

Cluster Management Services to Help Incumbent Firms to Innovate Towards New Value Chains

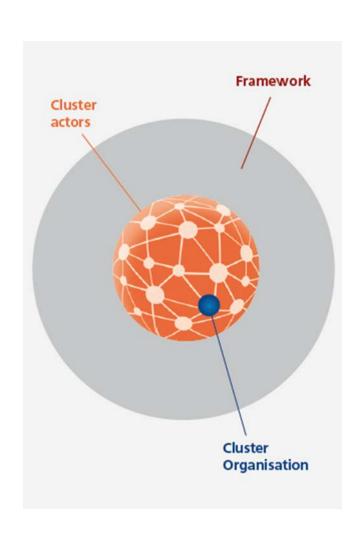
- Introduction -

Gerd Meier zu Köcker Berlin, 7 April 2016



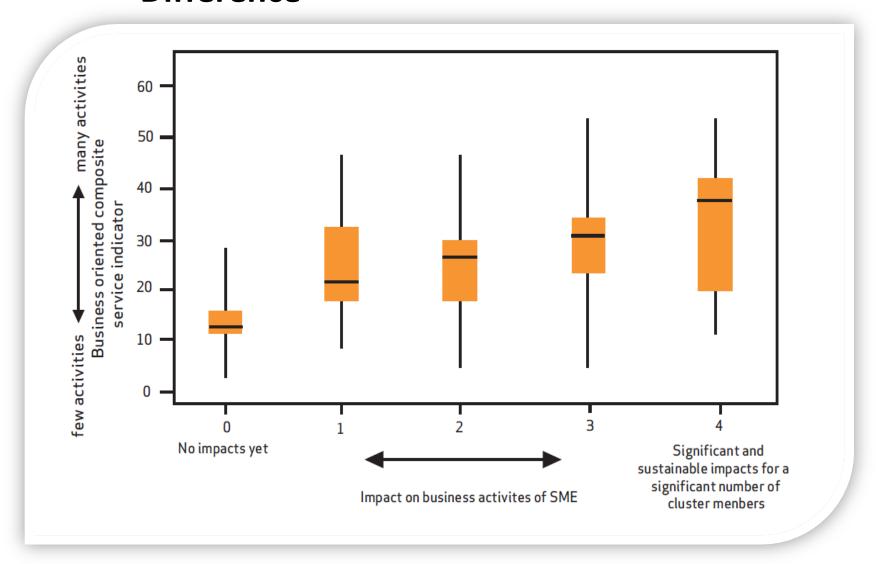


Cluster, Cluster Initiatives and Cluster Organisations





Quality and Intensity of Business Services European Secretariat Provided by the Cluster Managements Make the for Cluster Analysis **Difference**





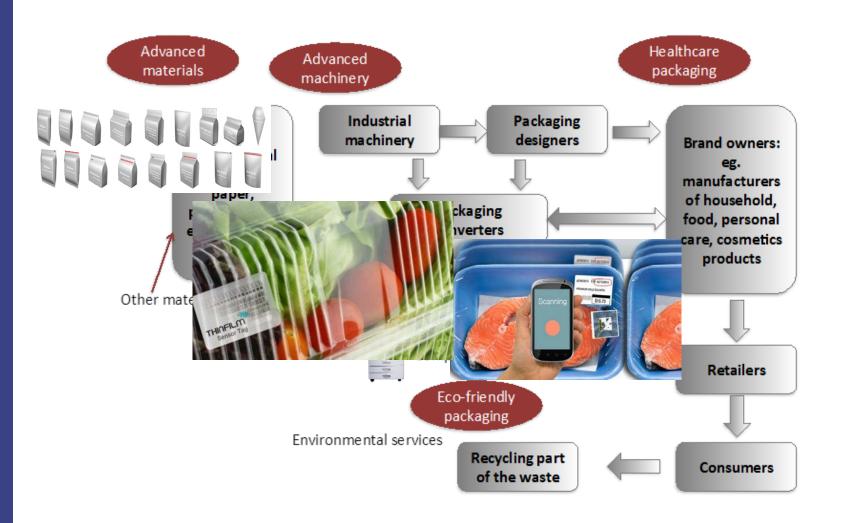
Examples for Innovation in the Field of Emerging Industries (Advanced Packaging)



Sources: gerber and Limmatdruck Zeiler



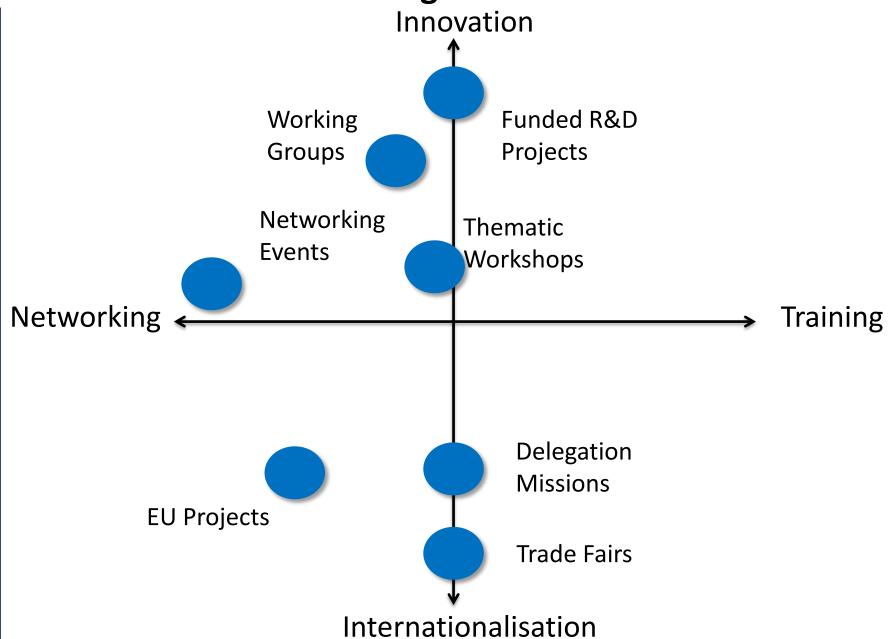
Potentials for Integrating New Actors in Emerging Value Chains



Source: European Cluster Observatory, 2015

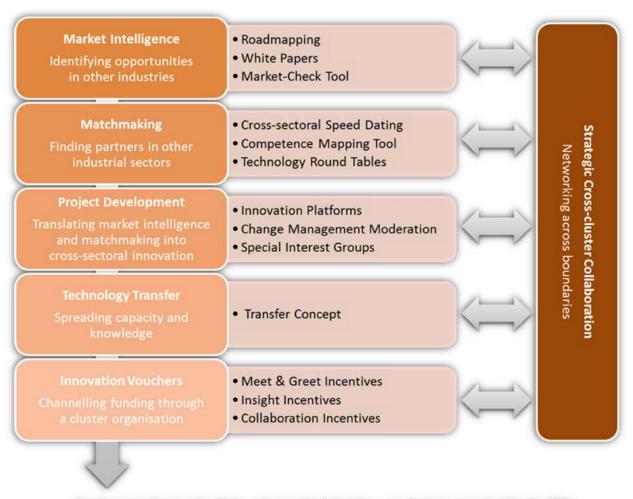


Traditional Service Portfolio of Cluster Managements





Perfect Service Portfolio of Cluster Managements



Development of new value chains and emerging industries = new business opportunities for SMEs

Source: European Cluster Observatory, 2015



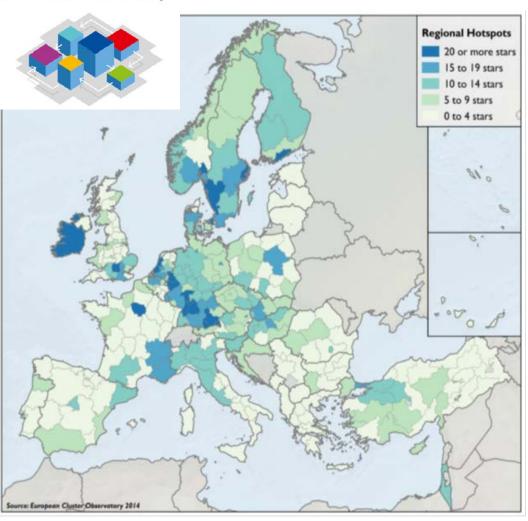
Diversification Towards New Value Chains

foodRegio = **Consolidation of** diversification measures Sustainable content generation in independent "sub-networks" Initial activities Initiation of cross-network cooperation Promotion of 'Open Innovations' Strengthening bonds with strategic network organisations from other sectors Knowledge Trend scouting, technology roadmapping, forecast processes creation Market analyses Multidimensional strategy development



European Hot Spots of Emerging Industries

European Cluster Observatory



- Number of employees
- Location quotient of employment
- Wages
- Employment growth







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