

# Aragonese Experience: “Creation of Sectoral Platforms”

*30th June – 1st July 2003  
Bologna - Italy*

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# Aragón View



- Aragón, with an area of 47.669 km<sup>2</sup> and 1.200.000 inhabitants (25 inhab/km<sup>2</sup>) includes three provinces: Zaragoza, Huesca and Teruel.
- 95% of the Aragonese region is a fragile and few structured zone (a rural area), and the rest 5%, includes Zaragoza metropolitan area and its industrial surroundings.

# Instituto Tecnológico de Aragón: Management organism

The *Instituto Tecnológico de Aragón* is a technology R&D centre whose main objective is to promote the technological capacity of the local industry. This support comprises a wide variety of tasks, such as identification and support of the innovation necessities, technology and innovation management, exploitation of technological resources, etc.



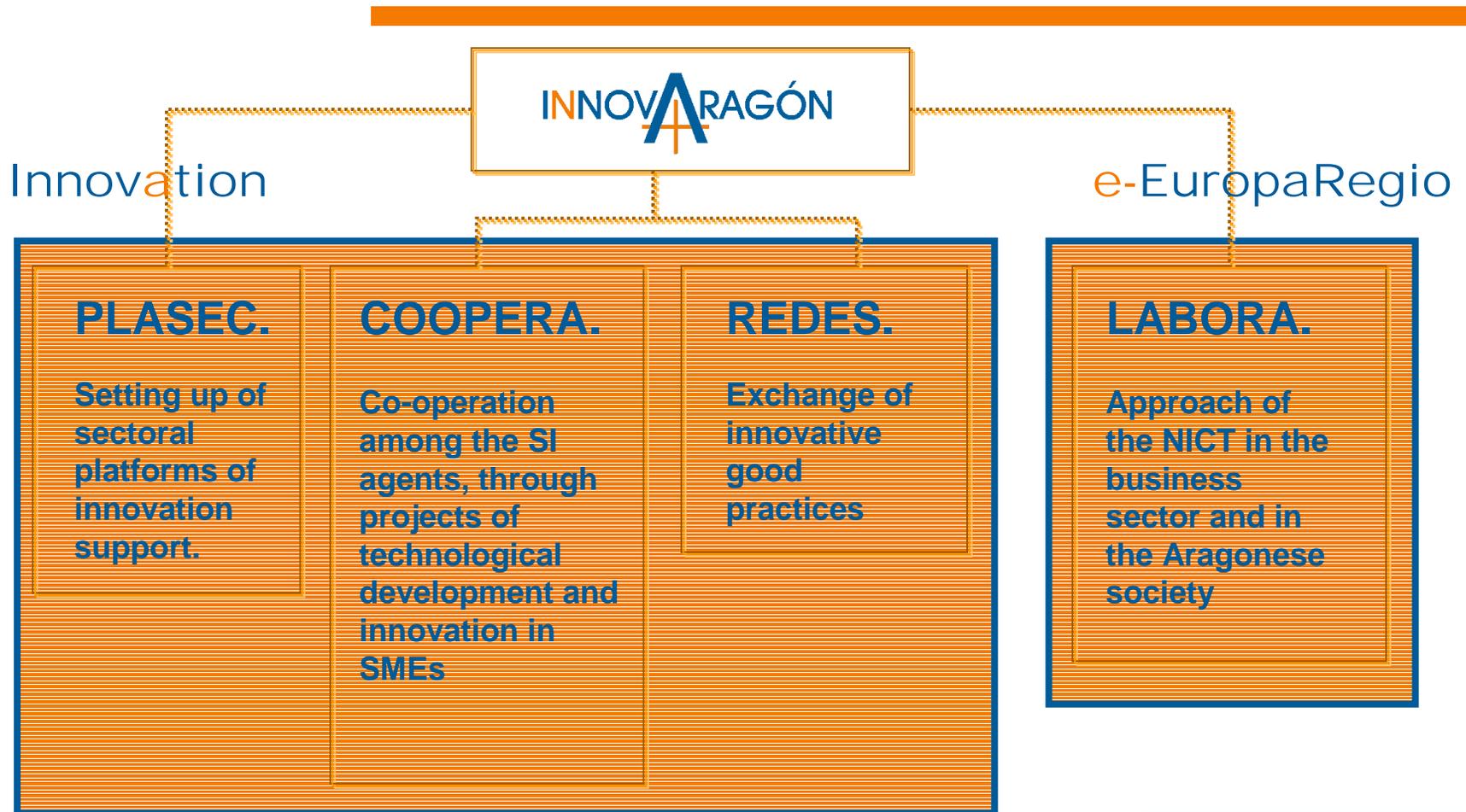
The technical areas are:

- Agro-alimentary and Biotechnology.
- Electronics and New Technologies
- Mechanics and New Materials
- Technological Consultancy
- Technical Services of calibration
- Training

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# Framework of Sectoral Platforms



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# PLASEC Measure

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# Kindness of the cooperation in the enterprises relations

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- The co-operation between companies (specially between SMEs) represents a key factor in competitiveness with the global economy.
- It facilitates the presence and visibility in the global market of the companies that decides to cooperate.
- It allows to accede to new opportunities and new challenges difficult to reach in individual form.
- All the companies that participate in a cooperation obtains benefits from it.

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# PLASEC, a measure to take advantage of cooperation kindness

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- And to facilitate the co-operation in Aragon by means of the creation of Sectoral Platforms
- To spread the innovation and cooperation culture between the sectors of activity of the participant companies.
- To spread the cooperation such as interrelation mechanisms that go beyond the strictly mercantile relations of subordination and that allow to performances and behaviors "win-win".
- To combine capacities and competitions to position itself in segments of greater added value within the value chain.
- To respond to challenges that need the concurrence of several companies.
- To design, to define and to implant shared strategies of innovation.
- To define stable mechanisms of cooperation  
improve the competitiveness of the companies of  
Plataformas

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# PLASEC Measure

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## Content:

- **Setting up of sectoral platforms of innovation support.**

## Description:

- **A Sectoral Platforms is a group of companies from the same sector of activity, or present in the same supply chain, or with common interests, that articulates stable mechanisms of cooperation in order to improve its competitive capacity.**

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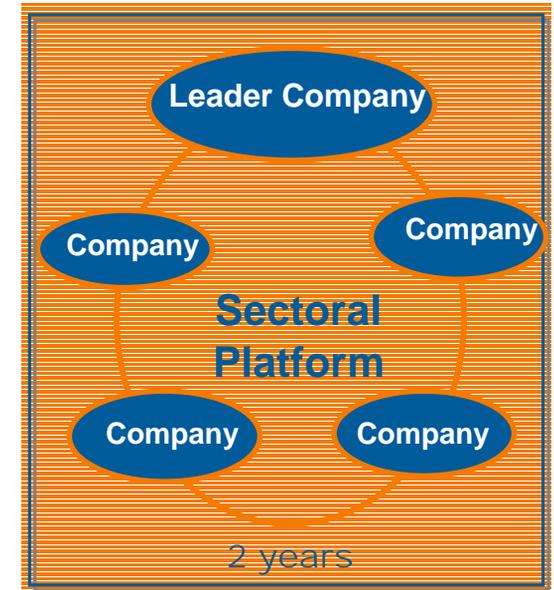
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# Sectoral Platforms

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## Objective:

- To Improve competitiveness of the companies through cooperation and establishment of an agreement about the following issues:
  - the **challenges** companies have to cope with related to innovation matters
  - the **objectives** and **strategies** to get these challenges
  - the **priority actions** to be developed by:
    - the companies participating
    - the association of these



# Keys

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Group of Companies

From Same sector of activities

Same value chain

Common geographical or social context

With Common interests and Innovation necessities

Stable mechanisms of Long Term co-operation

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# Development of PLASEC

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- Identification of possible Sectoral Platforms. (Leaders and companies).
- Definition of cooperation lines between the companies.
- Animation in proposals presentation to PLASEC Call.

- Evaluation of proposals received in an interactive process between ITA and Sectoral Platforms.
- Financing of the best proposals.



- Agreement between ITA and each Sectoral Platform with the commitment of fulfillment of the objectives and collaboration.
- Individualized accompanying plan for each Platform, according to the particular necessities.

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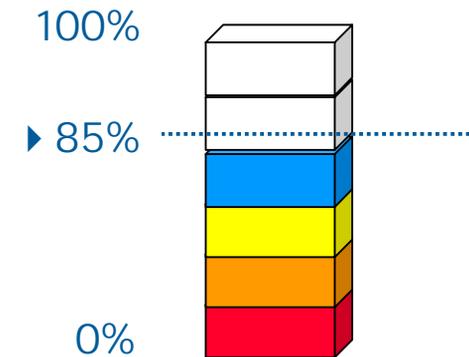
# Working lines

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## Finished Activities

- **Pro-active** identification of sectoral platforms.
- **Evaluation** of proposals
- **Resolutions** of calls for the creation of Sectoral Platforms.
- **Constitution** of Sectoral Platforms.
- **Agreements** ITA - Platforms.
- **Starting** with Platforms activities Plan and with the accompanying measures.

## Execution stage



# Figures

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## Initial Objectives

Nº of Platforms	SMEs participation	Others participants
3	30	9

## Call Results

	Nº of Proposals Presented	Nº of SMEs participants	Others*
Platforms	20	130	22



## Selected Proposals

	Nº of Selected Proposals	Nº of SMEs participants	Others*	Total Budget	% Grant
Platforms	9	66	16	712.500 €	80%

\* Entrepreneurial Organizations, Big Enterprises, Universities, Foundations, ...

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# On going Platforms

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**VITEMAR:** is a technological and environmental monitoring platform headed by the Aragonese Association of Metal Processing Companies and with the participation of 13 companies. The objective of VITEMAR is to prepare and equip the sector to be able to face the increasing environmental demands.

**ARCODI:** Eight companies specialized in digital communication have joined force to promote the international commercialisation of their technology.

**TECNOVATION:** This platform, led by APTICE (the Association for the Promotion of Electronic Commerce) looks to provide new technological solutions for small and medium - sized Aragonese companies.

**EURO-MARKET:** The multinational BSH BALAY is promoting the development of one group of its suppliers in Zaragoza so as to be in a position to supply the BSH group as a whole.

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# On going Platforms

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**E-METALCOM:** led by the Federation of Iron and Steel Companies of Zaragoza, looks to develop the e-commerce possibilities of a wide range of iron and steel sector companies. In the beginning, 12 companies are involved in the Platform.

**CENTROPYME.BIZ:** is a platform whose aim is to create a “market place” virtual business centre in order to speed up the way small and medium-size companies do business. It is headed by CEPYME Aragón.

**GESTINZA:** is a platform which groups together companies from various sectors of activity to improved innovation management systems in Aragonese companies.

**CIALCA:** the platform has been set up to promote innovation, research and technological development in the food and agriculture area, headed by the Calamocha Development, Construction and Promotion Society.

**ARIME TERUEL:** has brought together five Teruel-based companies from the dry grains and non-energy mineral extraction sectors and it seeks to improve competitiveness through co-operation.

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# Resume

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## PLASEC. Creation of Sectoral Platforms

### **Objectives:**

- To disseminate the culture of co-operation and innovation
- To reinforce the presence of the companies in their value chain
- To design, define and introduce shared strategies of innovation

### **Agents at whom it is aimed:**

Industrial SMEs and those of related services, business associations, university departments that carry out R&D with companies, technological centres and research centres and large companies with their productive centre or R&D centre in Aragon.

### **Description:**

The sectoral platforms are groups of companies and other agents from the same sector of activity or present in the same value chain, or sharing a common geographical or social context, that formulate stable mechanisms of co-operation to improve their competitive ability.

### **Noteworthy aspects:**

The main point to be noted is the action of the managing body, characterised by:

- its own identification of the process
- a proactive role for exploring sectors and potentially interesting candidates
- an assessment process, aimed at improvement
- a strict follow-up on the platforms

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Future

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SECTORAL  
PLATFORMS

IN THE LONG TERM

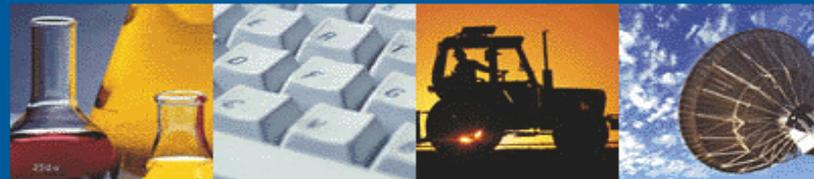
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PLASEC COOPERA LABORA REDES



<http://www.ita.es/innovaragon>

e-mail: [innovaragon@ita.es](mailto:innovaragon@ita.es)

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