

Cluster competitiveness & European projects – a view from the Foot of the Mountain

Open Days 2011 – Open for Business
Skien, Norway
20th October 2011

Agenda

1. Intro:

- The BrainsBusiness ICT Cluster
- Our approach to innovation & projects

2. European projects

- Who, why and especially why not?

3. Outro: The view from the top

Cluster history

- 1948: SP Radio
- 1973: Dancom
- 1974: Launch of Aalborg University (AAU)
- 1983: Dancall, Cetelco (1G)
- 1987: NOVI Science Park
- 1988: DC Development (JV - 2G)
- 1991: Operator: Sonofon (now Telenor)
- 1990s: Established as development hub
 - 1997: Establishment of NorCOM (Wireless)
 - 2005: Establishment of ikt forum (IT)
- 2008: Launch of joint ICT Cluster Initiative
- 2009: Merger of networks into BrainsBusiness

Shipbuilding
Maritime communications



Mobile phones
Wireless solutions

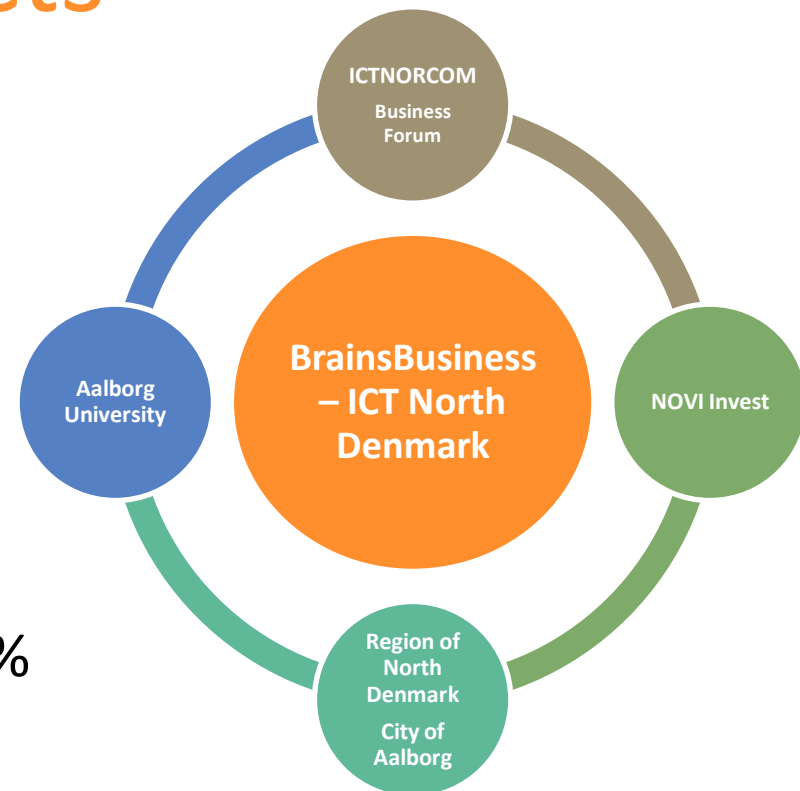


Computer science
Network formation



Cluster facts

- Approx. 9.500 jobs
- 120 cluster members
- World Class ICT Research
- High growth cluster:
 - Last 3 years:
Jobs +18,6 % & Turnover +12,1%



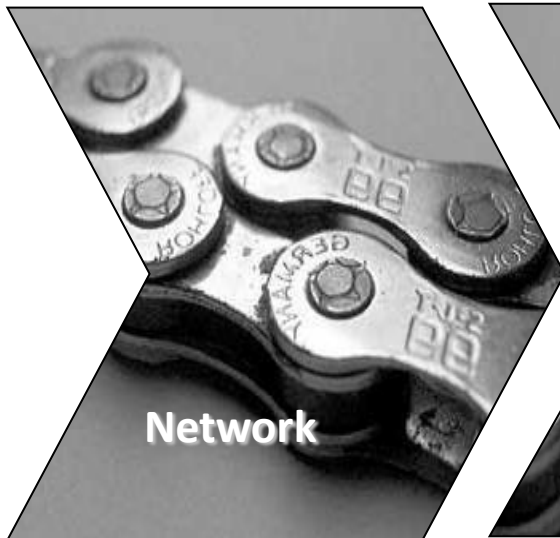
Focus areas

- **Competitiveness**
- **Attractiveness**
- **Visibility**



Pushing for open innovation

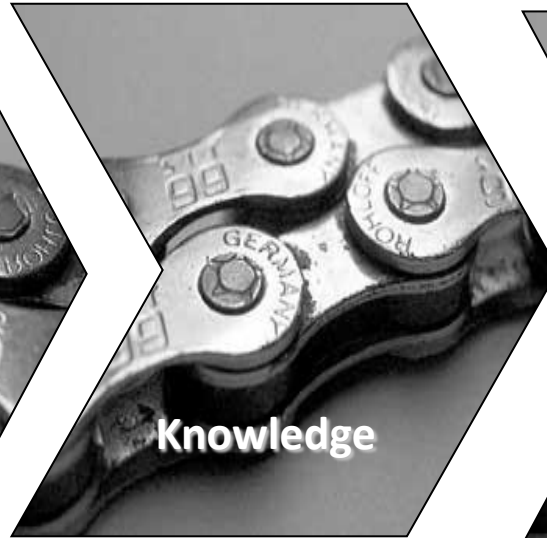
LINKING



Network

- ✓ Meeting
- ✓ Knowing
- ✓ Trusting

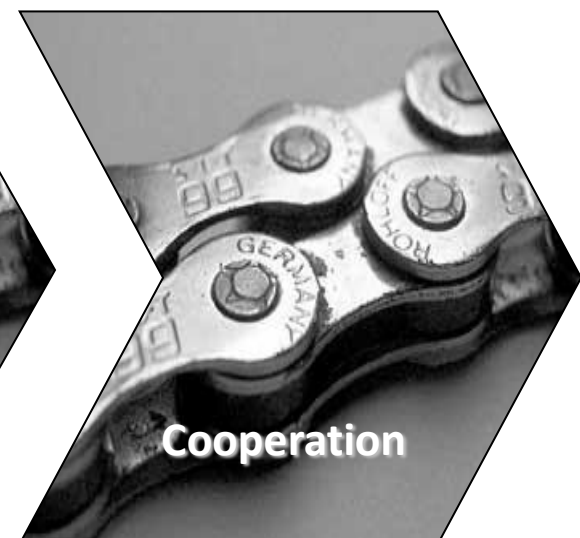
SHARING



Knowledge

- ✓ Exchanging
- ✓ Learning
- ✓ Imparting

OPENING




Cooperation

- ✓ Cooperating
- ✓ Comparing
- ✓ Improving

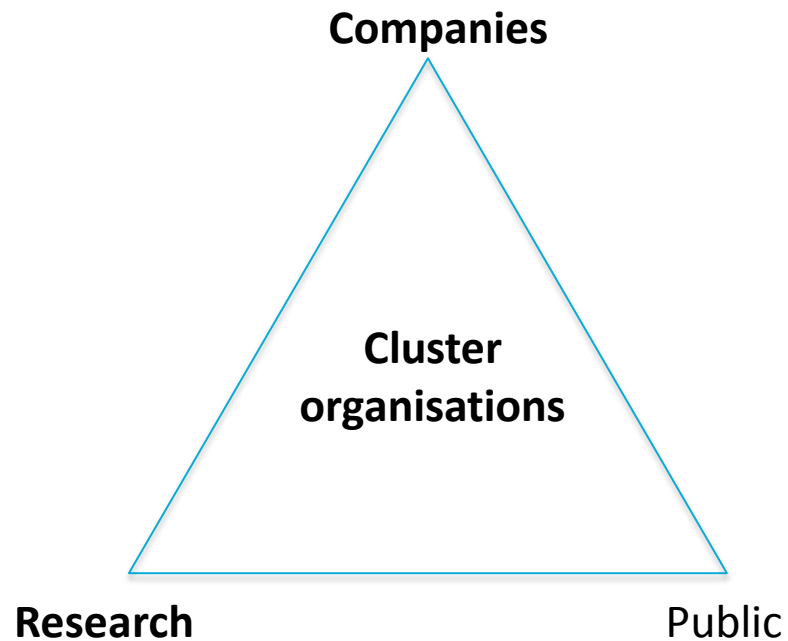
European projects – who, why and especially why not?

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3 points of caution

- EU funding should have a warning label like: "handle with extreme care"
 - EU projects are policy instruments – designed and administered by policy makers
 - It is not "easy money", it is very hard-but-very-smart money
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Who? – different viewpoints



Cluster organisation

- Why not:
 - Unstable financing/lack of control of core activities
 - Linking cluster organisations – not clusters
 - Risk of “addiction” problems (chasing funding)
- Why:
 - Branding and visibility
 - Opening access to new partners (B2B, A2A, P2P)
 - Financing for new/additional services


Cluster companies

- Why not:
 - The promise of €
 - Administration/ partnership management /legal (IPR) (SME hostile)
 - Speed to market (long-term perspective)
 - Why:
 - Risk reduction
 - Customers/partners
 - Branding
- 

Research institutions

- Why not:
 - best available funding option?
- Why?
 - Money
 - Prestige internal/external
 - World class research

View from the top

- Think strategic – not tactical
 - It is all about the partners
 - Long-term knowledge / innovation
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Thank you!



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