



**CLUSTERLAND**  
OBERÖSTERREICH GmbH

# CLUSTER ACADEMY 2011

How to build up and manage successfully cluster organisations  
– based on 13 years of experience in Upper Austria

**Date:** Tuesday, 25 January to Thursday, 27 January 2011

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



Viktor Sigl, Minister of Economy, Labour, Tourism, Sports and European Affairs, State Government of Upper Austria

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

Upper Austria is Europe’s leading region with regard to cluster and networking organisations. Nowhere else is the industry as efficiently networked and the cooperation environment as friendly as in this Austrian region. Clusterland Upper Austria Ltd. is the single umbrella for six cluster organisations 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 1,600 companies. The success of the organisations is confirmed by the many cooperation projects, dedicated primarily to the development of new technologies and products.

### Region of clusters – Innovation through cooperation

The statistics are impressive: 400 submitted, current and concluded projects with more than 1,700 participating companies have been initiated since the launch of the cluster organisations. In total, 1,330 events were organised, attracting approximately 51,000 participants eager to find out the latest news and trends in their line of business. Countless measures were implemented to booster existing strengths.

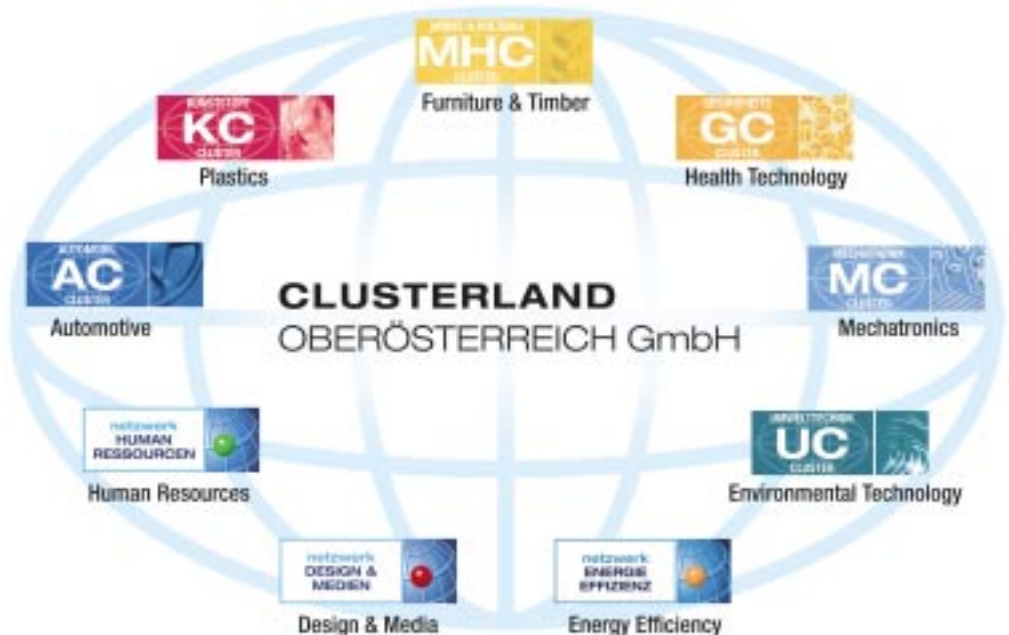
### Cross-sectorial networks – Innovation through competence

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 topical networks spanning several industries were set up, for instance in the fields of human resources, design & media as well as energy efficiency. They focus on key issues for entrepreneurial success, in particular on non-technological innovations.



DI (FH) Werner Pammlinger, MBA, Managing Director of Clusterland Oberösterreich GmbH

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



## Cluster Academy goals

In the Cluster Academy you have the possibility to learn how successful cluster organisations 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, cooperation and internationalisation. The Cluster Academy shows how successful cluster works, using Clusterland Upper Austria Ltd. as an example, and it gives input of how these processes could be implemented in your region.

## Target group

Cluster & network organisations, enterprises, public institutions, authorities, institutions, research and development centres, education establishments, operative cluster managers/facilitors/coordinators.

## Speakers

Our 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. For the first time, we also have an international guest speaker: Prof. Emiliano Duch, IESE Business School - director of Barcelona Cluster Summer School.

## What is new in 2011?

Based on the feedback received from the participants at the last 2 academies we adapted our programme and made it more interactive.

We also put a particular focus on the financing and evaluation tools of our cluster management performance. A highlight of this year's academy will consist in visiting and discussing with cluster companies – and see what benefits they have by being involved in the cluster.



8.30 – 9.00	<b>Arrival of the participants</b>
9.00 – 9.15	<b>Welcome</b> DI (FH) Werner Pamming, MBA, Managing Director of Clusterland Upper Austria Ltd. Susanne Wegscheider, City Councillor for the Economy
9.15 – 10.00	<b>Presentation of participants &amp; their expectations</b>
10.00 – 10.45	<b>Presentation of Clusterland Upper Austria Ltd. (Part I)</b> Overview and milestones in the development of cluster organisations in Upper Austria.
10.45 – 11.00	COFFEE BREAK
11.00 – 11.30	<b>Presentation of Clusterland Upper Austria Ltd. (Part II)</b>
11.30 – 12.00	<b>TMG – Upper Austrian Innovation Network with concrete examples of benefits for clusters</b>
12.00 – 13.00	<b>Marketing &amp; PR</b> Setting up a communication concept for cluster and network organizations. An overview of different marketing & PR tools to strengthen the image and awareness degree of the cluster partners, as well as the industrial sector. These tools include press work, media cooperation, quarterly magazines and newsletters.
13.00 – 14.00	LUNCH BREAK
14.00 – 15.30	<b>The importance of cluster management excellence</b> Guest speaker: Prof. Emiliano Duch, IESE Business School - director of Barcelona Cluster Summer School
15.30 – 16.00	COFFEE BREAK
16.00 – 17.30	<b>Cooperation projects as a source for innovation (Interactive part)</b> Initiation, development and support of cooperation projects between cluster members, project management.
	<b>Evening programme</b> Guides highlight tour through the Ars Electronica Center, dinner at the Ars Electronica restaurant with an amazing view over the city. Round table with owner representatives and speakers of the advisory board.



Dr. Ulrich Hausner,  
Director Cluster Development,  
Germany

#### **FEEDBACK FROM FORMER PARTICIPANTS:**

*"I deeply enjoyed every aspect of the Cluster Academy 09. The academy gave valuable insights into all aspects of setting up and running cluster management. Hands-on methodologies and tools rather than theories were at the center of the course.*

*Success factors of Clusterland were presented in the framework of the Upper Austrian business and political environment making it possible to put my own thinking on transferability into perspective. The Cluster Academy will be of great benefit to all cluster practitioners looking for a systematic approach of running a cluster management. Thanks to all of you at Clusterland for your enthusiasm and tremendous hospitality!"*



Impressions of the city Linz



9.00 – 10.00	<b>Knowledge management – working with databases</b> Customer Relationship Management, comprehensive use and documentation of contacts, projects and general information.
10.00 – 10.45	<b>Internationalisation</b> Supporting companies in their international activities. Access to new markets, cooperation with other European region players, participation in EU projects.
10.45 – 11.00	COFFEE BREAK
11.00 – 12.30	<b>Qualification / Events</b> Types of events, contents, key figures & organization. Best practice examples.
12.30 – 13.30	LUNCH BREAK
13.30 – 18.00	<b>CLUSTER TOUR – A practical insight from members perspective</b> This tour should give some insight to interesting cluster partners: A feedback from cluster members regarding cluster activities, how they are involved and how they benefit from them.  A guided tour through <b>Softwarepark Hagenberg</b> , the Austrian technology park for software. After this, a company visit at <b>Rosenbauer International AG</b> , one of the world's largest manufacturers of fire fighting vehicles.  At <b>Softwarepark Hagenberg</b> , research, education and business form a unique synergy, driving a spiral of innovation. Over 50 companies, 1.000 co-workers and 1.400 students are concentrated on one location focusing one topic: IT. Softwarepark founder and head Professor Bruno Buchberger will present this success story. <b>Rosenbauer</b> is a "full-liner" that supplies the fire-fighting sector with a wide range of products and services. Rosenbauer products are in service in nearly every country in the world.  <b>Evening programme:</b> Accompany the nightwatchmen of Linz on his journey through Linz and listen to his eerily stories about the city. Dinner with typical Upper Austrian food in a traditional restaurant.

Supported by:



[www.softwarepark-hagenberg.com](http://www.softwarepark-hagenberg.com)



[www.rosenbauer.com](http://www.rosenbauer.com)

### FEEDBACK FROM FORMER PARTICIPANTS:

*"Participation in Cluster Academy was an exceptional privilege for me. Primarily the workshops set the layout for all important elements of Clusterland and presented Clusterland itself by specifying the significance of cooperation projects and emphasizing the particular activities in internationalization processes.*

*All this has been reached by going through their financing and showing best practice examples and by appraising their efficiency using different evaluation tools. The clusterization model showed how to deal with clusters and how to implement them in own environments.*

*By all means, I would like to mention the great atmosphere during our stay. In short, the Clusterland merged learning, playing, and having fun in the best possible way to ensure the complete success of the whole event."*



Željko Erkapic, M.Sc.,  
Agricultural Equipment  
Cluster Ltd., Croatia



Softwarepark Hagenberg



Rosenbauer company



Fire fighting vehicle „Panther“

**Thursday, 27 January 2011**

9.00 – 10.30	<b>Financing of cluster Organisations</b> Financing mix, subsidies, cluster membership fees, services: How to optimally increase the self-financing ratio of a cluster organisation
10.30 – 11.00	COFFEE BREAK
11.00 – 12.00	<b>Evaluation &amp; measuring tools of our cluster organisations performance</b> Indicators mix, reporting system, customer satisfaction analysis
12.00 – 13.00	<b>Open discussion</b>
13.00 – 13.30	<b>Feedback and official closure of the academy (handout of certificates)</b>
13.30 – 14.30	LUNCH BREAK

**PARTICIPANTS AT THE CLUSTER ACADEMY 2008 AND 2009**



**THE CLUSTERLAND TEAM LOOKS FORWARD TO WELCOME YOU!**



## Cluster Academy

<b>Conference date</b>	Tuesday, 25 January 2011 – Thursday, 27 January 2011
<b>Conference venue</b>	Clusterland Oberösterreich GmbH, Hafenstr. 47-51, 4020 Linz, Austria, tech cEnter Linz, building B, 5 <sup>th</sup> floor, media room
<b>Participation fee</b>	Per person Euro 1,550.00 (plus 20% VAT)
<b>Fee includes</b>	Comprehensive documentation, lunch, beverages, break snacks during the Cluster Academy, participation in the joint evening programme on 25 and 26 January 2011
<b>Number of participants</b>	At least 12 participants, maximum 30 participants
<b>Registration</b>	In writing with enclosed registration form
<b>Deadline for registration</b>	Friday, 7 January 2011
<b>Hotel reservation (optional)</b>	If you wish, we will book a room for you in Steigenberger Hotel Linz, Am Winterhafen 13, 4020 Linz. The hotel is approximately 5 minutes from the training site. The price for a single room per person and night including breakfast is EUR 94 excl. VAT. Please give us your requirements per enclosed registration form.

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

Your registration is binding as soon as Clusterland Upper Austria Ltd. has sent you a written confirmation of registration following receipt of your registration.

The payment of the participation fee must arrive at the latest 14 days before the event in the account of Clusterland Upper Austria Ltd. 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 Upper Austria Ltd. reserves the right to withdraw from the contract if the participation fee does not arrive in its account on 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 80.00 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 less than 14 days' notice, you forfeit your participation fee, will be retained entirely by Clusterland Upper Austria Ltd.. 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 the conference documentation (even parts of it) requires the written approval of Clusterland Upper Austria Ltd.

## 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.



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OBERÖSTERREICH GmbH



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