



# **BIC Pilsen developing a regional innovation strategy**

**Krakow, April 22 2005**

Zdenek Molcar  
Business Innovation Centre Pilsen

# Pilsen Region

- ▶ Dominant centre of the region – City of Pilsen
- ▶ Low population density in peripheral parts of the region
- ▶ Road and rail networks oriented to Pilsen
- ▶ Good traffic connection to neighbouring regions
- ▶ National Park Šumava
- ▶ Good environment



# Pilsen Region: Basic Facts



|                               |                               |
|-------------------------------|-------------------------------|
| Area                          | 7561 km <sup>2</sup>          |
| Number of inhabitants         | 551 281                       |
| ▪ City of Plzeň               | 165 767                       |
| ▪ Pilsen Agglomeration        | 355 000                       |
| GDP per capita                | 2 <sup>nd</sup> largest in CZ |
| Longterm rate of unemployment | under 8 %                     |



# Economic base of the Pilsen region

## Traditional Industries

- Heavy machinery (ŠKODA Plzeň)
- Food processing industry (breweries, beverage production)
- Industry of building materials – ceramics

## New industries – Foreign Direct Investments

- High-tech machinery (Daikin)
- Electronics and electroengineering (Panasonic)
- Automotive industry - components

# Municipal Industrial Park Bory Fields

45 located companies - 2/3 of total are FDI

Benefits – End of 2004:

- Jobs created – 7,850;
- Private investment - 9,6 billions CZK (320 millions €).

Estimated Benefits – End of 2006:

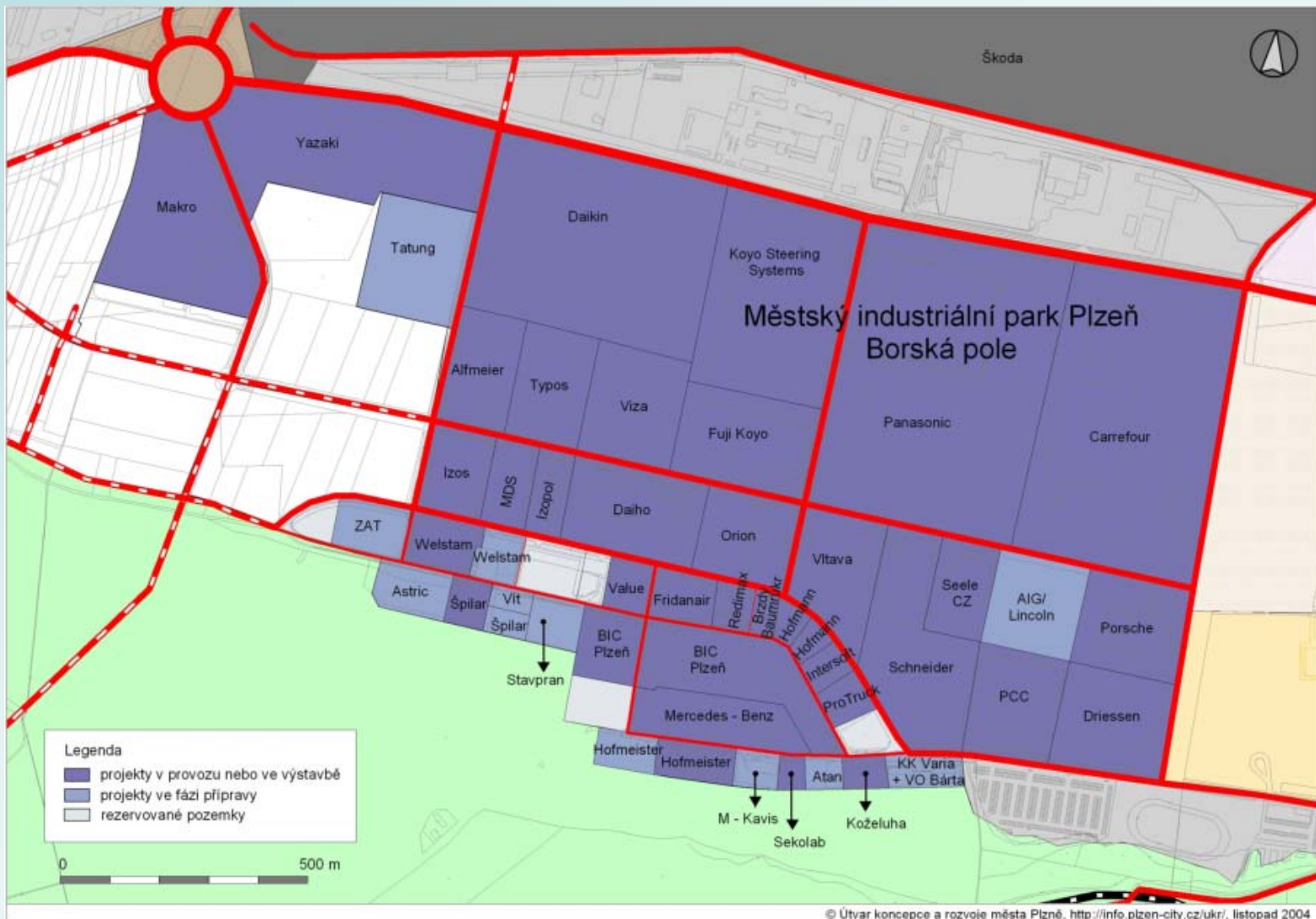
- Jobs created - about 11,000;
- Private investments - cca 12 billions CZK (400 millions €).

The municipal part of the park is fully occupied by companies





# MIP Bory Fields: Situation Plan





# **MIP Borská pole: From manufacturing to R&D**

## Technology Centres:

- Mercedes-Benz Engineering – car prototyping
- Panasonic European Laboratories Czech – software and electronical components development
- Value Engineering Services – automotive industry components development

## Science and Technology Park Plzeň:

- New tool for support of economical development
- Response to challenges in increasing the competitiveness of the City and the Region



# BIC Pilsen

- model of European BICs
- founded in 1992 by the city of Pilsen
- limited liable company owned by the City
- member of int'l networks (EBN, EIC, IRC,...)
- contributes to the local and regional development – range of support services for small and medium sized companies (mostly innovative firms)
- Activities:
  - Creation of new companies (business planning, incubation, network of experts)
  - Helping existing companies -interface between the needs and resources (finance, technologies, experts, business contacts,...)





# **BRIS project**

## **Bohemian Regional Innovation Strategy**

- strategy for regions:
  - Prague
  - Pilsen
    - **BIC Plzeň**
    - Regional Development Agency of Pilsen Region
    - management board: representatives of Pilsen Region, City of Pilsen, University of West Bohemia, research institutions and a financial institution
- foreign partners:  
London (UK), Aachen (GER), Rotterdam (NL)



# **BRIS project**

## **Bohemian Regional Innovation Strategy**

- phases:
  - 2002 (phase 0) – definition and preparation phase
  - 2003 (phase 1) – analysis of:
    - selected SMEs
    - selected big companies
    - research and development potential
    - economic potential and current trends
      - » SWOT analysis
  - 2004 (phase 2) – the implementation stage
    - strategy draft and pilot projects

# BRIS project

## Bohemian Regional Innovation Strategy

### SWOT analysis:

- **Strenghts**

- Human resources – University of WB, technical tradition of the region
- Electrotechnical industry and electronics
- Automobile components
- Research and development potential
- Transport connection, good location

- **Weaknesses**

- Region size (to small)+ differences between Pilsen and the rest of the region
- Low atractivity of technical fields
- Qualification of graduates, availability of qualified workforce, motivation
- Missing premises, finance, industrial zones
- Dependency on abroad

### **Opportunities**

#### External

- Moving FDI into new EU countries
- Following other already located technology centers (Mercedes Benz, Panasonic,..)
- Shift from manufacture to development

#### Internal

- Increase in education and qualification
- More financial sources
- Development of applied research on Univerisity of WB
- Political support

### **Threads**

All the mentioned opportunities could turn into threads if the region is not prepared to take advantage of them.



# BRIS project

## Bohemian Regional Innovation Strategy

### OBJECTIVES:

Objective 1> To create conditions for the development of promising and emerging sector

- regional foresight, development of clusters and cooperation networks

Objective 2> To improve the infrastructure for innovative firms

- Physical infrastructure and services

Objective 3> To build new and strengthen existing R&D capacities in relation to the business sector (to connect more R&D with business)

Objective 4> To develop human resources

- Motivation of students, professors, cooperation between schools and businesses, changing study programs etc.

Objective 5> To secure funding for innovation projects

- Structural funds, Regional Innovation Fund

Objective 6> To enhance the image of the region as a technology friendly one and to create an innovative environment

- R&D Awards, promotion of the region, making R&D attractive to the public

*BRIS to download:* **[http://www.bic.cz/dwl/bris\\_aj.pdf](http://www.bic.cz/dwl/bris_aj.pdf)**



# Science and Technology Park Pilsen

- Project started in 1996
- Beginning partners: BIC Pilsen, University of WB, City of Pilsen
- Revitalized former AIR FORCE base
- Environment for Innovative activities:
  - Start ups, Spin offs (incubation)
  - R&D activities related to the industry
- Good Location
  - Near the University of WB, near the Highway (Prague-Germany), next to the Municipal Industrial Zone of Pilsen



**PLZEŇ ( PILSEN )**

Germany  
40 miles

Prague  
60 miles



**MUNICIPAL INDUSTRIAL PARK**

**ŠKODA**



Kuvag CR  
Dalho

Griffith

Vltava

Schneider

Seele

CZ

AIG

Lincoln

P C C  
Priessen

Porsche

( Matsushita )  
Panasonic

Carrefour

**SCIENCE AND TECHNOLOGY PARK**

*The University  
of West Bohemia*



# Science and Technology Park Pilsen

## History:

1996 – the first business incubator  
(approx. 1000 sq. meters of office space)



1999 – the second business incubator  
(approx. 600 sq. meters of workshops)



2001 – technology center opened  
(approx. 1000 sq. meters of office space)



# Science and Technology Park Pilsen

## Goals of the project:

- To increase economical potential of the City and the Region in the field of innovation and R&D
- To promote more intensive cooperation between University and businesses
- Impuls for location of high added value activities and businesses
- Support of creation of innovative SMEs



# Science and Technology Park Pilsen

## New Organisation:

- ▶ New joint stock company „VTP Plzeň, a.s.”
- ▶ Founders:
  - City of Plzeň
  - Pilsen Region
- Partners in project:
  - The University of West Bohemia
  - BIC Plzeň

# Science and Technology Park Pilsen

## Planned new Capacities:

| The Capacities                         | Total  | 1st Stage<br>(2005-2008) |
|--|--------|--------------------------|
| Area (m <sup>2</sup> )                 | 40 000 | 13 200                   |
| Volumes of buildings (m <sup>3</sup> ) | 61 000 | 33 000                   |
| Space for rent (m <sup>2</sup> )       | 8 000  | 4 700                    |

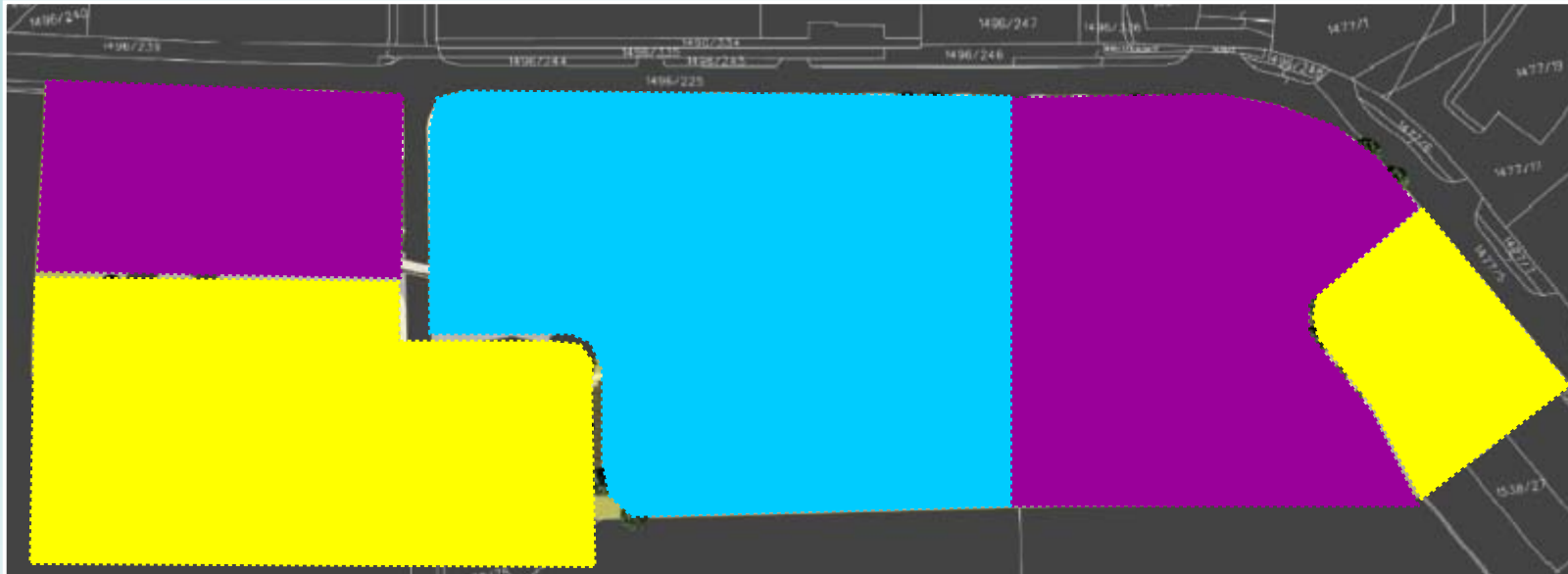
# Science and Technology Park Pilsen

## The next stage budget:

- ▶ The total budget – 6,7 mil. € (excl. VAT)
  - ▶ The investment cost (out of total) – 90%
- ▶ Expected funding from SF – up to 75%
- ▶ Co-financing 25% - City of Plzeň, Pilsen Region
- ▶ Scheduled for 2005-2008

# Science and Technology Park Pilsen

## Project stages:



**Existing facilities**

**BIC Plzeň**

**1st stage**

**Next stages**



# Science and Technology Park Pilsen View from the East:



# Science and Technology Park Pilsen

## View from the West:





# Science and Technology Park Pilsen

## Exterior:



**VĚDECKOTECHNICKÝ PARK PLZEŇ**  
model areálu



# **Thank you for your kind attention.**

## **Contact:**

Zdenek Molcar

BIC Plzeň

Business Innovation Center Plzeň

Riegrova 1, 306 25 PLZEŇ

CZECH REPUBLIC

Tel: +420 377 235 379

Fax: +420 377 235 320

Email: [molcar@bic.cz](mailto:molcar@bic.cz)

[www.bic.cz](http://www.bic.cz)