



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

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# 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
<ul style="list-style-type: none"> <li>▪ City of Plzeň</li> </ul>	165 767
<ul style="list-style-type: none"> <li>▪ Pilsen Agglomeration</li> </ul>	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

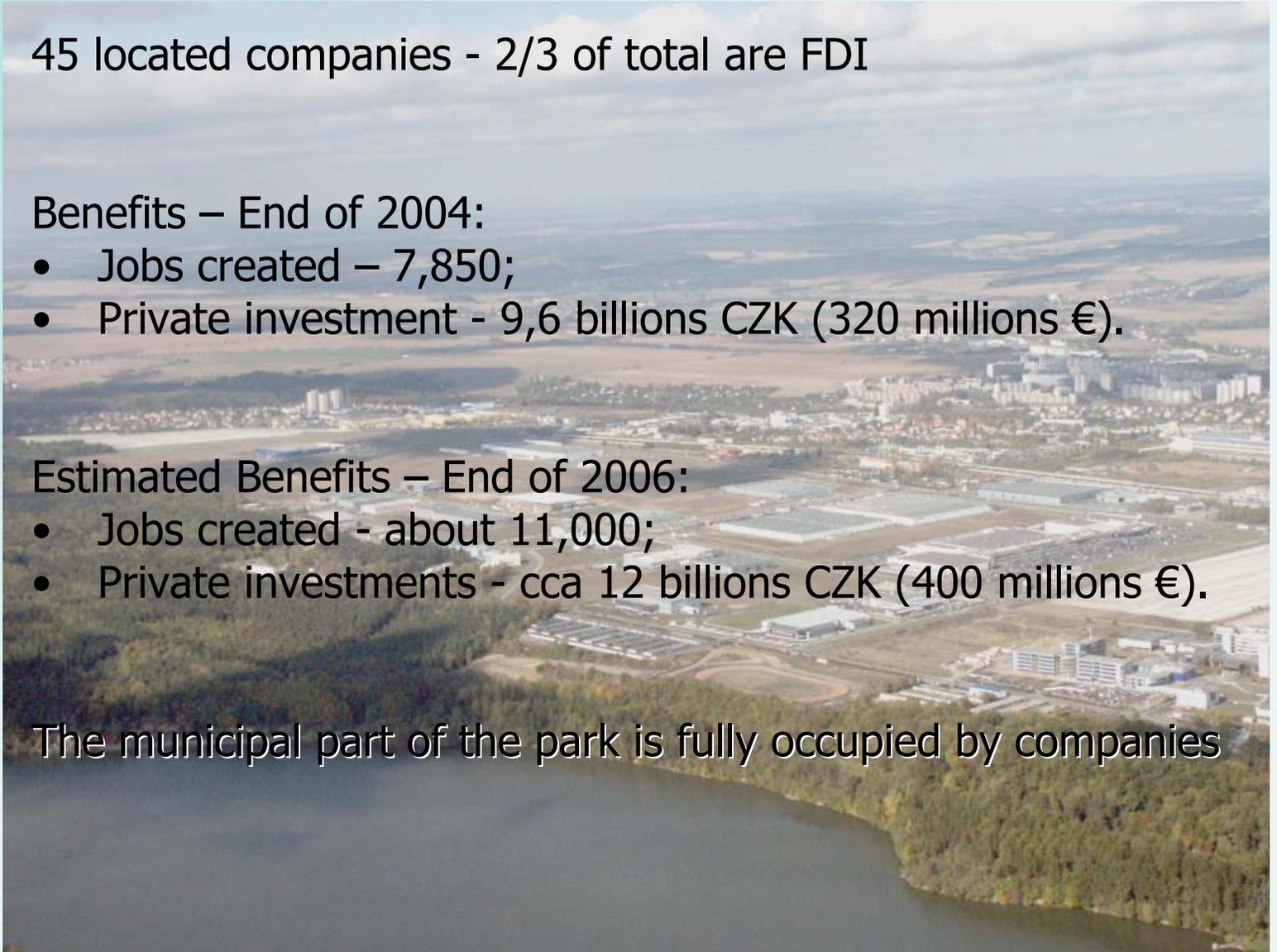
Benefits – End of 2004:

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

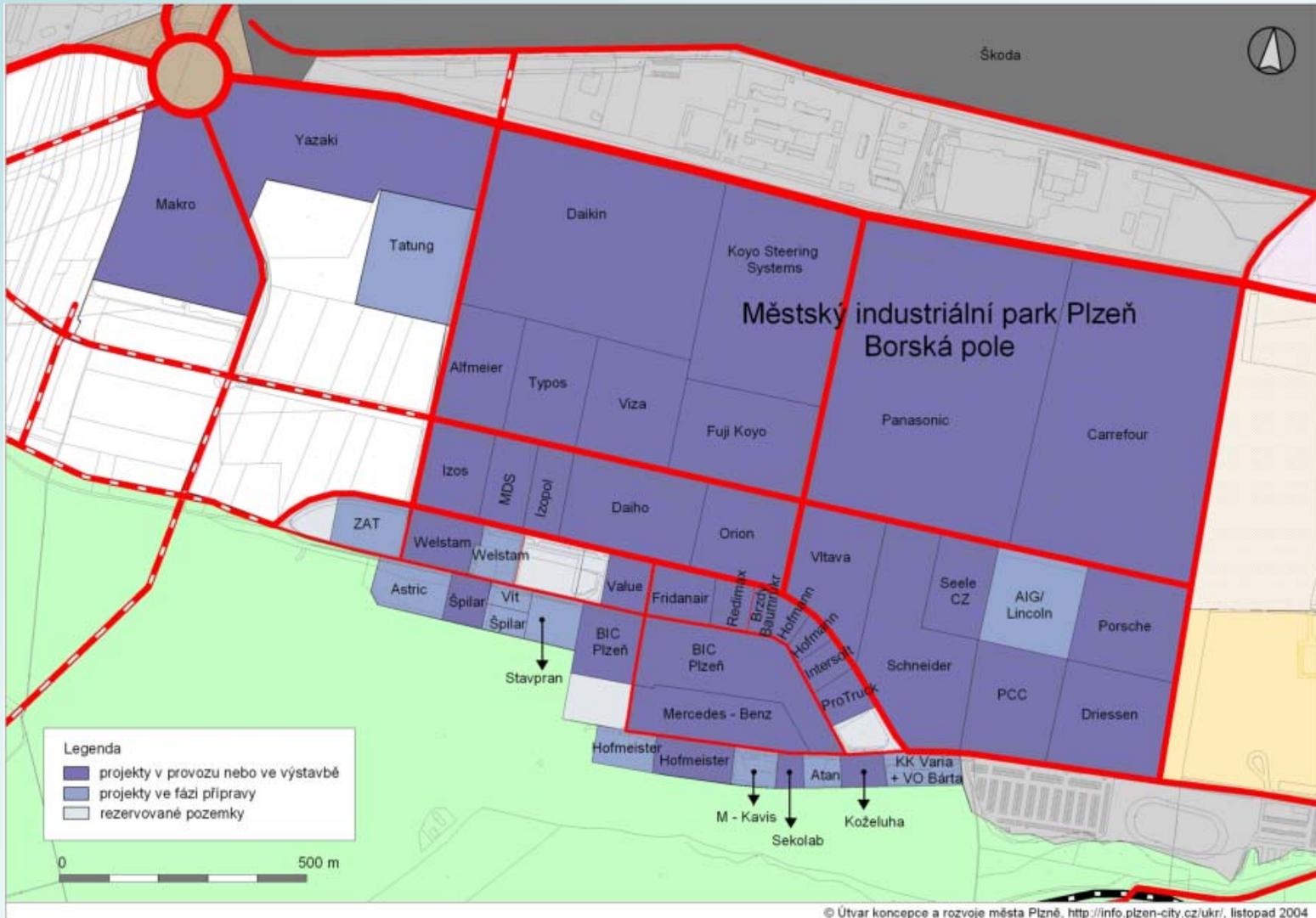
Estimated Benefits – End of 2006:

- 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

( Matsushita )  
Panasonic

P C C

AIG  
Lincoln

Driessen

Porsche

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:

<b>The Capacities</b>	<b>Total</b>	<b>1st Stage (2005-2008)</b>
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



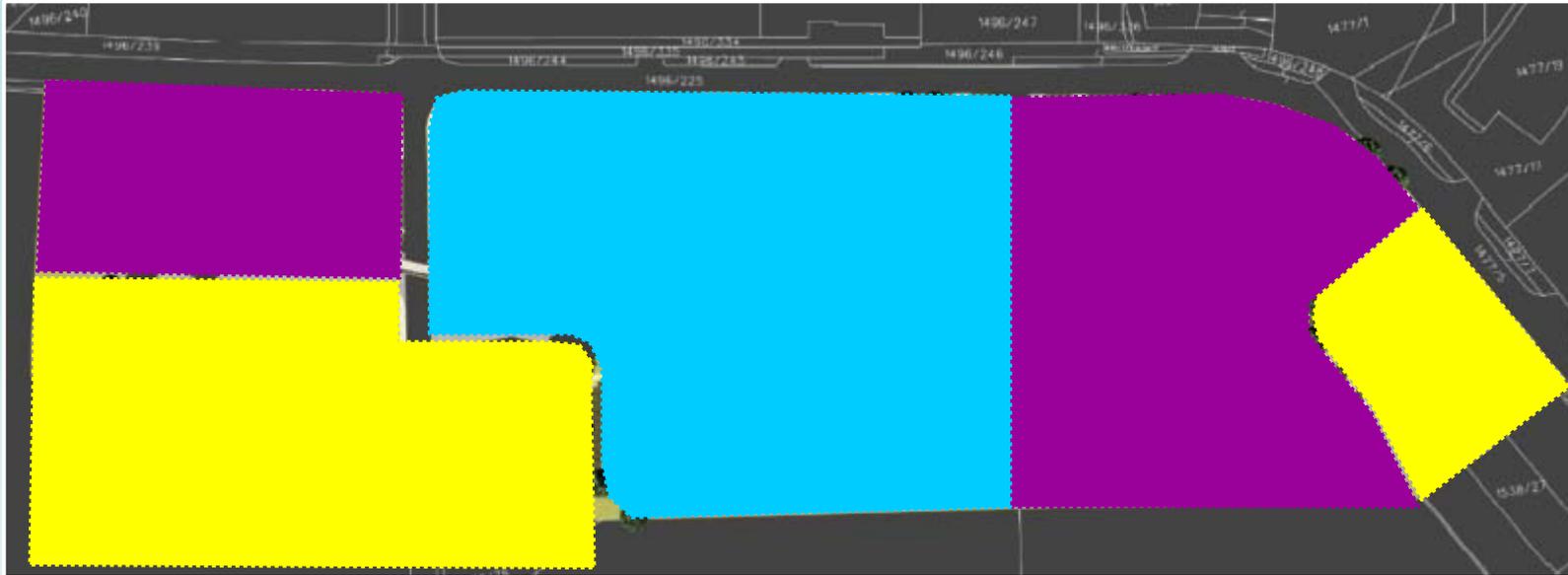
# Science and Technology Park Pilsen

## 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 Exterior:



VĚDECKOTECHNICKÝ PARK PLZEŇ  
model areálu



# Thank you for your kind attention.

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