

# Innovative Cluster Histories

*Emiliano Duch*

*ERIK NETWORK*

*Workshop on "Innovation,  
Knowledge and Clusters"*

*Bologna*

*30<sup>th</sup> June 2003*



# ERIK workshop key questions

1. How can innovative knowledge based clusters be generated?
2. How can innovation be fostered within consolidated clusters, towards knowledge intensive activities?
3. How can ICTs impact on cluster structures, performance and evolution?

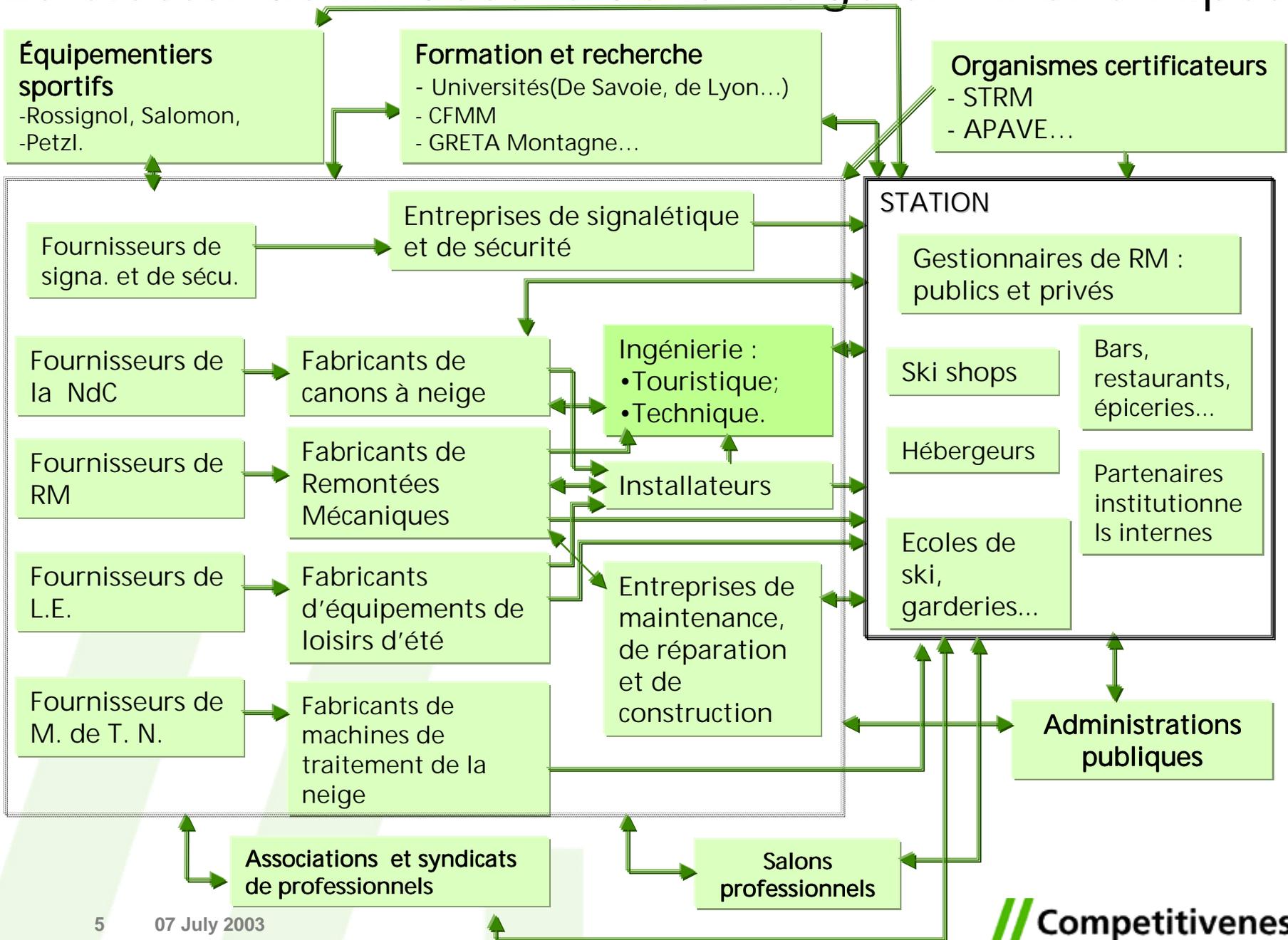
# Agenda

- Fostering innovation in clusters
- Supporting ICTs innovation in clusters

# Agenda

- Fostering innovation in clusters
  - Example: Snow industry equipment clusters
- Supporting ICTs innovation in clusters

# Le Cluster de l'Industrie de la Neige en Rhône-Alpes



# DEUX ENVIRONNEMENTS: DEUX INDUSTRIES

RHÔNE-ALPES: STABILITE

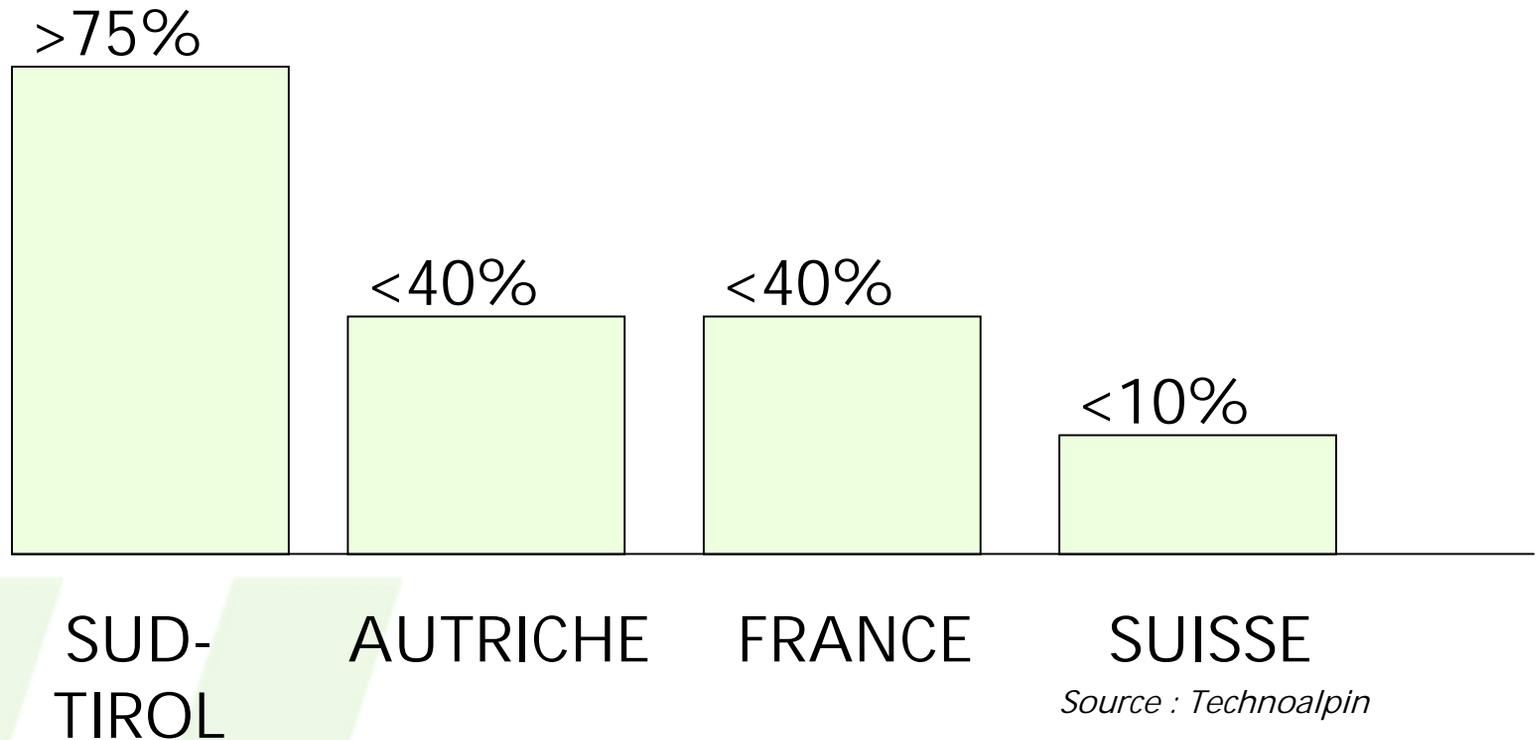
- Neige abondante  
(Haute altitude)

SUD-TIROL: FLEXIBILITE

- Peu de neige  
(Faible altitude)

# NEIGE ABONDANTE vs PEU DE NEIGE

Implantation neige de culture (% pistes)



Un facteur de désavantage devient une source de compétitivité

# DEUX ENVIRONNEMENTS: DEUX INDUSTRIES

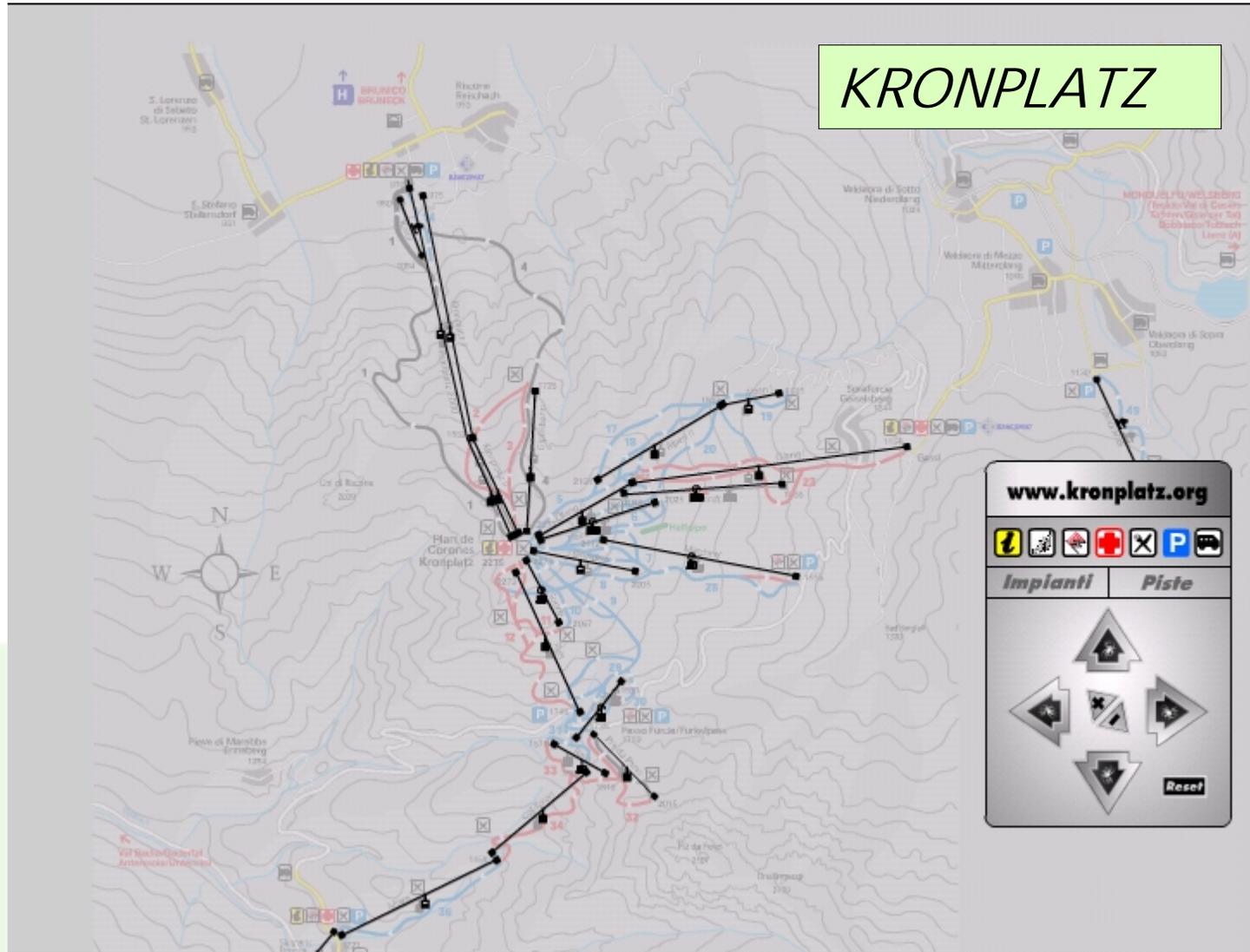
## RHÔNE-ALPES: STABILITE

- Neige abondante (Haute altitude)
- Station monopolistique

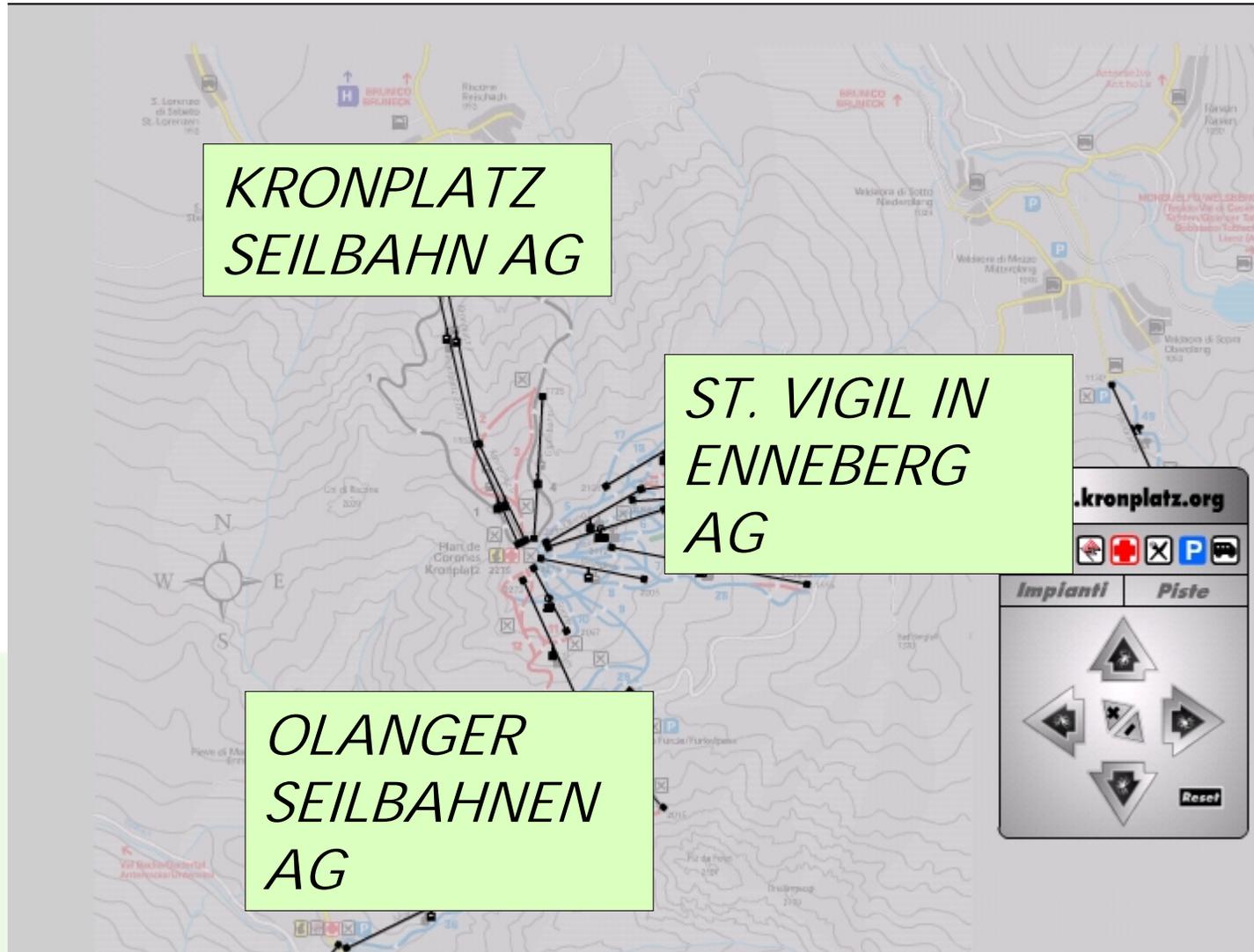
## SUD-TIROL: FLEXIBILITE

- Peu de neige (Faible altitude)
- Rivalité Intra-station

# STATION MONOPOLISTIQUE vs RIVALITÉ INTRA-STATION



# STATION MONOPOLISTIQUE vs RIVALITÉ INTRA-STATION



# DEUX ENVIRONNEMENTS: DEUX INDUSTRIES

## RHÔNE-ALPES: STABILITE

- Neige abondante (Haute altitude)
- Station monopolistique
- Revenu par touriste

## SUD-TIROL: FLEXIBILITE

- Peu de neige (Faible altitude)
- Rivalité Intra-station
- Revenu par descente

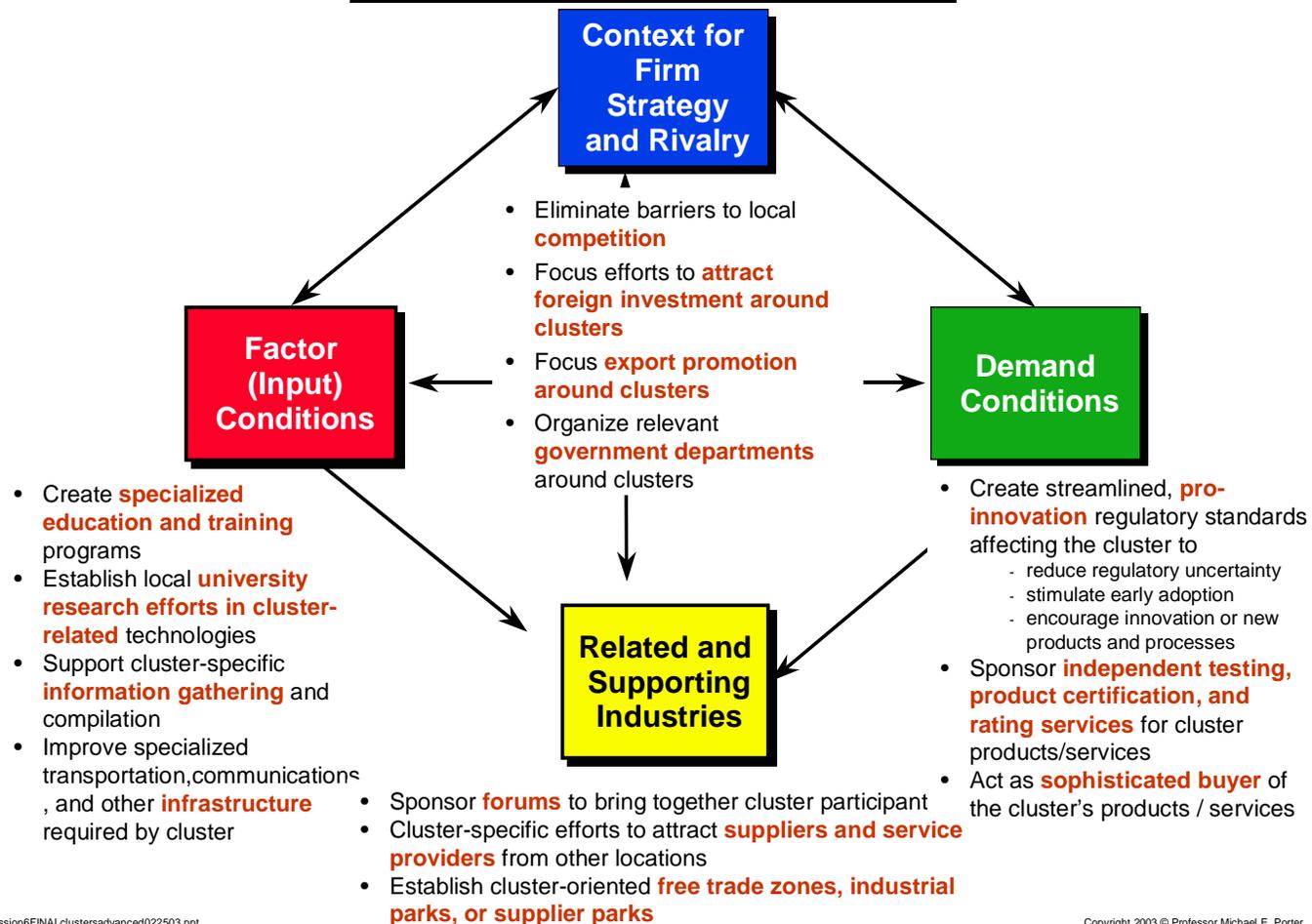
# Rhône-Alps vs. Sud-Tirol: Results

- Cluster Alpine Network: Five companies collaborating in joint research project on secure data transmission in order to reduce stopping time of lifts
- New technologies in snow-making, more energy efficient and operating at higher temperatures developed in Sud-tirol

LEITNER (Sud Tirol) buys POMAGALSKI (France)

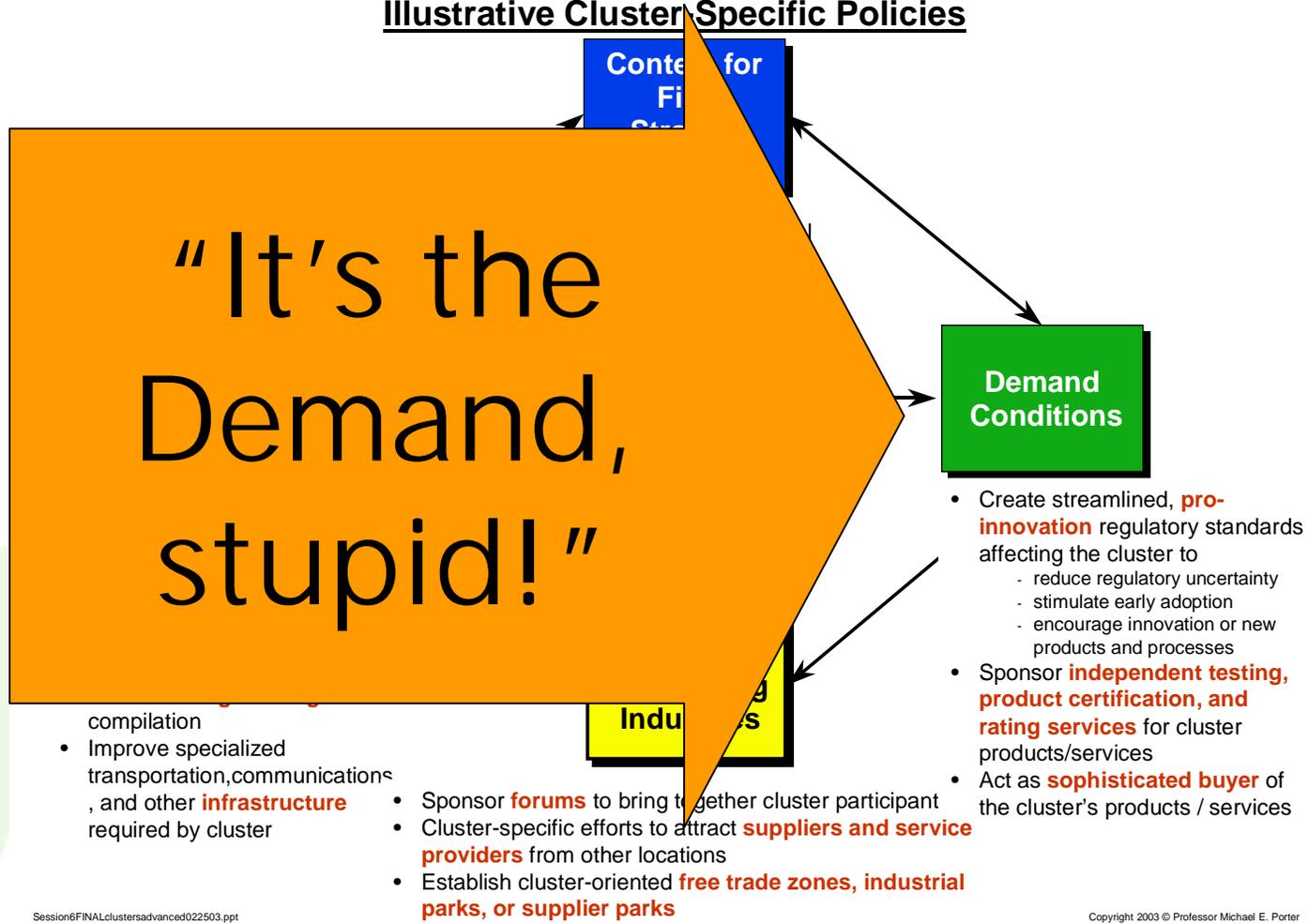
# Porter's Diamond

## The Role of Government in Cluster Development: Illustrative Cluster-Specific Policies



# Porter's Diamond

## The Role of Government in Cluster Development: Illustrative Cluster Specific Policies



# Agenda

- Fostering innovation in clusters
- Supporting ICTs innovation in clusters

# Supporting ICTs innovation in clusters

## INTRA-CLUSTER

- ▶ • DEMAND AGREGATTION
- ▶ • JOINT PROCUREMENT

## INTER-CLUSTERS

- ▶ • OUTSOURCING COORDINATION
- ▶ • COLLABORATIVE PRODUCT DEVELOPM.

# CeramicaClusters Sassuolo/ Castellon

**// CeramicaCLUSTERS** // Competitiveness-com

Pass order    Ordini inseriti

2.10.2001 11:28 | Utente collegato: John Spender | [Chiudere la sessione](#)

### Pagina per inserire un ordine

Questa pagina Le permette di inserire tutti gli ordini che desidera, seguendo questo procedimento:

- 1. Selezionare un grossista.**

Se l'ordine necessita la conferma dell'Ufficio Acquisti, secondo la politica interna della Sua azienda, selezioni "sì". Se questa conferma non è necessaria l'ordine verrà inviato direttamente al Grossista. Tutti gli ordini appariranno comunque sulla pagina dell'Ufficio Acquisti.

Nel caso in cui il Grossista non possa effettuare la fornitura nella data qui indicata, verrà informato da Ceramicaclusters.

**Grossista:**

**Questo ordine necessita la conferma?**  sì  no

**Consegna:**

---

- 2. Selezioni una famiglia di prodotti, in automatico verranno visualizzati i prodotti ad essa collegati, poi selezioni la marca del prodotto desiderato.**

**Famiglia:**

**Prodotto:**

**Marca:**

---

- 3. Ora introduca il codice del prodotto, una minima descrizione e la quantità desiderata.**

**Codice:**

**Descrizione:**

**Quantità:**  Unità

# TextileClusters Outsourcing Coordination

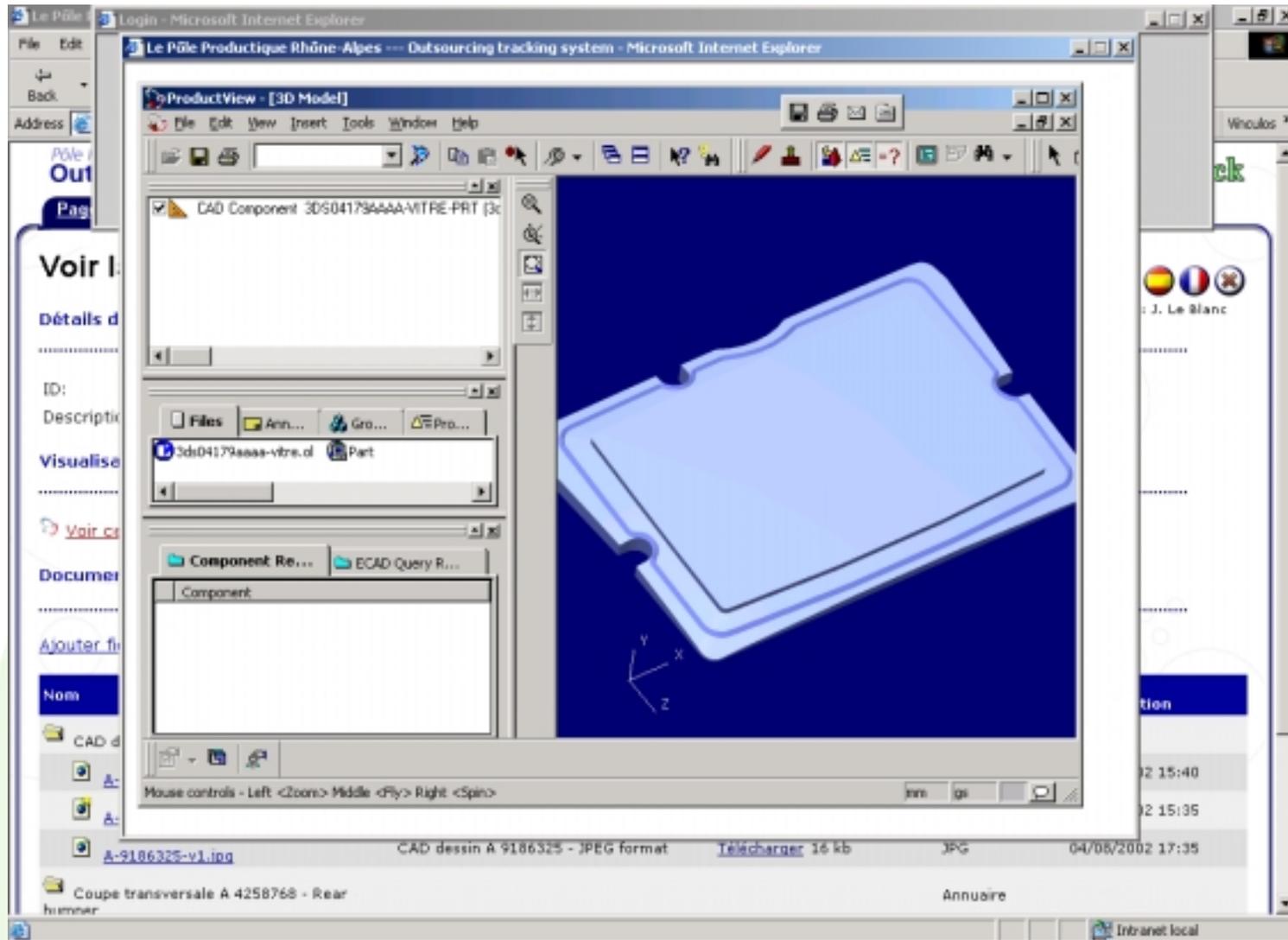
## Sewing plan. List of orders.

### Filter orders

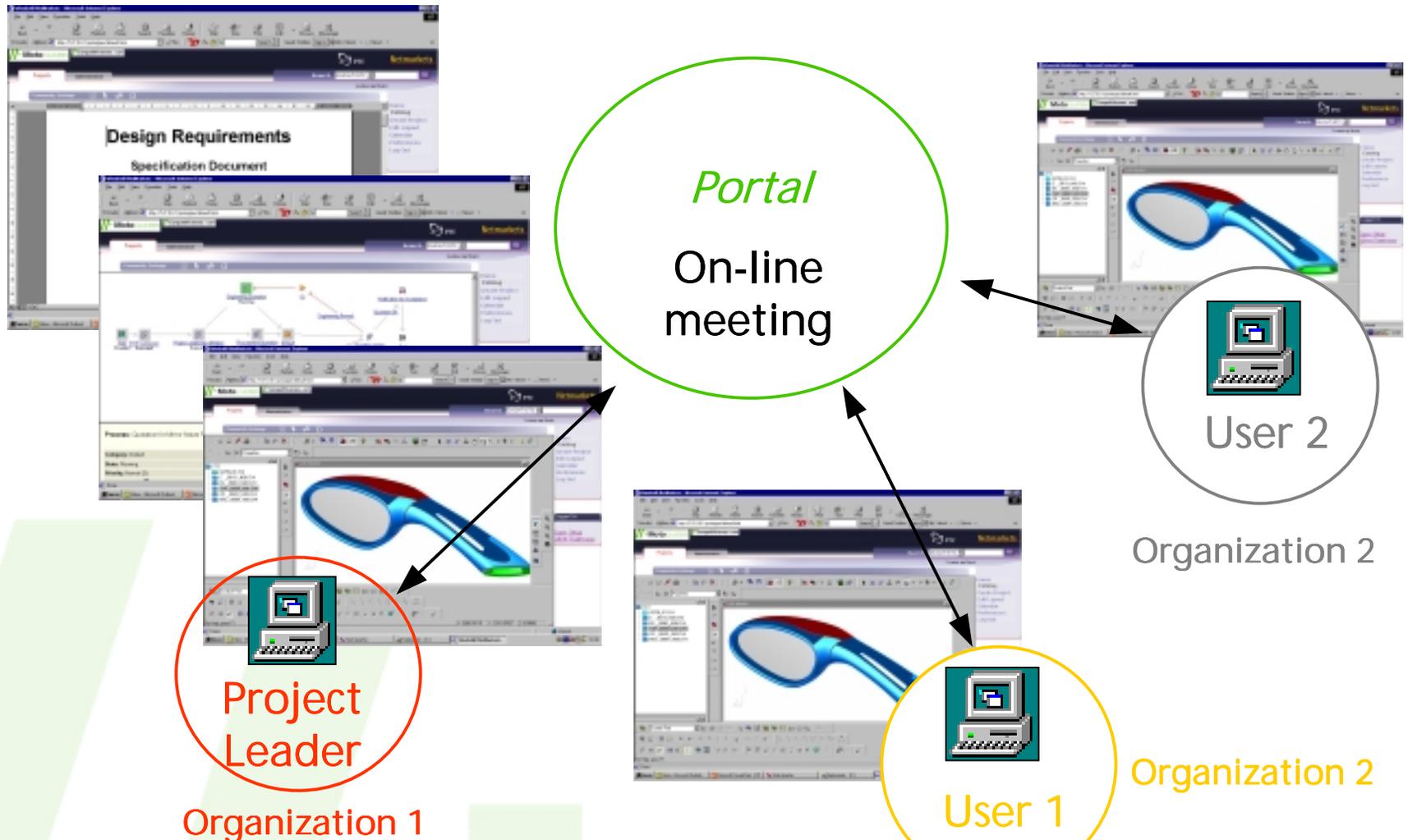
Tube:  Status:

		Dates				Quantities						
	Reference - Note	Sending	Exp.deliv.	1st conf.	Conf.	Stop	Req.	Pend.	Urg.	Last comment	Status	Sewn
	13313 01 White A - 234	14/9/01	1/12/01	1/11/01	<input type="text" value="1/11/01"/>		1008	864	<input checked="" type="checkbox"/>	<input type="text" value="14/9 Urgent - Mainte"/>	A	<input type="checkbox"/>
	13324 02 Violet B - 344	15/9/01	1/12/01	2/11/01	<input type="text"/>	Q	252	252		<input type="text" value="20/9 Quality proble"/>	A	<input type="checkbox"/>
	13082 03 Black C- 246	15/9/01	2/12/01	3/11/01	<input type="text" value="3/11/01"/>		1008	864		<input type="text"/>	A	<input type="checkbox"/>
	12654 06 Yellow D - 735	16/9/01	2/12/01	4/11/01	<input type="text" value="4/11/01"/>		252	252	<input checked="" type="checkbox"/>	<input type="text" value="16/9 Urgent - Mainte"/>	A	<input type="checkbox"/>
	13082 03 Black C- 246	28/9/01	20/12/01	15/11/01	<input type="text" value="1/15/01"/>		1008	864		<input type="text" value="28/9 Urgent - Mainte"/>	A	<input type="checkbox"/>
	12654 06 Yellow D - 735	28/9/01	20/12/01	16/11/01	<input type="text" value="16/11/01"/>		252	252		<input type="text"/>	A	<input type="checkbox"/>
	13313 01 White A - 656	28/9/01	20/12/01	17/11/01	<input type="text" value="1/1/02"/>		1008	864		<input type="text"/>	A	<input type="checkbox"/>
	13324 02 Violet B - 345	30/9/01	20/12/01	18/11/01	<input type="text" value="1/1/02"/>		252	252	<input checked="" type="checkbox"/>	<input type="text" value="30/9 Urgent - Mainte"/>	A	<input type="checkbox"/>
	13082 03 Black C - 455	30/9/01	20/12/01	19/11/01	<input type="text" value="1/1/02"/>		1008	864	<input checked="" type="checkbox"/>	<input type="text" value="30/9 Urgent - Mainte"/>	A	<input type="checkbox"/>
	12654 06 Yellow D - 344	30/9/01	20/12/01	20/11/01	<input type="text"/>	M	252	252		<input type="text" value="5/10 Shortage mate"/>	A	<input type="checkbox"/>

# Lyon Trucks Cluster Collaboration Platform



# Lyon Trucks Cluster Collaboration Platform



# Barriers to ICT innovation in clusters

- COMPETITION POLICY

- National distribution agreements

- PRODUCT STANDARDS DIRECTIVES

- Differences in “identical” products

- INTELLECTUAL PROPERTY

- Ownership in Collaborative Product Development

- PRODUCT LIABILITY ISSUES

- Liability in international CPD

# Barriers to ICT innovation in clusters

- COMPETITION POLICY

- National distribution agreements

- PRODUCT STANDARDS DIRECTIVES

- Differences in “identical” products

- INTELLECTUAL PROPERTY

- Ownership in Collaborative Product Development

- PRODUCT LIABILITY ISSUES

- Liability in international CPD

Its the horizontal policies...!

# ERIK workshop key questions

1. How can innovative knowledge based clusters be generated?

No idea

2. How can innovation be fostered within consolidated clusters?

Demand driven (not supply!)

3. How can ICTs impact on cluster structures, performance and evolution?

Framework conditions (EU!)

Contact:

[educh@competitiveness.com](mailto:educh@competitiveness.com)  
[www.competitiveness.com](http://www.competitiveness.com)

-----

**TCI Annual Conference:  
Gothenburg, 17-19 September 2003**

More information on clusters and Conference:  
**The Competitiveness Institute**

[www.competitiveness.org](http://www.competitiveness.org)

**See you in Göteborg!**