

Polo Scientifico Tecnologico Lombardo S.p.A.

BIC Varese





Private registered company whose shareholders are:



Province of Varese
CCIAA Varese and Milano
UNIVA,
ALI, API, AAV, CNA, CIRS,
CGIL, CISL, UIL
Banca di Legnano
Banca Popolare di Luino
e di Varese



Banca di Legnano





Our Mission

**Support Small & Medium
Enterprises and Local
Administrations**

**helping them in creating
competitive advantage through
innovation transfer.**

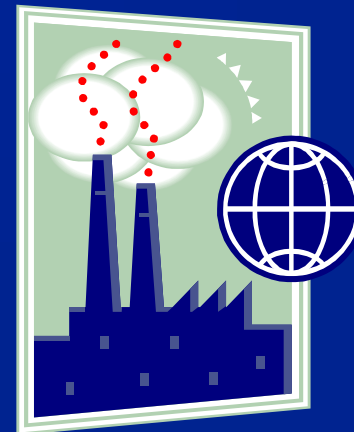


Our Skills

Technology
Transfer



Incubation





Business Units

⇒	Services	20%
⇒	Projects (cluster)	60 %
⇒	e-government	20 %



A CLUSTER POLICY IN VARESE

CLUSTER
COMPETITIVENESS

A CLUSTER POLICY IN VARESE

Our mission is supporting SMEs



The only way is through a deep understanding of our reality

UNDERSTANDING REALITY

Reality is structured in clusters

**And clusters are useful to:
supply services to groups of SME that
otherwise they couldn't afford**

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**What we have to do is identify clusters,
but...**

**...that implies breaking
conventional wisdom**

UNDERSTANDING REALITY

An example

The 'plastic valley'

UNDERSTANDING REALITY

The 'plastic valley'



STRATEGIC SEGMENTS IDENTIFIED IN THE PLASTIC “CLUSTER” IN VARESE

BUSINESS	Number of companies	Employees
Home appliances	85	854+OEM
Eyewear	35	636
Cosmetics	14	338
Building industry	10	82
Packaging	11	500
PVC treatments	9	860
Automotive	7	-
Medical	7	72
Technical fabrics	7	68

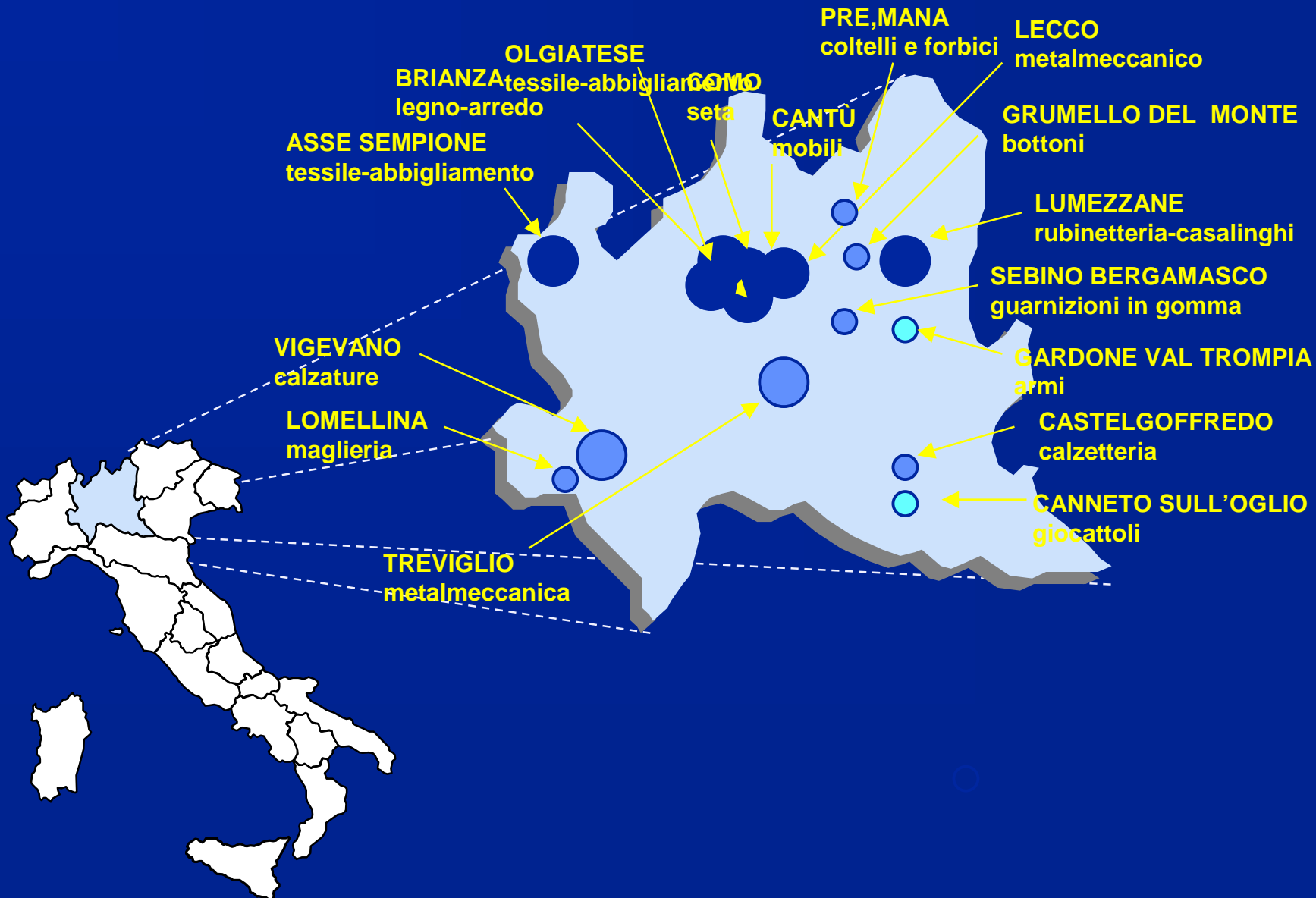
UNDERSTANDING REALITY



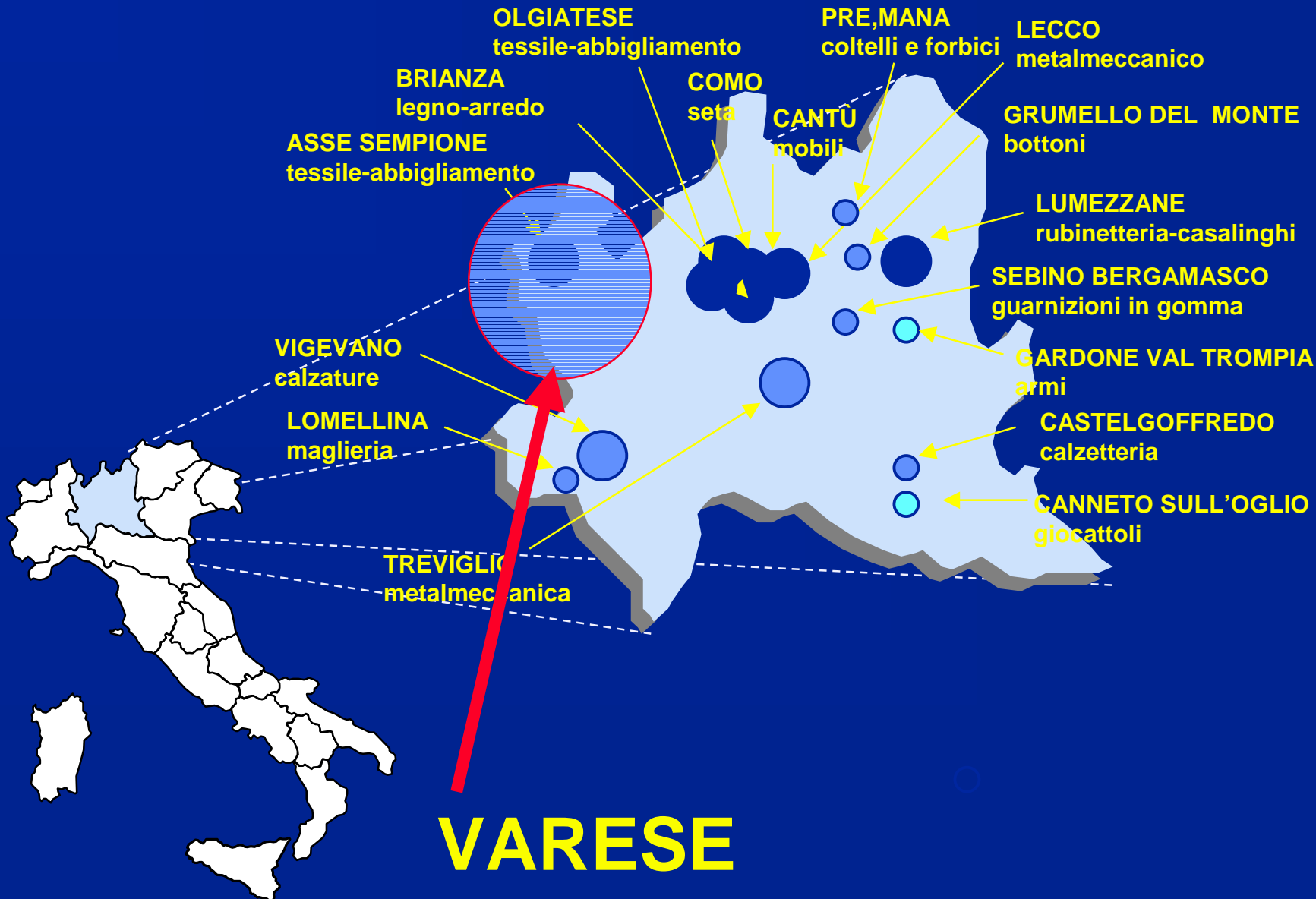
The 'plastic valley'

**21 'official' clusters in Lombardy
(1 of them in Varese)**

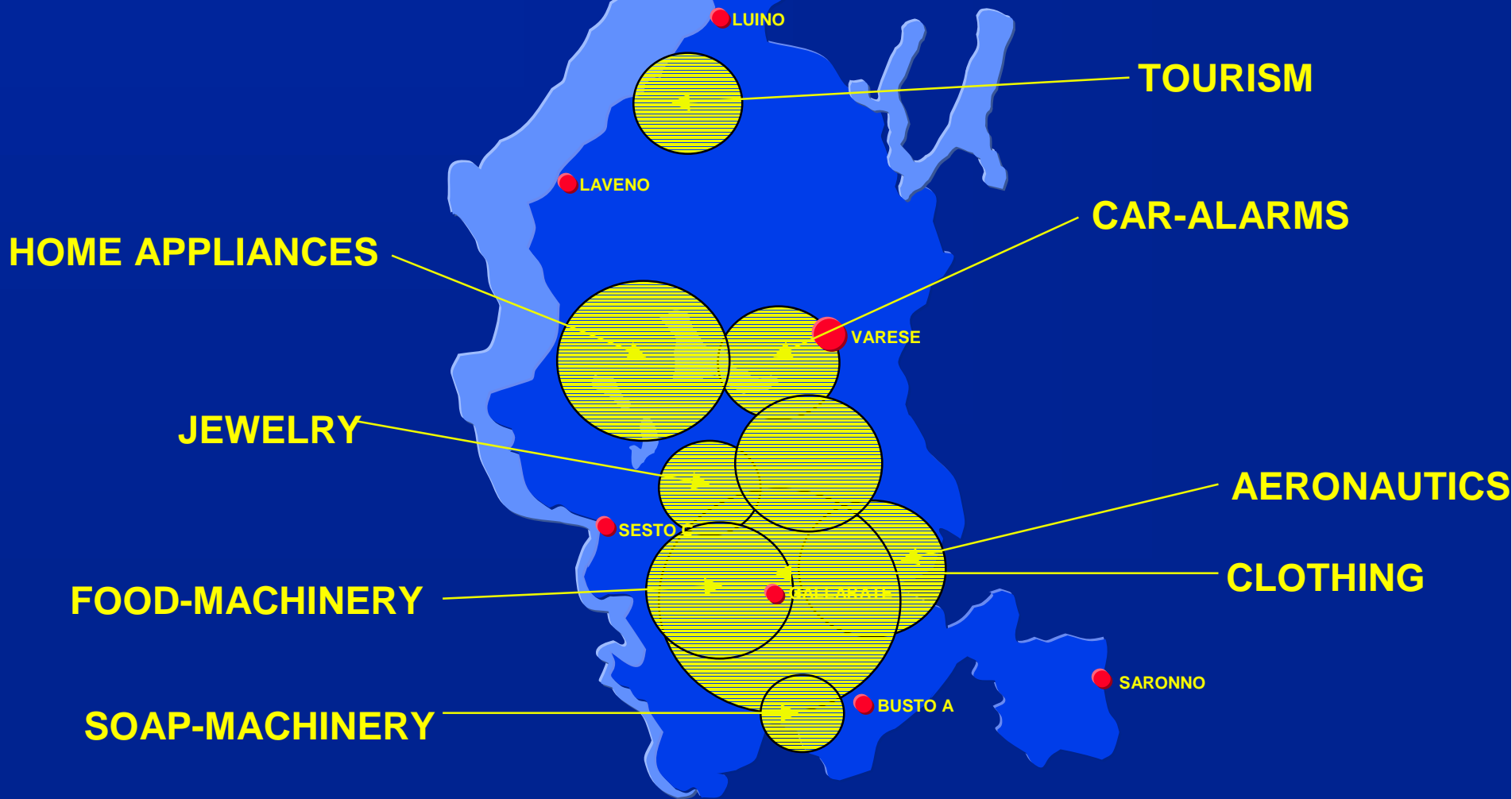
LOMBARDY 21 CLUSTERS



LOMBARDY 21 CLUSTERS



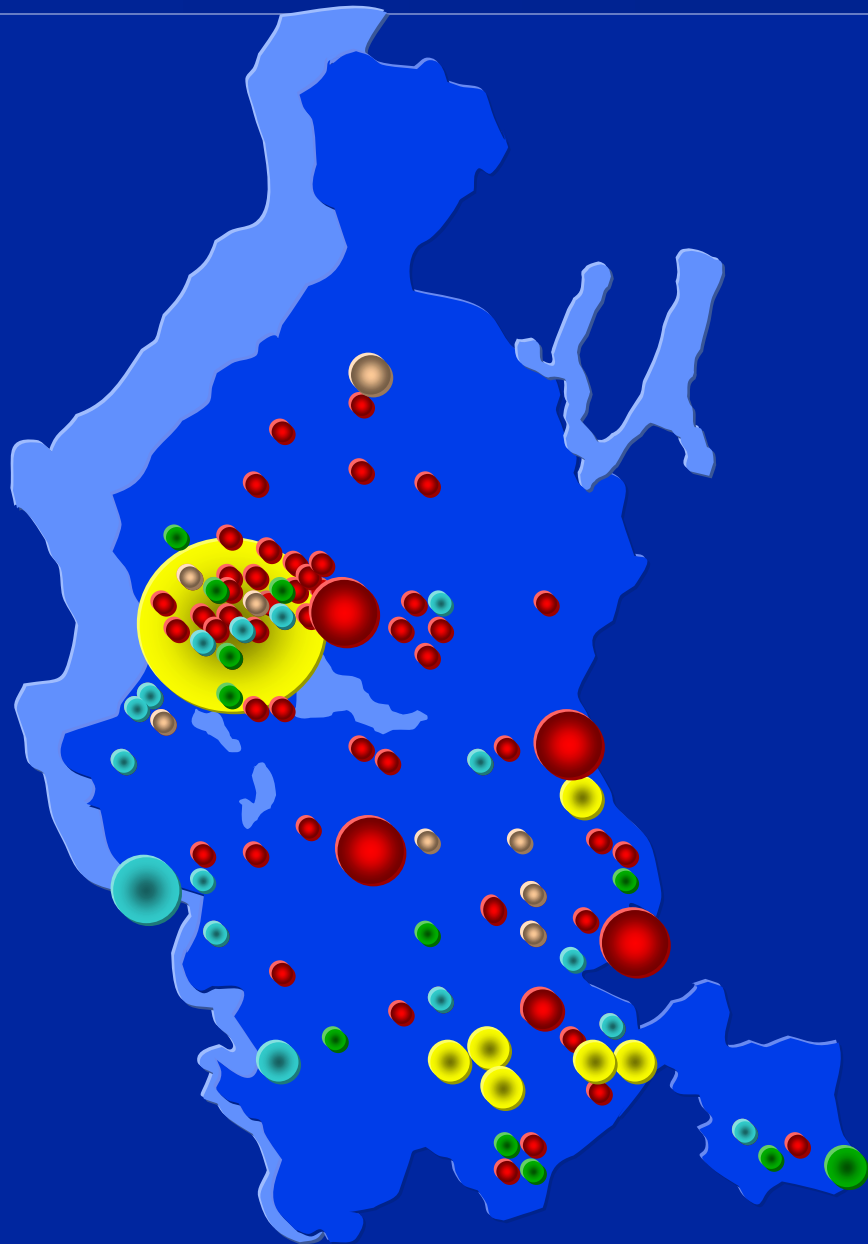
OUR CLUSTER IDENTIFICATION IN VARESE



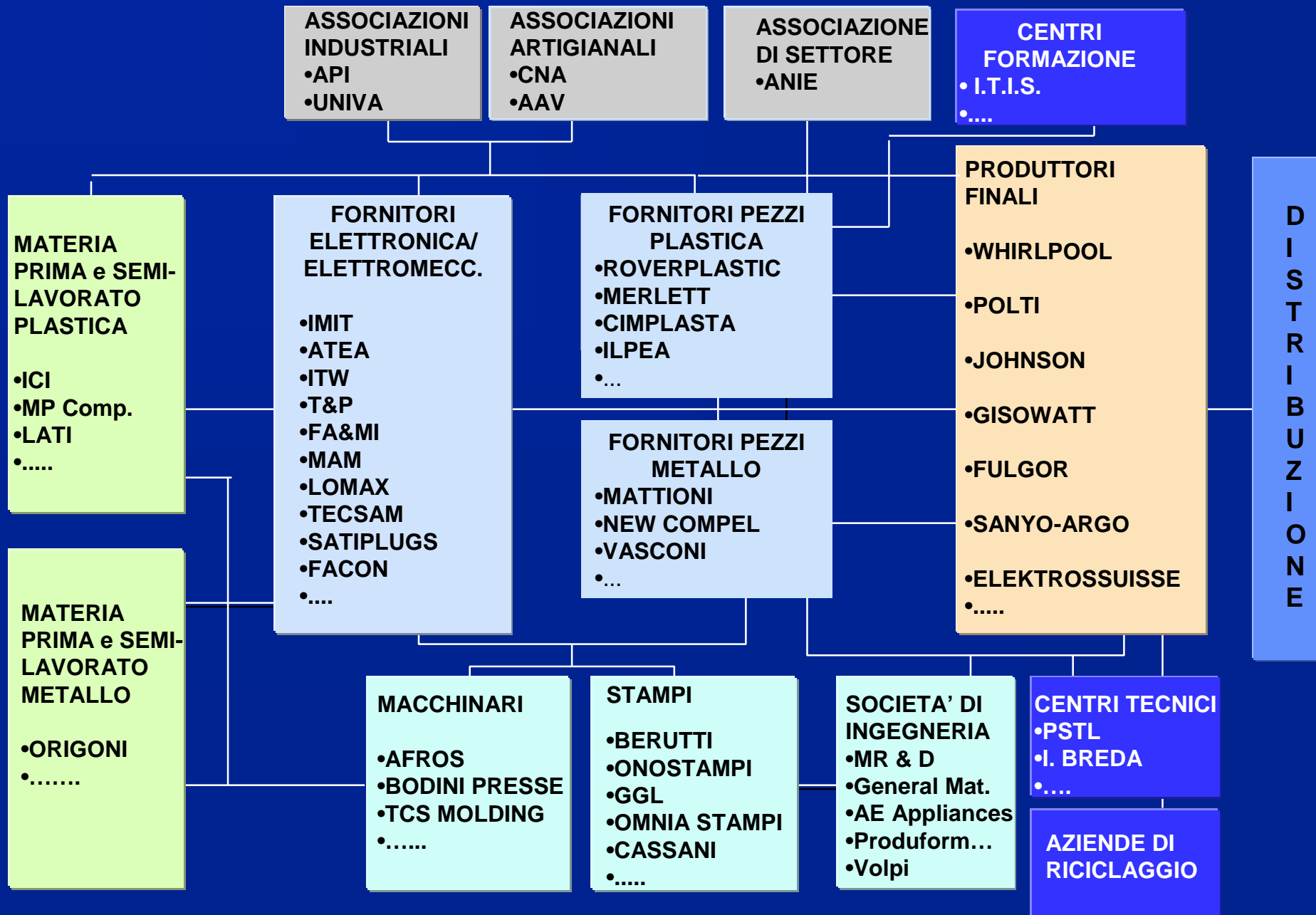
HOME APPLIANCE CLUSTER IN VARESE

- OEM
- Metallic parts suppliers
- Plastic parts suppliers
- Moulds Suppliers
- Electro-mechanics suppliers

- More than 50 bn LIT
- 10 ÷ 50 bn LIT
- To 10 bn LIT



HOME APPLIANCE CLUSTER AGENTS



UNDERSTANDING REALITY

**What we have to do is identify clusters,
but ...**

**...deep understanding of reality means
also to understand the main strategic
challenges of the companies**

UNDERSTANDING REALITY

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**Strategic analysis is a key issue of our
activity**

A CLUSTER POLICY IN VARESE

Our mission is supporting SMEs



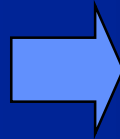
The only way is through a deep understanding of our reality



And actions that can be significant enough to change that reality

SIGNIFICANT ACTIONS

SERVICES



**Adapt our offer to
offer services that
enhanced
competitive
advantage**



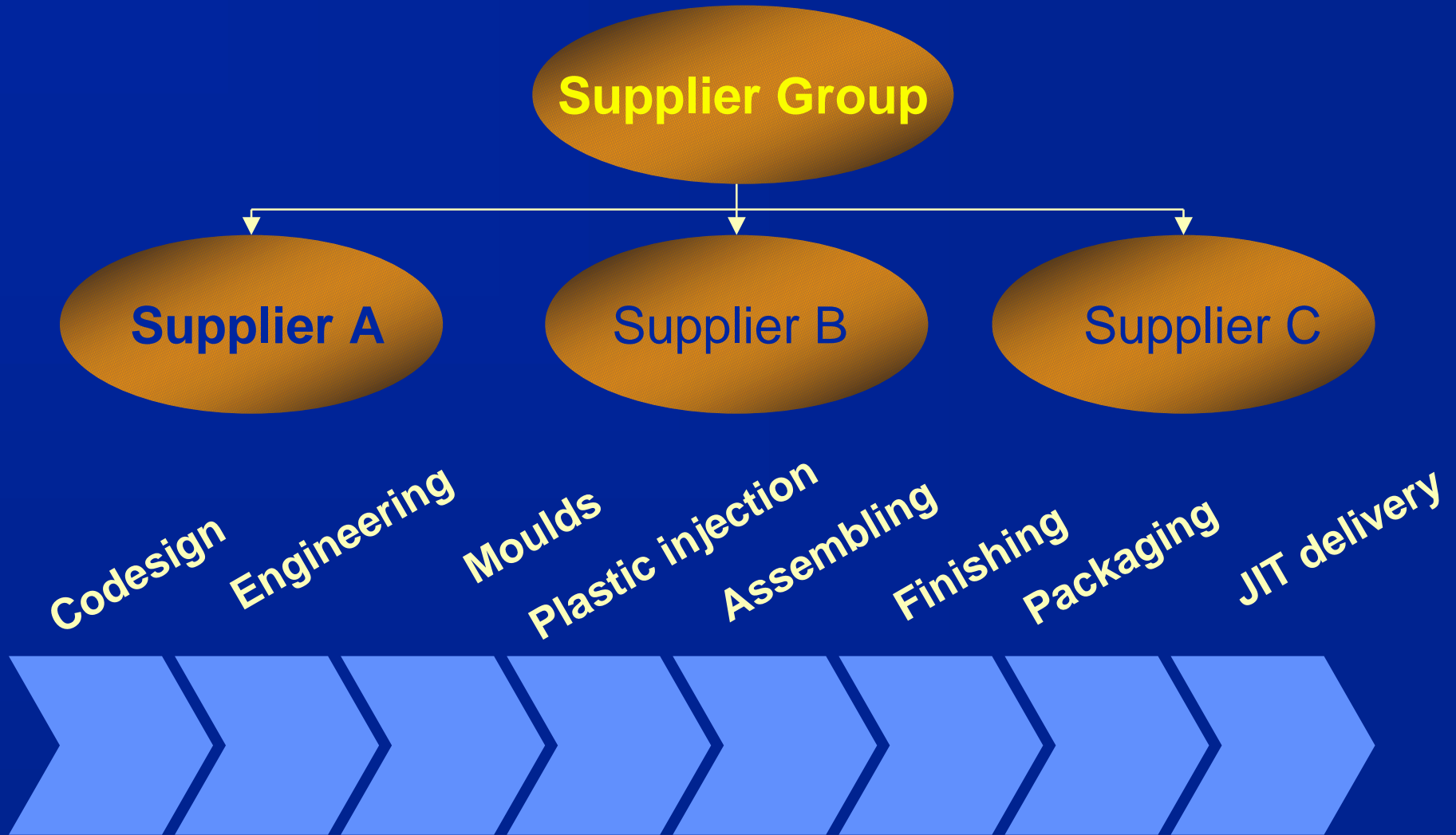
PROJECTS



**Supply with strategic
reflection to groups of
companies**

**And help them on the
implementation**

ONE EXAMPLE OF SIGNIFICANT ACTIONS



A CLUSTER POLICY IN VARESE

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And actions that can be significant enough to change that reality



SO...

CONCLUSIONS

... What we do is:

Identify clusters because is how reality is structured

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Analyze them to understand the sources of competitive advantage

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Analyze them to understand the sources of competitive advantage

Structure our activities and provide companies with strategic analysis because...

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our mission is supporting SMEs



PSTL

Cluster

1999/2000 – Mapping of our territory

2000/2002:

- Home appliances
- Plastics
- Waging systems
- Car alarms
- Glasses
- Gold Jewellery
- Textile distribution

2003/...

Industrial Biotech :
services for
industrial applications

Mechatronics

Biomedical materials
and appliances