

The small company as a driving force for regional development and welth

The symbiosis with big companies and universities brings competitiveness

The network – business and profit



SME – local responsibility

- Small companies in South Sweden are often owned and managed locally.
- Responsibility for social and regional development
- Networks are well established but cluster management is still in an early stage.

The industrial reality in Kronoberg – the up-side

- Ingenious leadership of SME
- Strong informal networks
- Local awareness – helping hands
- A culture of know-how and independence
- Positive thinking
- A young, growing and "hungry" university
- Quality of life
- Spirit of persistency

Up side

- Good reputation for quality, technology and reliability
- Well established business relations
- High productivity and competitiveness
- Rapid development from farming to modern industrial standards
- Awareness of global possibilities and threats
- Technics and culture for sustainable development

The industrial reality in Kronoberg – down side

- Few university graduates involved
- Few research projects with industry
- Traditional low-tech industry
- Low per capita income
- Aging population
- Rapid urbanization
- Remote area/not part of the EMU

Cooperation

- Cooperation between SME might be the way to preserve and develop industrial competitiveness.
- The academic world will bring future solutions and make SME survive.

Cluster brings knowledge and profit

- Cluster cooperation brings knowledge and business opportunities
- Managing clusters is different from any other kind of leadership
- Successful clusters bring new business
- A well managed cluster is a protection against business failure

Market driven development

- The quality of SME performance and products are driven by international customers.
- The last few years brought a change of attitude: supercompetition and new roles for cooperation and development.
- Networks compensate size and optimize competitiveness

Obstacles for the cooperation between SME and academy

Organization and culture

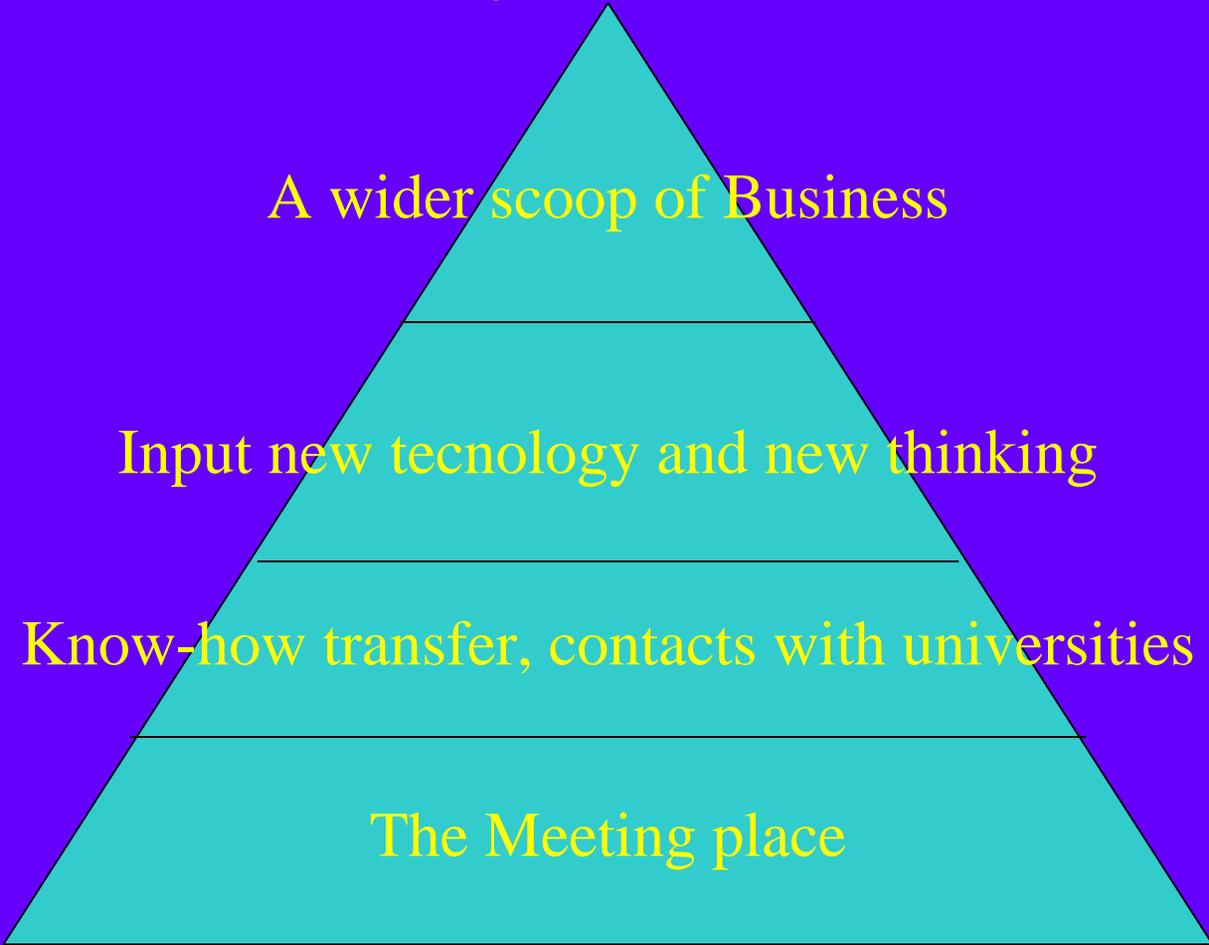
- The organisational disproportion and different managing cultures.
- SME are producing according to customer demand and deliver what the customer is prepared to pay for. No more.

The local network is the basis

- The small local network is the basis for the regional network.
- This is then the basis for the national network
- The national network is the basis for international and global networks

Aluminiumriket

(The Kingdom of aluminium)



A wider scoop of Business

Input new technology and new thinking

Know-how transfer, contacts with universities

The Meeting place