



**CLUSTERLAND**  
OBERÖSTERREICH GmbH

# CLUSTER ACADEMY

how to build up and manage successfully cluster-initiatives  
– based on 10 years experience in Upper Austria

**Date:** Tuesday, 17 June to Thursday, 19 June 2008

**Venue:** Clusterland OÖ GmbH / tech cEnter Linz



Werner Pamminer, MBA,  
Managing Director of  
Clusterland OÖ GmbH

## Welcome in Upper Austria, the “cluster“ region!

Upper Austria is Europe's leading region with regard to cluster and networking initiatives. Nowhere else is the industry as efficiently networked and the co-operation environment as friendly as in this Austrian region. Clusterland OÖ GmbH is the single umbrella for five cluster initiatives and three cross-sectorial networks.

In Austria as well as abroad, Upper Austria is recognised as a showcase region for innovative and successful cluster-building and networking policies! All include all together more than 1,300 companies. The success of the initiatives is confirmed by the many co-operation projects, dedicated primarily to the development of new technologies and products.

### Region of clusters - Innovation through co-operation

The statistics are impressive: 260 submitted, current and concluded projects with more than 1,200 participating companies have been initiated since the launch of the cluster initiatives. In total, 800 events were organised, attracting approximately 33,000 participants eager to find out the latest news and trends in their line of business. Countless measures were implemented to booster existing strengths.

### Cross-sectorial networks – Innovation through competence

Many areas with a positive impact on the competitiveness and competence of a company are not or not entirely specific to a particular industry. From experiences of one sector will often also benefit companies from another sector, various cross-sectorial networks spanning several industries were set up, for instance in the fields of human resources, design & media as well as environmental technology. They focus on key issues for entrepreneurial success, in particular on non-technological innovations.

## Cluster initiatives and cross-sectorial networks in Upper Austria



## Cluster Academy target

In the Cluster Academy you have the possibility to learn how successful cluster initiatives were built up and are managed. An additional benefit is the networking and exchange of experience effect with international participants, sharing the same interests in cluster activities.

A wide range of information on services is offered, covering the areas of information, qualification, marketing, co-operation and internationalisation. The Cluster Academy shows how successful cluster works, using Clusterland OÖ GmbH as an example, and it gives input of how these processes could be implemented in your region.

## Target group

Cluster & networking initiatives, enterprises, public institutions, authorities, institutions, research and development centres, education establishments, operative cluster managers, facilitators, cluster co-ordinators.

## Speakers

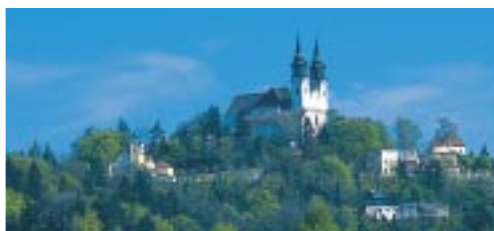
Experienced cluster and project managers share valuable practical know-how with you. Find out about operative management tools and how they can be applied to gain leverage in various industries with different boundary conditions.



Introduction	
8.30 – 9.00	<b>Arrival of the participants</b>
9.00 – 9.15	<b>Welcome</b> Werner Pamminer, Managing Director of Clusterland OÖ GmbH and Susanne Wegscheider, City Councillor for the Economy
9.15 – 9.30	<b>Linz as a business location</b> Wolfgang Hoffmann, Head of the Business Service, City of Linz
9.30 – 10.00	<b>Introduction of the participants</b>
10.00 – 10.45	<b>Presentation of Clusterland OÖ GmbH</b> Overview and milestones in the development of cluster initiatives in Upper Austria
Action field Information and communication	
10.45 – 11.45	<b>Knowledge management – working with databases</b> Customer Relationship Management, comprehensive use and documentation of contacts and information
11.45 – 12.00	COFFEE BREAK
12.00 – 13.00	<b>Company visits – a key tool to active company involvement</b> Preparation, company visits, methods and statistics
13.00 – 14.00	LUNCH BREAK
14.00 – 15.00	<b>Quarterly media, newsletters and catalogues of services</b> Securing the information edge through current and targeted dissemination of industry news
15.00 – 15.15	COFFEE BREAK
Action field Co-operations	
15.15 – 17.00	<b>Co-operation projects</b> Initiation, development and support of co-operation projects, project management
from 18.00	<b>Evening programme</b> Guided tour of the town with Linz City Express Dinner in Promenadenhof with typical Upper Austrian food



Impressions of the city Linz



9.00 – 9.15	<b>Introduction – Agenda of the day</b>
<b>Action field</b>	<b>Marketing &amp; PR</b>
9.15 – 10.15	<b>Marketing &amp; PR activities</b> An overview of different marketing & PR tools to strengthen the image and awareness degree of both the industrial sector and of cluster partners - on national market and abroad.
10.15 – 10.45	<b>Best practice “Media co-operation“</b> Optimal benefit for cluster and network partners through improved visibility and presence
10.45 – 11.00	COFFEE BREAK
11.00 – 11.45	<b>Best Practice “Regional marketing“</b> Provision of information for a sufficient supply of qualified young talents in a sector of industry in the region
<b>Action field</b>	<b>Qualification</b>
11.45 – 13.00	<b>Events</b> Types of events, contents, key figures & organisation. Best practice examples
13.00 – 14.00	LUNCH BREAK
<b>Action field</b>	<b>Internationalisation</b>
14.00 – 15.30	<b>Activities concerning internationalisation</b> Access to new markets, co-operation with other European region players, participation in EU projects
15.30 – 16.00	COFFEE BREAK
<b>Policy makers</b>	
16.00 – 17.00	<b>Upper Austria as a business location, supporting the cluster environment</b> How the innovation & technology policy of the region is being implemented through the location and innovation agency of Upper Austria, in regard to cluster development. Ambros Pree, authorised representative of OÖ Technologie- und Marketinggesellschaft mbH, main owner of Clusterland OÖ GmbH
17.00 – 17.30	<b>Networking</b> Get together between participants and speakers
from 17.30	<b>Evening programme</b> Excursion to Pöstlingberg, the symbol of Linz: Visit of the vantage point, fairy tale train, dinner in the Pöstlingberg-Castle. Round table with owner representatives and speaker of the advisory board. Networking.



## DAY 3

# AGENDA

### Thursday, 19 June 2008 – Workshop “Learning from 10 years of experience in cluster management in Upper Austria“

9.00 – 10.00	<b>Financing</b> Financing mix, subsidies, partner contributions
10.00 – 10.30	<b>Sponsoring</b> Rewarding strategic partnerships
10.30 – 10.45	COFFEE BREAK
10.45 – 13.00	Best practice workshop: “Learning through 10 years of experience in cluster management in Upper Austria“  Concrete steps towards setting up and managing a cluster initiative
13.00 – 13.30	<b>Feedback</b>
13.30	LUNCH BREAK / individual departure



## Cluster Academy

<b>Conference date</b>	Tuesday, 17 June 2008 – Thursday, 19 June 2008
<b>Conference venue</b>	Clusterland OÖ GmbH, Hafenstr. 47-51, 4020 Linz, Austria, tech cEnter Linz, building B, 5th floor, Medienraum
<b>Conference language</b>	English
<b>Participation fee</b>	Per person Euro 1,500 (plus 20% VAT)
<b>Fee includes</b>	Comprehensive documentation per CD (in English, partially in German), lunches, beverages, break snacks during the Cluster Academy, participation in the evening programmes on 17 and 18 June 2008
<b>Number of participants</b>	Maximum 30 participants
<b>Registration</b>	In writing with enclosed registration form
<b>Deadline for registration</b>	Friday, 30 May 2008
<b>Hotel reservation optional</b>	If you wish, we can book a hotel room for you in Steigenberger Hotel Linz, Am Winterhafen 13, 4020 Linz. The hotel is approximately 5 minutes from the venue. The price for a single room per person and night including breakfast is EUR 91 (plus 20% VAT). Please give us your requirements per enclosed registration form.

### **Terms and conditions of participation and cancellation:**

Your participation is binding as soon as Clusterland OÖ GmbH has sent you a written confirmation of registration following receipt of your registration.

The payment of the participation fee must arrive 14 days before the event in the account of Clusterland OÖ GmbH at the latest. If this is impossible because your registration does not arrive until shortly before the beginning of the event, we must at least have received the payment confirmation of your bank by fax or mail in time before the start of the conference. To confirm your payment, the payment confirmation must be presented at the start of the training.

Clusterland OÖ GmbH reserves the right to withdraw from the contract if the participation fee does not arrive in its account in time, respectively if the payment confirmation is not received before the start of the conference. In the event of a cancellation, the amount paid by you shall be refunded promptly less a handling charge of EUR 80 provided that you notify us at least 14 days before the start of the conference (date of arrival of the notification). If your cancellation arrives at later than 14 days' notice, your participation fee will be then retained entirely by Clusterland OÖ GmbH. Of course, you are free to appoint a substitute participant, in which case no additional costs will be charged.

Any publication by you or a third party related to you of the conference documentation (even parts of it) requires the written approval of Clusterland OÖ GmbH.

## How to get there:

**By train:** Main train station of Linz (approx. 5km from the venue). If you travel by public transport, please take the bus number 19 to St. Margarethen and get off the bus at the Gallanderstraße stop.

**By air:** Airport Linz-Hörsching (approx. 17 km from the venue). From the airport take a bus or shuttle to the main train station in Linz.

**By car:** Leave the A1 motorway (Munich-Salzburg-Vienna) at the Linz junction. Then enter the urban motorway A7 towards Freistadt. Exit at Linz-Hafenstraße, then take a left turn. You are now on Hafenstraße. Follow the road, and then you will see the building on your left.

**From the town center of Linz:** Follow Donaulände towards Winterhafen, pass underneath the motorway, continue straight, and then you will see the building on your left.



## tech cEnter

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OBERÖSTERREICH GmbH



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