



Bavaria's clusters campaign

Networking success



*“Cluster: things holding
each other nice and tight.”*

*Excerpt from the Dictionary
of the German Language,
by Jacob Grimm
and Wilhelm Grimm,
1854–1960*



WHY ARE WE FORMING CLUSTERS?

As Silicon Valley (IT), Oxford (life sciences), Munich (IT) and other stories of world-class clusters amply detail, networking companies into clusters increases their rates of innovation and productivity. This is because the networking increases their ease of access to partners and highly-qualified personnel. The prime goal of Bavaria’s policies is to emulate these processes to enhance the ability of the state’s companies to compete on globalized markets. This ability stems from local-level factors, including the immediate, person-to-person access to and among players – companies, their specialized suppliers and research institutes – forming local networks.

The main objective of the state government’s launching of the clusters campaign was to promote the networking of and among Bavaria’s SMEs (small and medium-sized enterprises) and to thus foster their international-level viability. The launching of the clusters started with the setting up of cluster management teams in the state’s 19 key sunrise sectors. The teams have been given the brief of fostering and extending the network comprised of companies, research institutes, investors and service providers. The teams’ work is targeted at expediting the transforming of research findings into marketable products. This, in turn, leads to the retaining and creating of jobs in all of Bavaria’s regions.

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BAVARIA'S CLUSTERS: WHAT THEY ARE AND WHAT THEY OFFER

Since being launched in 2006, the clusters campaign has become an engine of full-scope innovation in Bavaria. During this time, the cluster teams have staged or facilitated 1,500 projects and events. These were attended by some 90,000 participants. Prime beneficiaries of the clusters' activities have been the state's SMEs, which account for two thirds of the more than 6,000 companies participating on a regular basis in them.




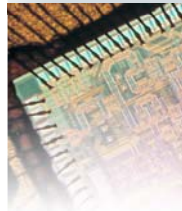

In euros and cents, it's worth your company's while to participate in our clusters. Here's why.

Participating in our clusters will give you access to

- a wide range of new business contacts,
- the latest breakthroughs produced by our research facilities,
- international markets,
- vocational and ongoing occupational and start-up programs and financing staged and available in the cluster's sector and region.

THE CLUSTERS: AN OVERVIEW

Bavaria's clusters campaign

Mobility	Materials engineering	Human beings and the environment	Information and electronics technologies	Services and the media
Automotive Rail technologies Logistics Aerospace Satellite-based navigation	Advanced materials Chemistry Nano-technologies	Biotechnologies Medical technologies Energy technologies Environmental technologies Forestry and wood Nutrition	Information and communication technologies Sensor technologies and high performance electronics Mechatronics and automation	Financial services The media
				

BAVARIA'S CLUSTERS CAMPAIGN

Getting in touch with the clusters

Each cluster has a CEO who is responsible for answering queries and providing assistance. CEO contact details are to be found at www.cluster-bayern.de or by sending an E-Mail to cluster@stmwivt.bayern.de

www.cluster-bayern.de is the portal providing you with access to key information on and contacts in your cluster of interest.

The portal provides up-to-date listings on the events being staged by and in the state's 19 clusters.



“Bavaria’s clusters campaign: networking success” is our brochure. It provides you with briefings on the clusters (with these including activities and contract details) and on their innovative projects.

