



PSTL



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.**

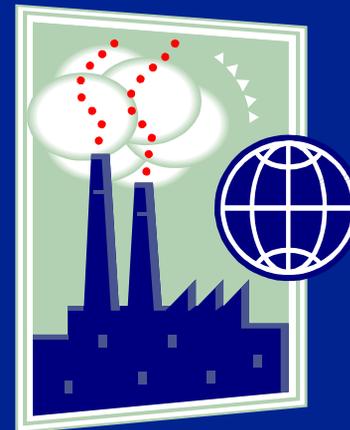


Our Skills

Technology
Transfer



Incubation





Business Units

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



A CLUSTER POLICY IN VARESE

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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

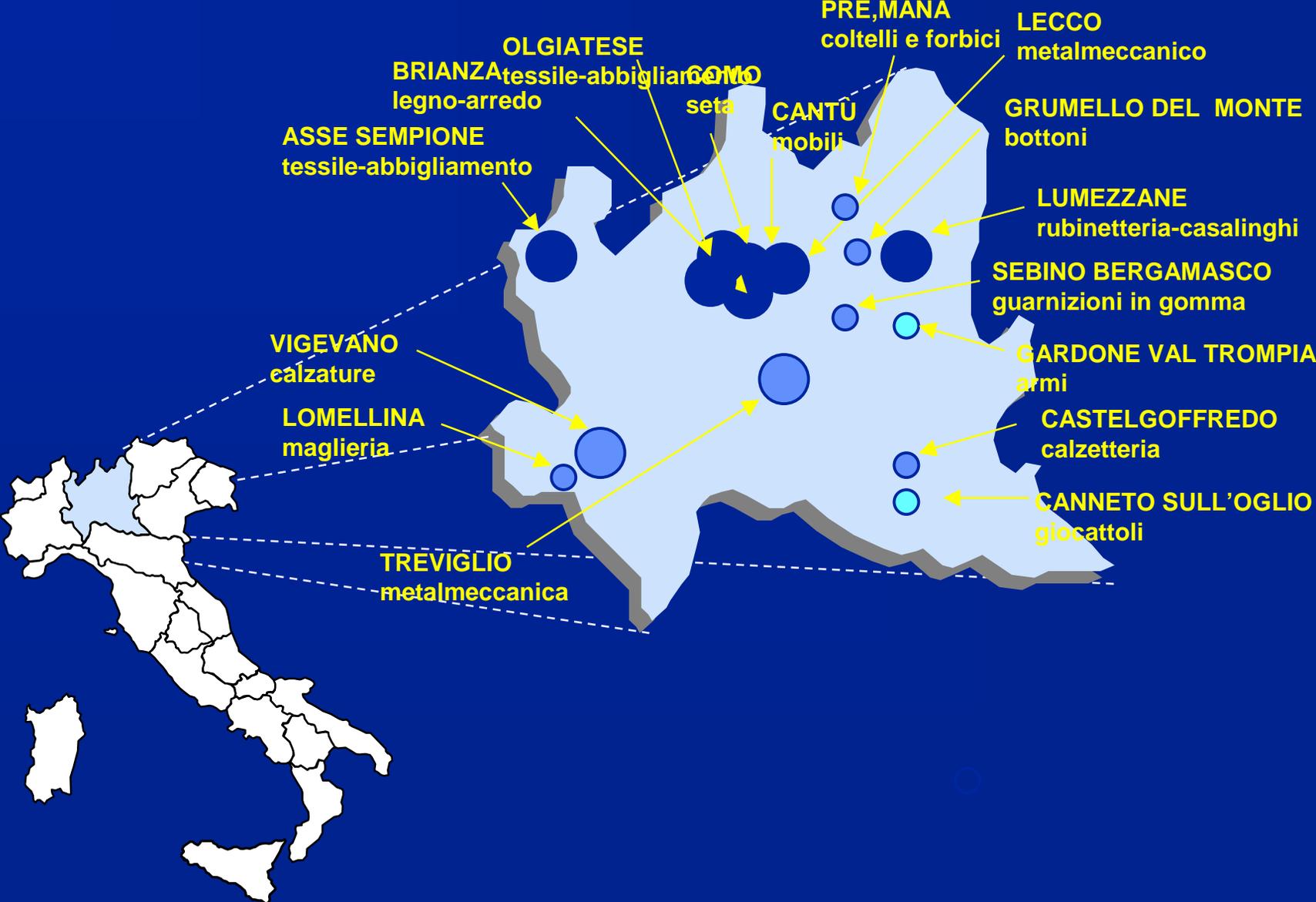
BUSINESS	Number of companies	Employees
Home appliances	85	854+OEM
Eyewear	35	636
Cosmetics	14	338
Building industry	10	82
Packaging	11	500
PVC treatments	9	860
Automotive	7	-
Medical	7	72
Technical fabrics	7	68

UNDERSTANDING REALITY

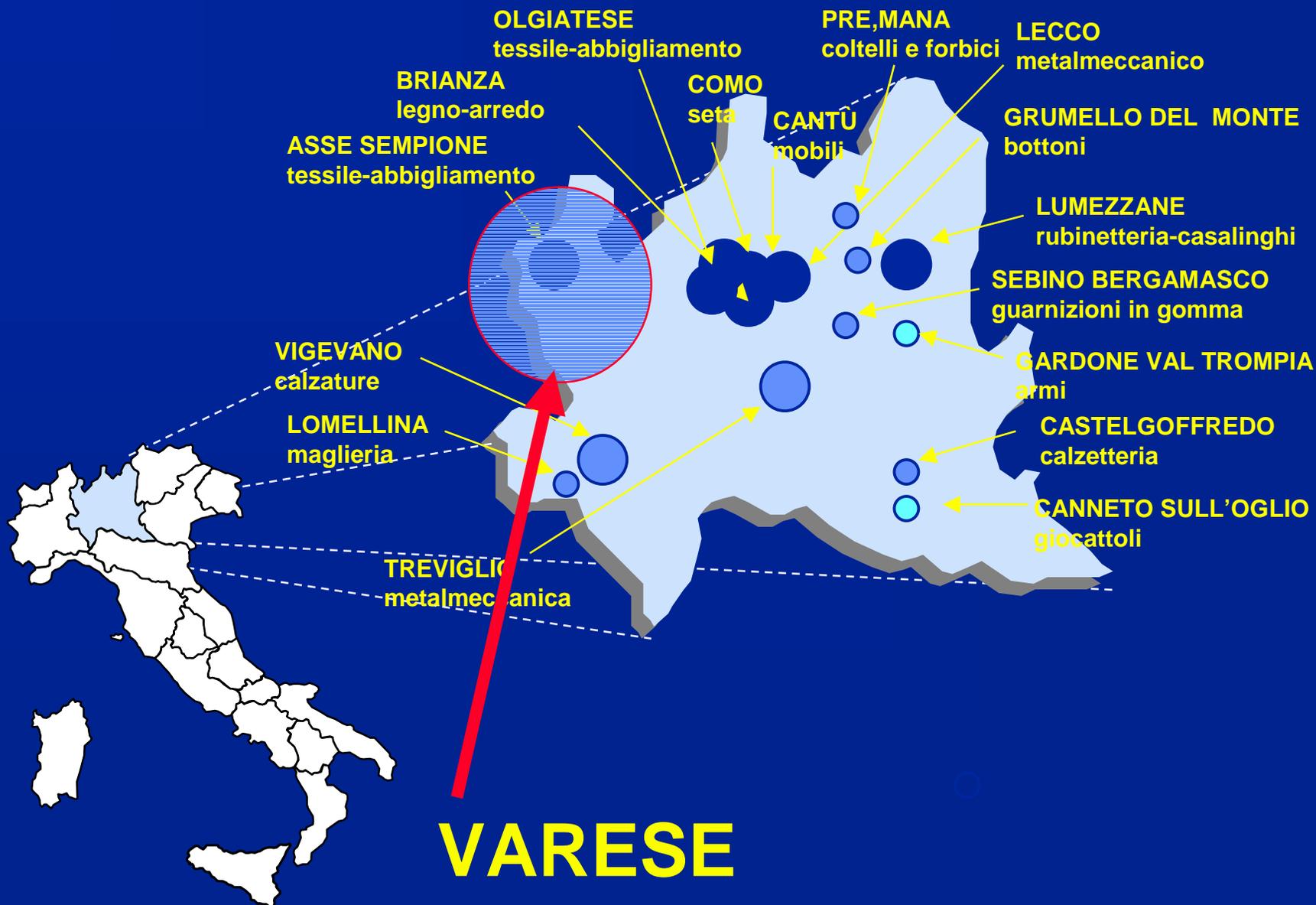
~~The 'plastic valley'~~

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

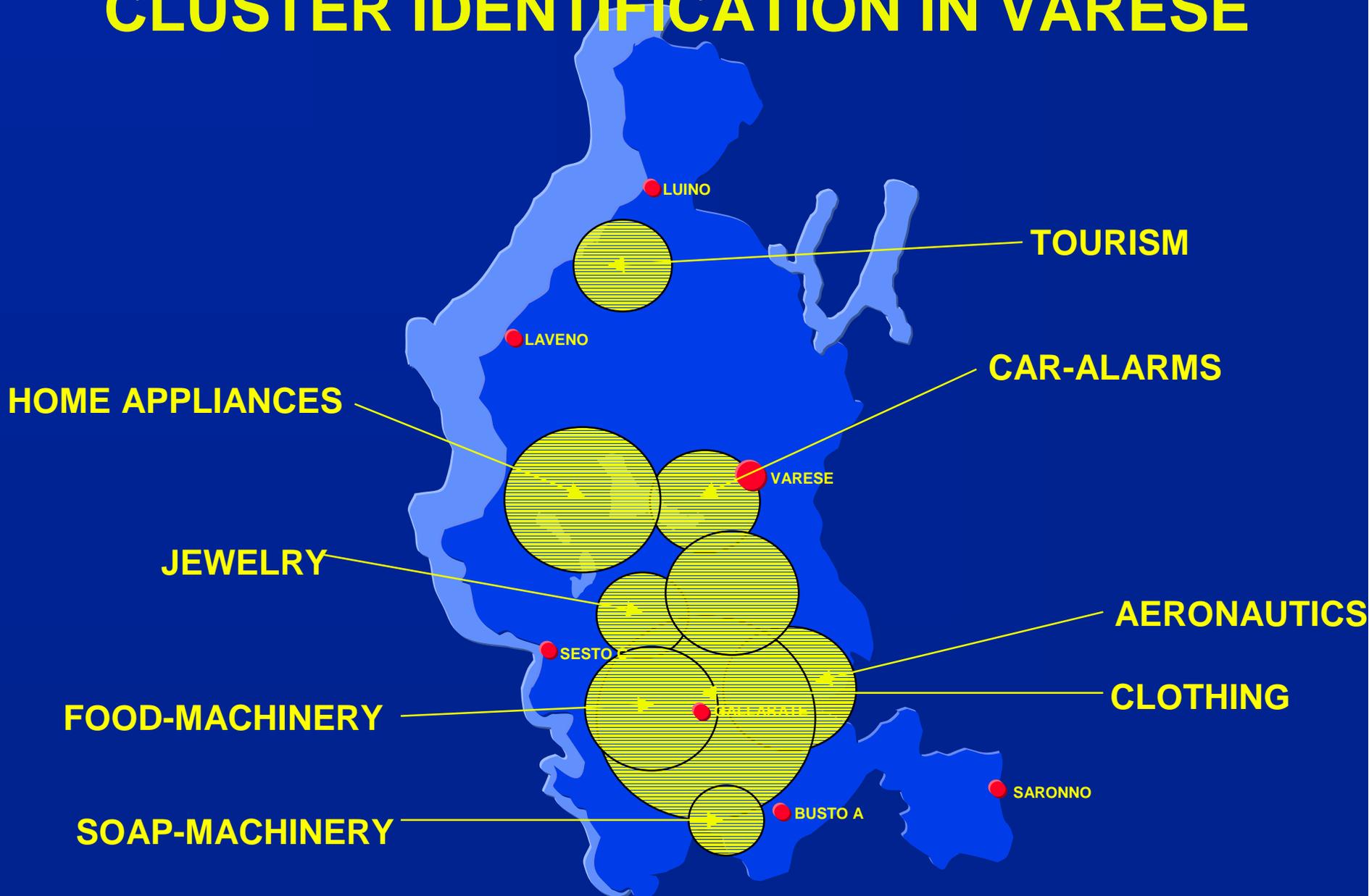
LOMBARDY 21 CLUSTERS



LOMBARDY 21 CLUSTERS



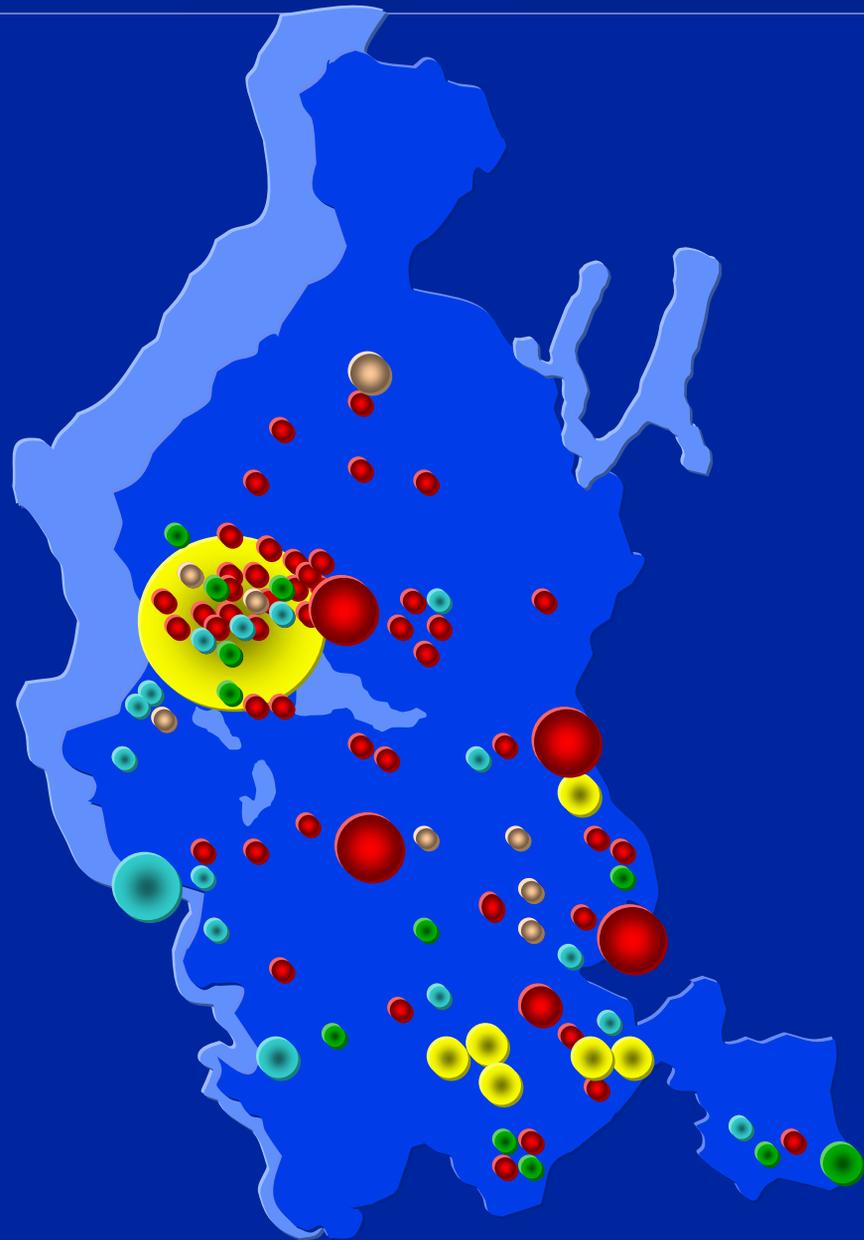
OUR CLUSTER IDENTIFICATION IN VARESE



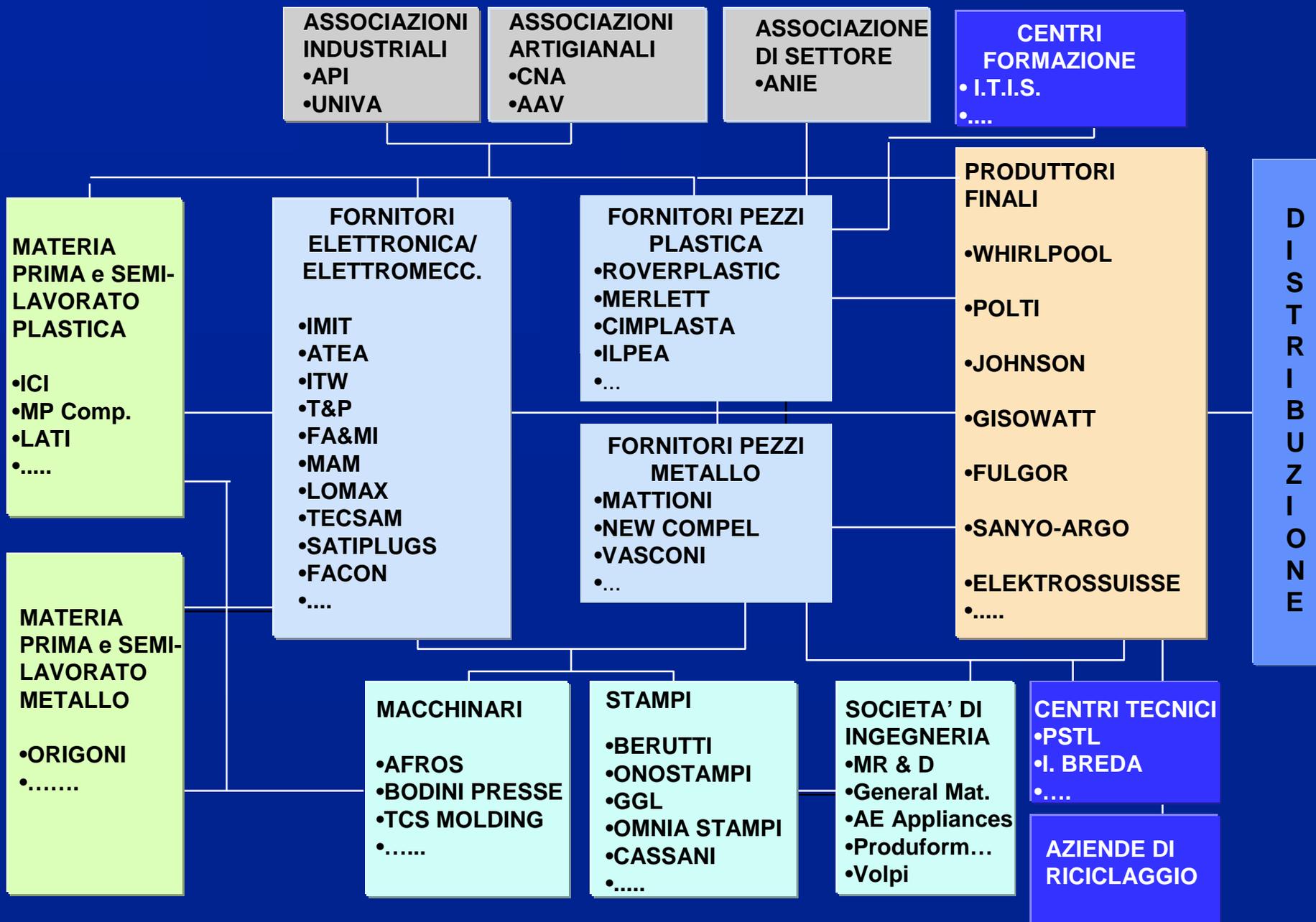
HOME APPLIANCE CLUSTER IN VARESE

- 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
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but ...

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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

Supplier Group

Supplier A

Supplier B

Supplier C

Codesign

Engineering

Moulds

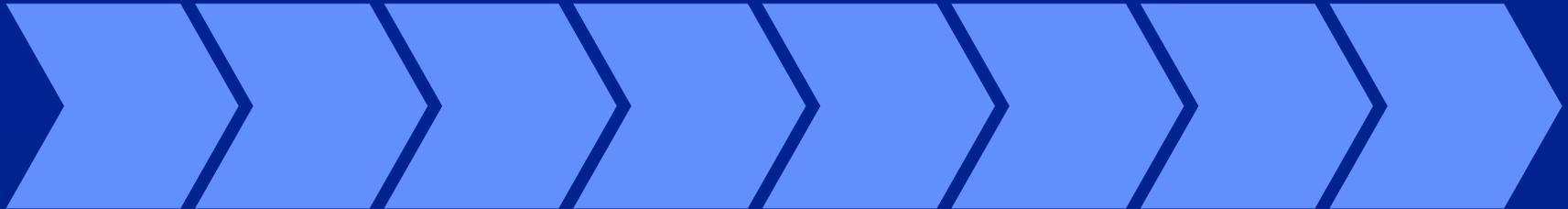
Plastic injection

Assembling

Finishing

Packaging

JIT delivery



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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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Analyze them to understand the sources of competitive advantage

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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