Hamburg and its Cluster policy

Building partnerships and innovation chains for competitive regions

Andreas Richter
Ministry of Economy, Transport and Innovation
Vilnius • April 26th, 2017
Agenda

(1) Hamburg Region

(2) Hamburg’s Innovation Policy

(3) Hamburg’s Cluster Policy

(4) International Cluster-Cooperations
Cluster policy in Hamburg

Hamburg – strategic location in Northern Europe

Could be reached conveniently by air, road, train and sea
The Hamburg Metropolitan Region is one of the most competitive regions in Germany or Europe. Some 5 million people live and work here, at the interface of major European transport axes between Scandinavia, West, East and Southern Europe.
Port of Hamburg:

- Among the 15 largest ports worldwide
- Third largest European seaport after Rotterdam and Antwerpen
- Record container handling: 9.7 million TEU (2014)
- Most important Port for China in Europe
- Most important Port for India in Europe
- Most important Port in the baltic sea area and Scandanavian
Cluster policy in Hamburg

Agenda

(1) Hamburg Region

(2) Hamburg’s Innovation Policy

(3) Hamburg’s Cluster Policy

(4) International Cluster-Cooperations
Hamburg’s Innovation Policy

Hamburg. An innovation capital for Europe

Vision

Mission

Objectives

1. We – the Innovation Alliance Hamburg – look for future challenges.
2. We contribute a significant part in realising innovation-political objectives of both federation and EU.
3. We drive innovation.
4. We make sure that innovations/future technologies are broadly applied.
5. We optimize our transfer system.
6. We create sustainable jobs.
7. We identify, acquire, qualify and bind creative talent, innovative companies, start-ups and research institutions.

Science
- Active search and exploitation of scientific findings with potential towards product implementation
- Optimize offer of transferable knowledge towards industry
- Strengthen cooperation between research institutions

Interfaces
- Strengthen mutual awareness between science and industry
- Identification and usage of cooperation benefits
- Generate efficient and transparent exchange processes
- Match supply and demand

Industry
- Active search and exploitation of innovation potential
- Increase R&D activities
- Active communication of future research & development areas
- Detailed formulation of needs toward research and qualification

- Identification and removal of innovation constraints
- Design innovation system towards target groups
- Controlling and continuous development
- Early and lifelong qualification

Future areas

Strategic initiatives

Strategic fields of action

Cluster Initiatives
Industry initiatives (non-cluster)
Specific cross-section issues

Mobility, transport and logistics
Energy, climate, environ. protection and offshore tech..
Information and communication

Health, applied life sciences, nutrition
International trade and cross-national cooperation
Finance, insurance and law
Creativity, education and qualification

Materials, systems, processes and procedures
Information and communication

Transparency / inno climate / marketing
Training / education / qualification
Networking / cooperation / transfer
Economic development system
Infrastructure
Cluster policy in Hamburg

Agenda

(1) Hamburg Region
(2) Hamburg’s Innovation Policy
(3) Hamburg’s Cluster Policy
(4) International Cluster-Cooperations
Hamburg’s cluster definition

Definition of “cluster”

Economic clusters are generated by regional bundling of companies, research institutions and public administration, together with supporting institutions of a value chain, in some cases competing with one another, and at the same time pursuing common interests.
Cluster Policy in Hamburg

Triple Helix Organisation

Industry: Anchor Companies + SME Associations, BDLI, DLR
Research & Education: Universities, ZAL, HCAT
Public: Free and Hanseatic City of Hamburg, HWF
Aviation Cluster Ambassadors
Sustaining members
Chamber of Commerce
Chamber of Crafts
VDI
DLR
DGLR
IGM
Schleswig-Holstein
Mecklenburg-West Pomerania
Lower Saxony
Bremen
Trade Union
Employment Agency
Chamber of Commerce
Hamburg Trade Fair
Trade Union
Board of Trustees and Northern German Network
Cluster policy in Hamburg

Which benefits do Clusters promise for …

... companies?
- Knowledge & technology transfer
- Cooperation with other companies and universities
- Increasing competitiveness
- Strengthening innovation capabilities and activities
- Aligning the research and development infrastructure with needs
- Providing more skilled labour
- Aligning education and training programmes with needs
- Using synergies and potentials, developing products and services, gaining know-how, etc., which can only be achieved in alliance

... universities/research establishments?
- Improvement in know-how and technology transfer between business and academia
- Long-term cooperation projects
- Increase in third-party funding
- Better equipment
- Funding of professorships
- Increasing awareness nationally and internationally
- Improving scientific excellence

... Hamburg as a business location?
- Above-average economic growth/value creation
- Above-average growth in employment
- Promoting and attracting talents
- Strengthening innovative abilities and dynamism
- Increasing competitiveness of the location in international competition
- Achievement of specific goals such as mitigation of climate change
Cluster policy in Hamburg

The 8 Hamburg Clusters – 8 forces for economic development
**Cluster policy in Hamburg**

**Hamburg: Cluster Model Demonstrator Region of the EU**

The goal: to develop a clear regional policy strategy

- that allows innovation to be used as a transformative force
- that reinforces emerging industries
- that bolsters the position of SMEs

- The six regions receive support and policy briefings from the European Cluster Observatory

- In relation to pioneering, cross-industry regional cluster policy concepts

- Other model regions besides Hamburg: Stockholm (Sweden), Lapland (Finland), Nord-Pas-de-Calais (France), Centro Region (Portugal) and West Region (Romania)
Cluster policy in Hamburg

Hamburg: Cluster Model Demonstrator Region of the EU

Analysis of the situation:

- Megatrends and social challenges are increasingly drawing existing innovation industries into areas of intersection with other industries
- Expanding expertise vs. collaboration
- Collaboration is more efficient at points of intersection between clusters → synergistically complementing each other

Further development

Hamburg’s cluster bridges approach

Basis

Eight strong, well-developed clusters

Highly developed innovation environment, InnovationsAllianz

Foundation

Hamburg’s values: attractive location, openness and entrepreneurship
Cluster policy in Hamburg

Hamburg: Cluster Model Demonstrator Region of the EU

Cluster policy at its peak

Goals:
❖ To be better able to meet future challenges by pooling expertise
❖ To generate new sources of added value
❖ To implement the holistic approach of InnovationsAllianz Hamburg more strongly in the clusters, in the form of a cluster ecosystem
❖ To leverage synergies

The Hamburg way:

Joint development and implementation of a concept for systematic development of the Hamburg cluster bridges.
Cluster policy in Hamburg

Hamburg: Cluster Model Demonstrator Region of the EU
Cluster policy in Hamburg

Typology of Clusterbridges
Cluster policy in Hamburg

Example: Overarching Clusterbridge

- Aviation industry
  De-icing, health monitoring, aerodynamics

- Offshore wind

- Renewable energy industry

- Maritime industry
  Foundation, construction, acoustics

Ports and logistics
(1) Hamburg has industrial history – and wants industrial future

(2) Industrial but also economic future in a region cannot be designed by policy itself. It must be developed with respect to the core competencies, the capabilities and the future fields of the actors in economic development

(3) That’s why: Hamburg’s Clusters are originally “Triple-Helix-Organisations”

(4) In Clusters we together work on collective strategies for all the actors in the region

(5) Our expertise in industrial, economic questions IS in parts the expertise of our partners

(6) We invest in openness of our partners in economy and academia for their work on collective strategies of ours

(7) Clusters are not the object but a subject or instrument of our economic policy
Cluster policy in Hamburg

Agenda

(1) Hamburg Region
(2) Hamburg’s Innovation Policy
(3) Hamburg’s Cluster Policy
(4) International Cluster-Cooperations
Cluster policy in Hamburg

Internationalization of Clusters: Example (1) HAv / EACP

- Managed by
- network coordination
- Monitoring of EU calls
- Collection of international project proposals
- Distribution of information
- Support in finding project partners
- Pool of contacts to 40 aerospace regions in Europe

European Aerospace Cluster Partnership

April 2017: 40 members from 15 countries representing more than 4400 companies, 430 research institutes and 130 public authorities
Cluster policy in Hamburg

Internationalization of Clusters: Example (1) HAv / EACP

Who supports the EACP?

• Cluster members by providing strategical support for cluster managements (CM):
  • best practice exchange regarding member service
  • global visibility for European aerospace actors
  • Improved matchmaking for cluster members:
    • CM have the best overview about their members capabilities and perspectives and can provide a perfect match
    • in depth-knowledge of CM leads to improved market access for SMEs

Lessons learned:

• Although a loose network it needs one person to coordinate and prepare joint actions, communication, presentation
• For all members: Basic funding/time is needed for each cluster to exploit the added value (to meet at least once a year)
Internationalization of Clusters:

Example (2) Hamburg Aviation – Partnership with Montreal

- Conception of up to 3 joint R&D&I projects with Aéro Montréal and CRIAQ
- Realization of the joint R&D&I projects
- Configuration of the projects
  - Minimum 1 German company (SME), & 1 German research institution
  - Minimum 1 Canadian company, & 1 Canadian research institution
Internationalization of Clusters: Example (3) „Life Science North“

BFCC // Baltic Fracture Competence Centre
Fostering innovation for better fracture management

Project objectives
- Improve health outcome
- Reduce hospital stay
- Provide better cost-benefit ratio
- Strengthen competitiveness and support growth of BSR companies

Solutions
- Establish research and innovation network in fracture management
- Analyse clinical data from transnational registry
- Foster hospital-industry cooperation for new product and service development
Internationalization of Clusters: Example (1) „Life Science North“

Project partners

- Hospital // Existing fracture registry
- Hospital // Novel fracture registry
- Industry
- Research institution
- Cluster
Thank you!

Andreas Richer
Ministry of Economy, Transport and Innovation
Vilnius • April 26th, 2017

www.hamburg.de/wirtschaft/clusterpolitik-modellregion