



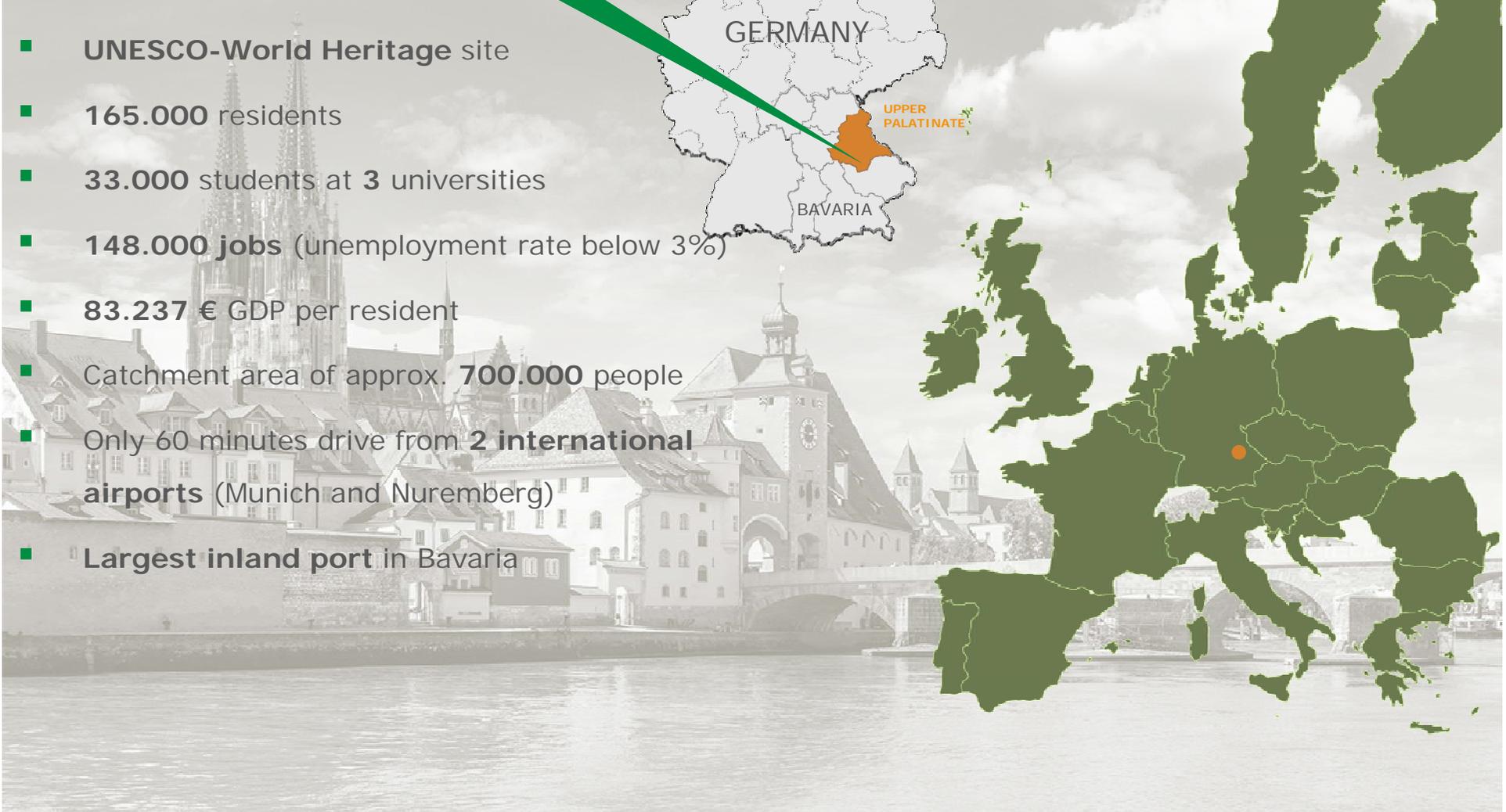
TECHNOLOGY TRANSFER THROUGH REGIONAL INNOVATION CLUSTERS

Good practices of the IT-Logistics Cluster and the
E-Mobility Cluster



FACTS ABOUT REGENSBURG

- UNESCO-World Heritage site
- 165.000 residents
- 33.000 students at 3 universities
- 148.000 jobs (unemployment rate below 3%)
- 83.237 € GDP per resident
- Catchment area of approx. 700.000 people
- Only 60 minutes drive from 2 international airports (Munich and Nuremberg)
- Largest inland port in Bavaria

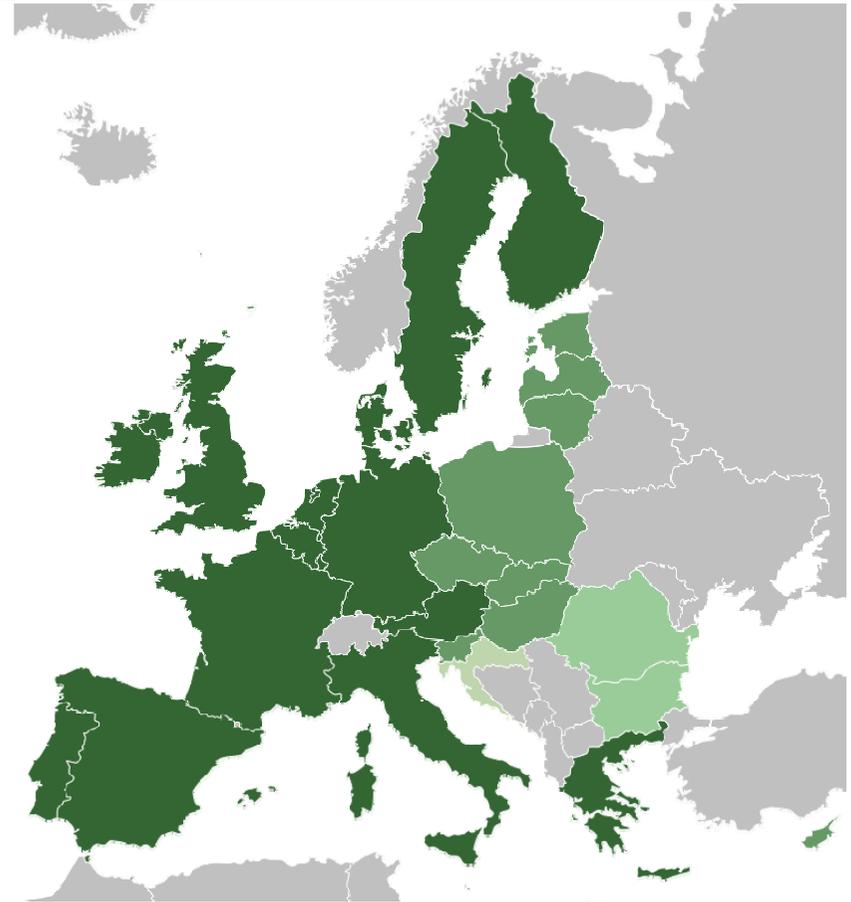




EXTERNAL INFLUCENCES

New opportunities and new challenges due to the downfall of the Iron Curtain and EU extension rounds

- New markets and competitors
- Supraregional cooperation of economy and science
- Outsourcing und international value chains





INNOVATION AS A KEY ELEMENT FOR SUSTAINABLE LOCATION DEVELOPMENT

Conclusion for Regensburg

- Positioning of the location as an internationally visible business location
- Support for research and development, especially in the context of higher education
- Regional Innovation and **Cluster Policy**:
 - Bio-Technology (1999)
 - Information-Technology (2001)
 - Sensor-Technology (2006)
 - IT-Security (2006)
 - IT-Logistic (2011)
 - Energy (2009)
 - E-Mobility (2011)
 - Cultural and Creative Industries (2014)
 - Health Economies (2016)



R-TECH GMBH

- Founded in 2001
- 100% subsidiary of the City of Regensburg
- Space for high-tech start-ups, university spin-offs and cluster organizations

Tasks

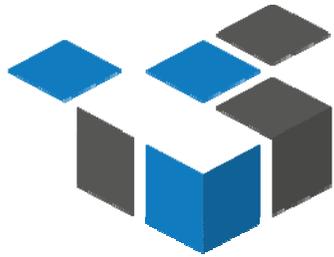
- Operating of the innovation and start-up center **TechBase**
- Management of technology clusters



PROJECTS OF THE R-TECH GMBH



- 
R-TECH
REGENSBURG
- 
TECHBASE
REGENSBURG
- 
IT-LOGISTIK
CLUSTER
- 
E-Mobilitätscluster
Regensburg
- 
DGO
Digitale Gründerinitiative
OBERPFALZ



**IT-LOGISTIK
CLUSTER**

IT-LOGISTICS CLUSTER

The IT-Logistic Cluster is a network of companies, research institutions, universities and politics, who are focusing on the increasing importance and merging of the cross-cutting sectors ICT and logistics

MAIN FACTS

- Established in 2011
- Silver Label of the European Cluster Excellence Initiative
- More than 60 members and more than 25 partner organizations
- +100 network events since 2011





E-MOBILITY CLUSTER REGENSBURG

The E-Mobility Cluster of Regensburg is a network developing future technologies of energy, mobility and infrastructure in Regensburg

Together with members and partners the cluster initiates projects for a smart, sustainable and environmentally friendly evolution of transport and energy distribution

MAIN FACTS

- Established in 2011
- More than 20 members and (e.g. Continental, Bertrand, AVL)
- More than 25 partner organizations
- +80 development and network events since 2011





GOOD PRACTICE EXAMPLE 1: CLUSTER SERVICES

NETWORKING

- **Access** to our networks
- **Sharing** of knowledge, technology, contacts and ideas among tenants, members and partners
- **Initiation and coordination** of projects, clusters and forums
- **Individual advice and support** for funding acquisition
- **Finding and establishing contacts** with new partners

MARKETING

- **Press releases** and publication of articles on the websites
- Monthly **newsletters**
- Promoting of partners through **social media channels**
- **Location and HR marketing** as well as the use of our online **job exchange**
- **Brochures and flyers** for advertising purposes
- **Market research** to identify trends and future topics

EVENTS

- Organization of diverse **networking events**
- **Joint stands** at trade fairs
- **Workshops, vocational training** and **start-up coaching**
- **Exclusive company tours**
- **Special partner conditions** for trade fairs and bookings of the conference and meeting rooms in the TechBase



GOOD PRACTICE EXAMPLE 2: RESEARCH & DEVELOPMENT NETWORKS

- Initiation of R&D Networks
- Organization of Workshops
- Fundraising for R&D Projects of the Network
- Project Management

S₃GEN

SAFE AND SECURE SMART GRID
ENABLING NETWORK





GOOD PRACTICE EXAMPLE 3: INTERNATIONAL NETWORKS





GOOD PRACTICE EXAMPLE 4: CREATE NETWORKING OPPORTUNITIES





GOOD PRACTICE EXAMPLE 5: LIVING LAB (FOR CLUSTER MEMBERS)





GOOD PRACTICE EXAMPLE 6: ACTIVE FUNDING ACQUISITION



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