

December 2008

Upper Austria presents interested European players, how successful cluster management works**Next Cluster Academy in April 2009**

In total 30 representatives from 15 European countries came in June 2008 to Linz to get acquainted with the successful set-up and management of Cluster organisations in Upper Austria. Clusterland Oberösterreich GmbH created a special 3 days training workshop that took place for the first time in this form. Due to the high demand and excellent feed-back there is already a follow-up date: 21 – 23 April 2009.

„Upper Austria already ranks abroad as a model region for successful cluster activities!“, says Werner Pamminer, MBA, managing director of Clusterland Oberösterreich GmbH. This reputation has been achieved by the region only through its highly efficient set-up and development of 7 cluster organisations and 4 cross-sectoral networks during the last 10 years (out of which 5 cluster and 3 network organization are under the roof of Clusterland Oberösterreich GmbH). Many of the foreign regions and representatives of cluster organizations would like to profit from this vast experience. Alone in 2008 there were more than thirty lectures and presentations held by Werner Pamminer and his team for foreign delegations and at large international conferences all over Europe from Stockholm to Sophia-Antipolis as well as beyond it, like in Qatar at the Persian Golf. Cluster Academy has been developed due to the high interest on this topics and demand for such information.

Learning from Upper Austrian experiences

The participants at the Cluster Academy learn from the practical Upper Austrian experiences. Werner Pamminer explains: „We show how successful cluster activities are carried out in our region under the given economical and political framework. Other regions – other frameworks: This is why this concept should not be completely copied, but, also depending on the industrial sector, should be adapted to the existing regional environment“.

Three challenging days

The contents of the 3-days cluster training:

- Information and communication through knowledge management, company visits and print media
- Initiation and accompanying of cooperation projects
- Marketing & PR activities with best practice examples of media cooperations and regional marketing
- Qualification and vocational training through a wide range of events
- Internationalisation activities like EU projects or technology presentations abroad
- Financing and sponsoring

Cluster Academy 2009 will additionally put the spotlights on setting up and managing cluster cooperation projects in form of case studies.



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