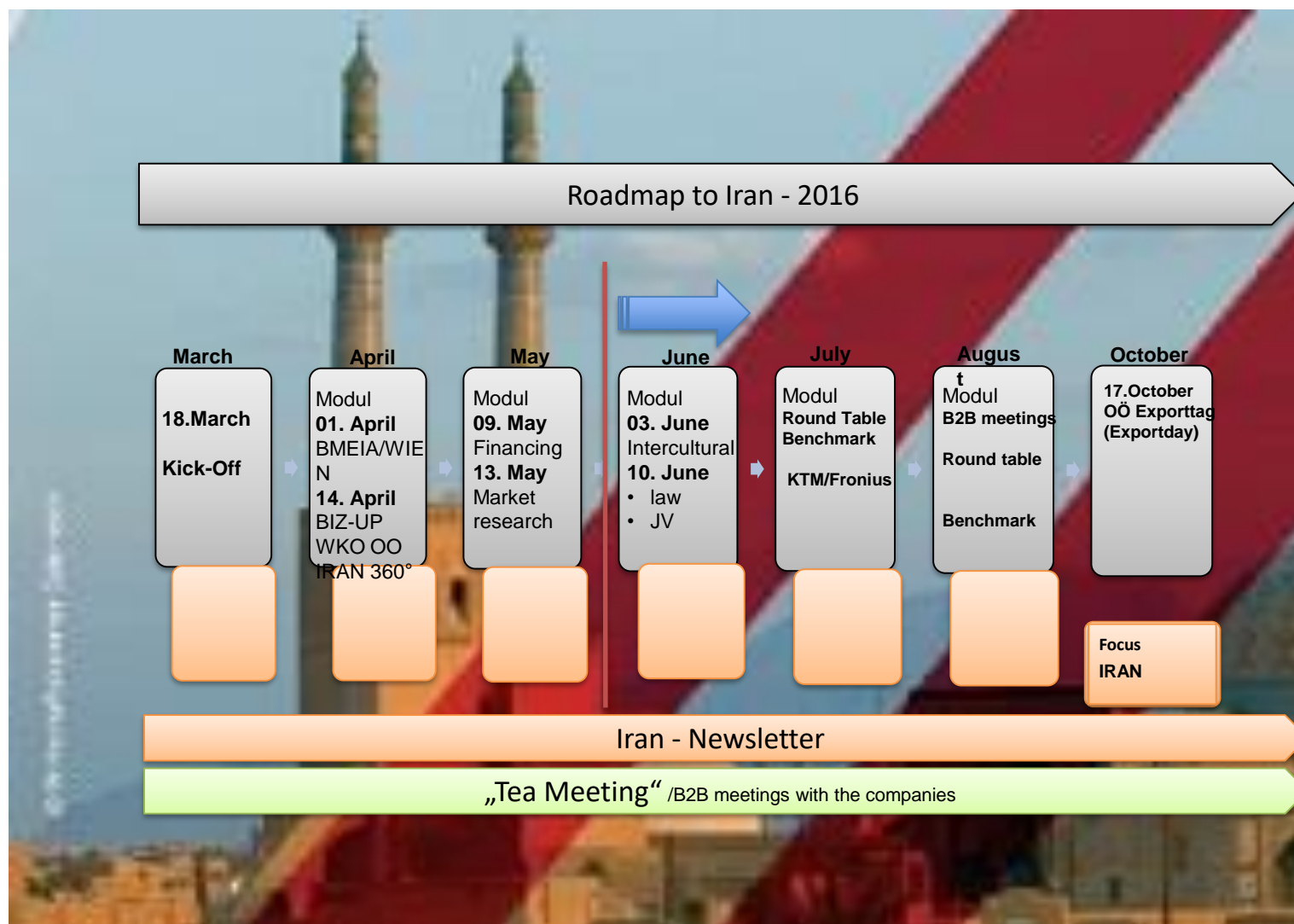
The companies are supported by the AC OÖ. By means of the
cooperation approach the market entry to Iran will be supported.
The overall goal of the project is to solve issues related to
intercultural, ways of payment, order management and legal
issues

Result and development:

Currently in planning: funding request, verification business site,
search for partners in Iran, release certification



Timeline: Roadmap to Iran



Network for Plastics



393

Partners

80 %

are small to medium-sized companies



SHORT INFO

CO-OPERATION

126

CO-OPERATION

445

companies and

€ 20,2 Mio.

Project volume

TEAM



More than **350**
personal contacts
with companies per
year

YOUR BENEFIT

- Successful positioning
- Tailor-made support
- Learn from the best
- Be ahead of the trend

12

 Advisory
Board members

THEMATIC TOPICS

- Material development
- Component development
- Manufacturing technologies
- Production flexibility and optimisation

LEGAL BODY



EXPERTISE

30

 events

75

 speakers

1.000

 participants / year

KEY INITIATIVES

-  AUSTRIAN ADVANCED LIGHTWEIGHT TECHNOLOGY
- 
-  smart plastics
- Youth and Technology

Industry segments (excerpt)

The Plastics Cluster federate companies along the entire value added chain.

Plastics Processing



Mechanical Engineering



Dye and tooling production



Raw material / Recyclate



Service / Institutions





Special Interest Groups (SIG)

innovation is our business.

|

Automotive-Cluster Initiative Connected Mobility (ICM) – The smart future



Vision:

Initiative CONNECTED MOBILITY is a hub for developing

- **New business models**
- **New products**
- **New services**

in the field of innovative mobility solutions in a cross-border way.

Aims and purposes:

- **Preparation of ICM partner** companies on the core issues of future mobility demands/solutions
- **Cooperation** between IT industry and companies from the automotive sector
- Identification of **new customers** and **target groups**
- **Strengthen occurrence** in existing markets with innovative business models, products and solutions
- **Develop** new market business models, products and solutions for emerging markets

Target group:

All companies who benefit from the utilization of mobility data, in particularly: IT companies, automotive suppliers, research facilities, automotive OEMs, logistics companies, communication companies, insurance companies public interest bodies, NGOs



INITIATIVE
CONNECTED MOBILITY
DIE SMARTE ZUKUNFT
WWW.CONNECTED-MOBILITY.AT

Members of ICM



Cooperation partners of ICM



Contact

Wolfgang Kurz, Automobil-Cluster
wolfgang.kurz@biz-up.at

Michael Lettner, IT-Cluster
michael.lettner@biz-up.at

An initiative of

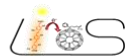




smart plastics
UPPER AUSTRIA

Smart Plastics is ...

- ... a **technology platform**, consisting of 21 core-partners
- ... the **international network** at the cross-section of electronics, polymer and design
- ... your partner and consultant for your **specific development of smart functionalized components**
- ... your partner for (rapid) **prototyping und realization** of innovative products
- ... your partner for **production or technology transfer** to your company



Smart Plastics technology provides you a smart way to seamlessly integrate any kind of electronics into plastic products

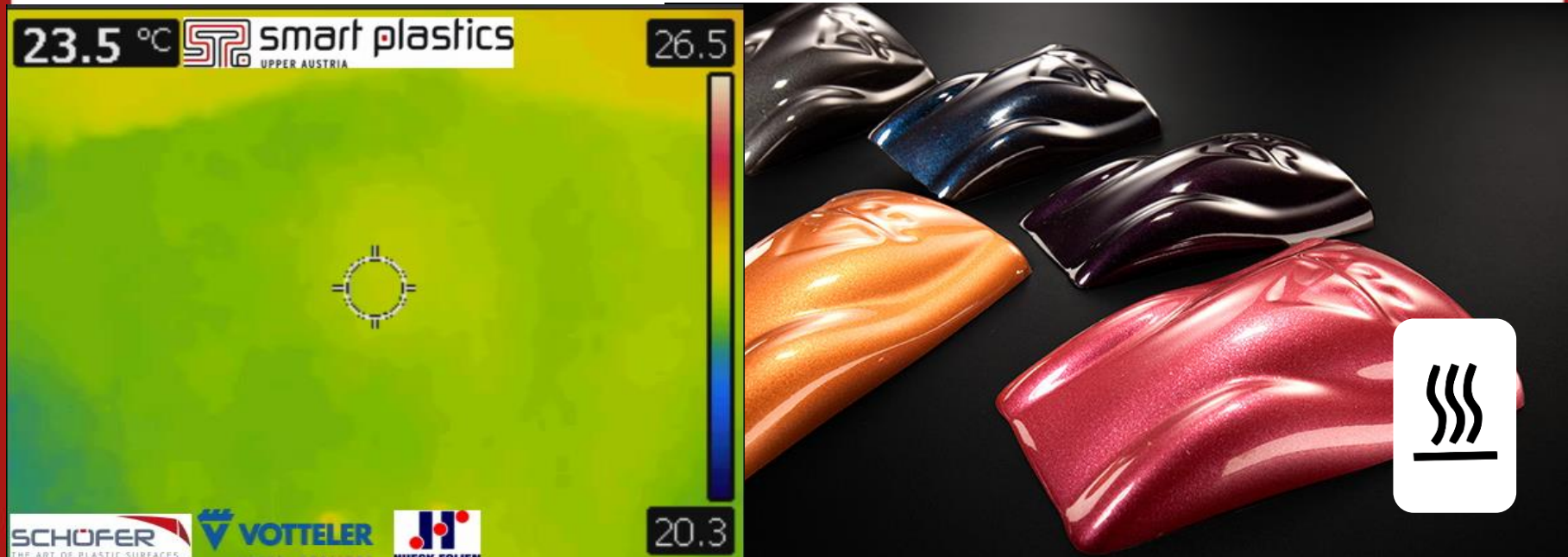


Sensitive Surface



Heated Design Surfaces

- Highly efficient heating elements printed on thin polymer foil
- Thermoplastic body part + PU-RIM overmould
- Driving voltage 12-36 V → heating power 1-5 kW m⁻²
- Total device thickness of just 2 mm



Smart Control Panel:

one **multiskin** film:

- ▣ 2 carrier films
- ▣ 4 PCBs
- ▣ 40 LEDs
- ▣ light guides
- ▣ light separators
- ▣ décor film



Washing-Machine

**touch controls
backlight
high deep draw ratios
in-molded**



3D-Molded Electro Optical Device

Applications - Smart Plastics Technology

Examples of potential applications ...

- ▣ Automotive (e.g. interior, exterior, lighting)
- ▣ Human interface Devices in general without any mechanical controls
- ▣ IoT, IoE (e.g. sensors, communication, energy harvesting)
- ▣ Smart home (e.g. lighting, sensors)
- ▣ Sports (e.g. monitoring of motion, impact, vital function)
- ▣ Structural Health Monitoring (composite materials, buildings)
- ▣ Health care (e.g. screening, diagnostics, monitoring)
- ▣ Packaging (e.g. brand protection, digital marketing)
- ▣ ... and many more ...

QUESTIONS?
ASK ME!



**Christoph Matthias
Reiss-Schmidt, BA MSc.**
International Affairs

Mail: christoph.reiss-schmidt@biz-up.at

Mobil: +43-664-8186586

Tel.: +43-732-79810-5103