

ClusterAgentur Baden-Württemberg

ClusterAgentur?

What is the cluster agency and what does it aim for?

As a consulting and training instrument, the cluster agency aims to train cluster managements, enabling them to provide tailor-made services to their members, promoting their professionalization and reinforcing sustainable cluster development.

And in another direction, the cluster agency also supports policy-makers in the development and implementation of cluster policy goals.



ClusterAgentur BW

- Field of Action Fields -



ClusterAgentur Action Fields



Action Field: Cluster Policy Support



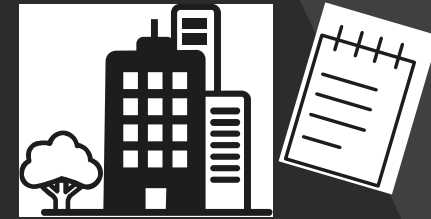
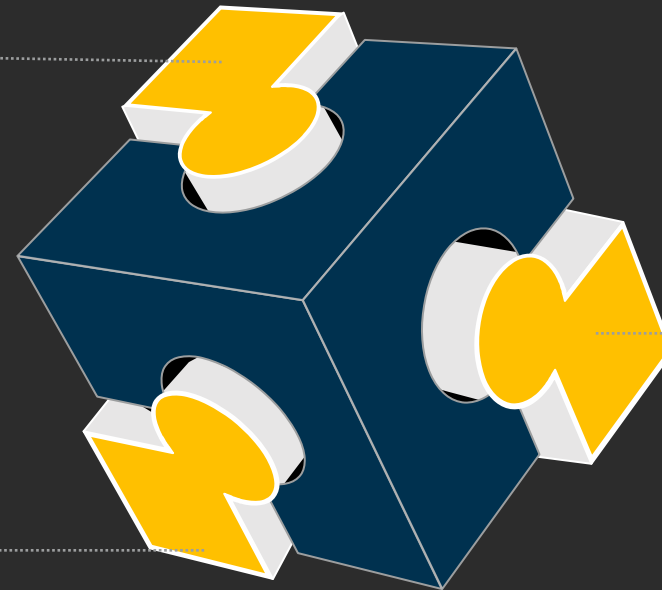
Supporting Cluster Policy Making in BW

- Advising the Policy Makers (e.g. Ministry of Economics) in how to best implement cluster policy



Participation in Committees

- Taking an active role in advisory bodies, committees and joint project groups, that are cluster-related



Administration and Information

- Gathering and sharing cluster policy relevant information, monitoring cluster relevant developments

ClusterAgentur Action Fields



Action Field: Cluster Management Excellence

Individual Measures

Individual Coaching



- Individual coaching and advisory for cluster managements
- Identification of need for action in terms of programmatic content or organizational aspects
- Discussion of tailor-made solutions in terms of professionalization, innovation and technology transfer as well as internationalization

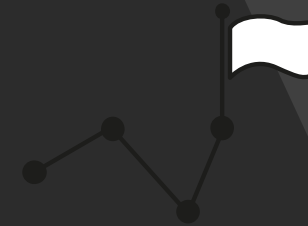
Hands-on Support

- Joint elaboration of an action plan for implementation of various measures / services
- Participation of the cluster agency at action plan implementation measures/events of the cluster management
- Feedback discussions and adjustments / sharpening of the action plan
- Follow up, constant monitoring / review of the strategy and service implementation process



Strategic Dialogues

- Analysis of the current state of development of the cluster initiative and analysis of problems and constraints
- Support in development or adaptation of individual strategies for cluster initiatives
- Facilitation and Guidance through the strategy development process (e.g. aiming at advisory boards or members)



ClusterAgentur Action Fields



Action Field: Internationalization

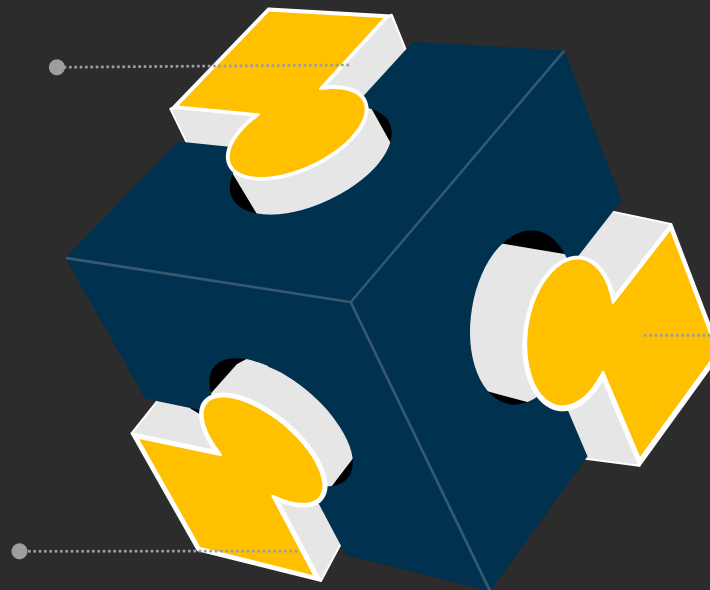


Market Studies

- Analysis of international user industry and markets for selected technology clusters as a foundation for internationalization measures
- Support in building up ideal preconditions for a well-targeted and efficient cluster internationalization

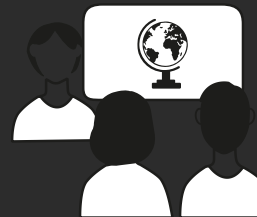
Hands-on Support Going International

- Joint elaboration of an internationalization action plan for implementation
- Feedback discussions and adjustment / sharpening of the action plan



Meeting Point Internationalization

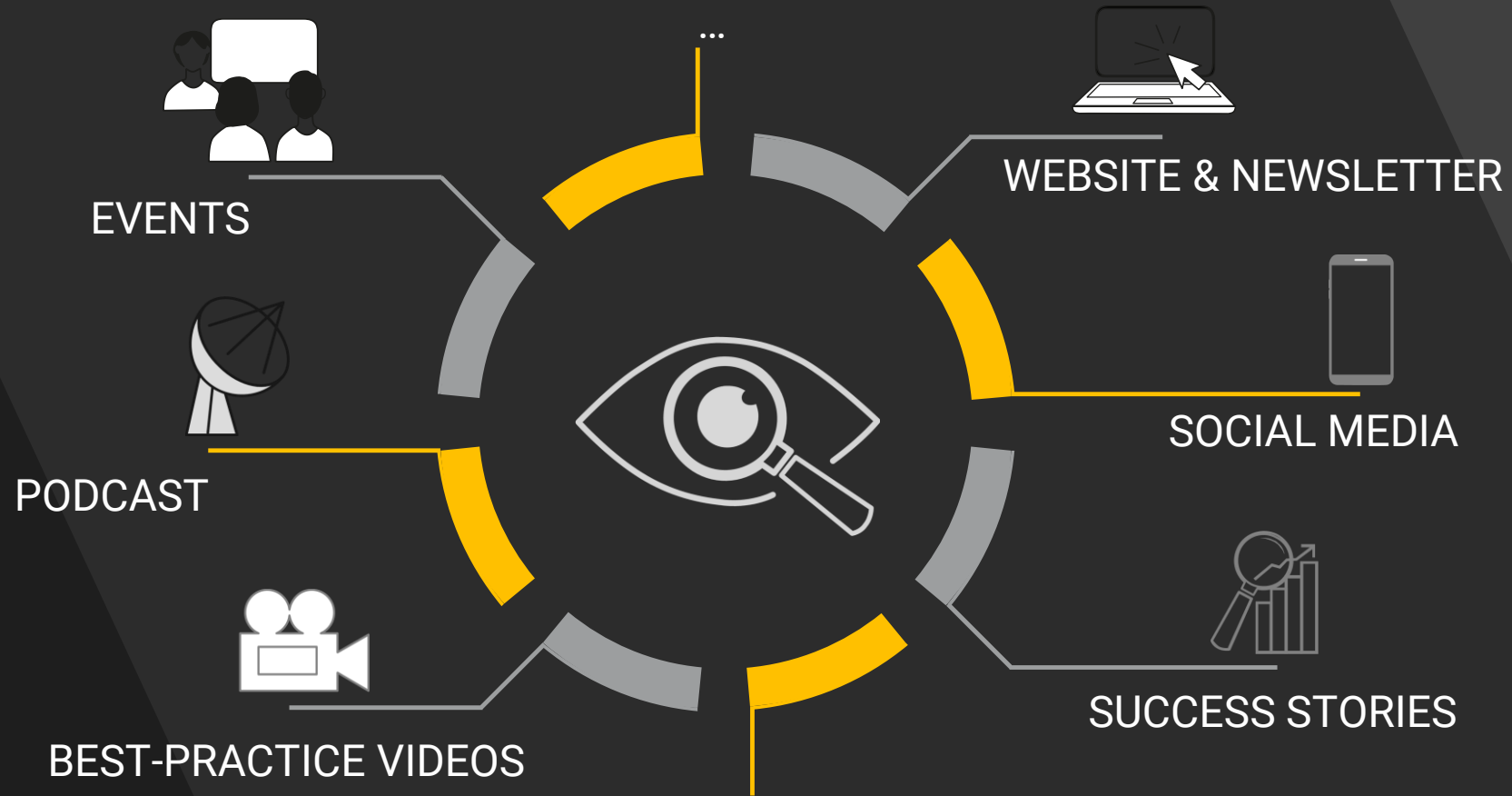
- Workshops for practical knowledge-building and experience exchange in the context of different country, industry and technology demands and conditions
- Input presentations by recognized experts focusing on a target country and / or a selected topic
- Practical advisory and knowledge exchange between cluster managements



ClusterAgentur Action Fields

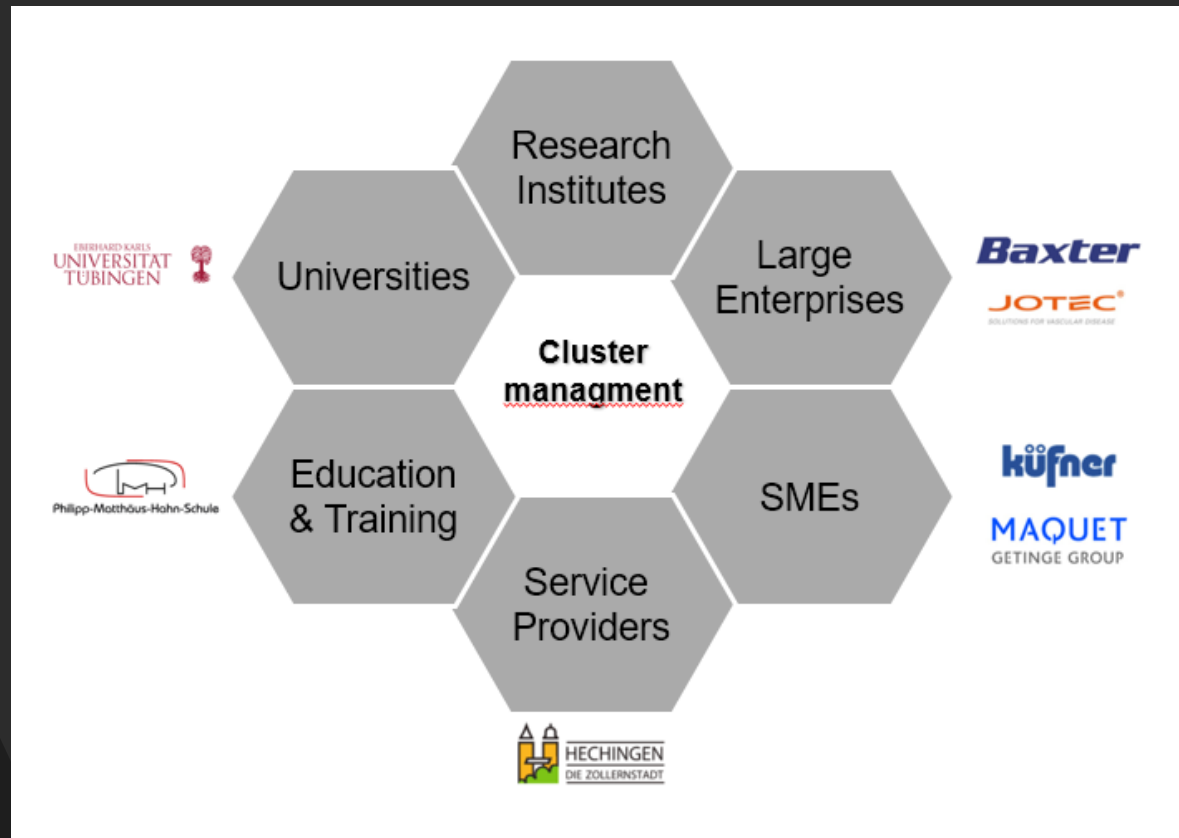


Awareness & Visibility



Good Practise

Cluster Medical Valley Hechingen



Good Practise

Cluster Medical Valley Hechingen

Problem / Challenge

- After a successful start, the cluster management team changes.
- Dissatisfaction among cluster members increased
- The motivation of cluster members to participate has decreased.
- The question arose if cluster efforts should continue.
- Many cluster members left. Only about 10 companies remained in the cluster.
- In addition, another cluster, Medical Mountains Ltd., successfully settled not far away.



Dialysis membrane production

Good Practise

Cluster Medical Valley Hechingen



The instigator



The coaches



Seed funding



Professional cluster manager management



New strategy;
New services

Good Practise

Cluster Medical Valley Hechingen



The instigator



The coaches



Professional cluster management



2. Cluster-Regio-Point

„Transformationsprozesse erfolgreich gestalten – Bestehendes für Neues nutzen“

22.10.2021
STADTHALLE MUSEUM HECHINGEN

Logos at the bottom: European Union, EFRE, Baden-Württemberg, ClusterAgentur BADEN-WÜRTTEMBERG, IHK Hechingen, and others.

Thank you!