

CHEMIE-CLUSTER BAYERN

CROSS-SECTORIAL SME-COOPERATION IN GLOBAL VALUE CHAINS



Value CreationPartnership
Solving today's problems ahead of tomorrow's

Foundation



- Public Mission to improve business development in Bavaria and Germany



- Industrial mission to improve efficiency of R&D and to create new types of business cooperation



- Academic mission to improve cooperation between universities and industry

265 Companies across chemical value chains

basic inorganic chemicals



agricultural chemicals



ethylene



fine chemicals



organic chemicals



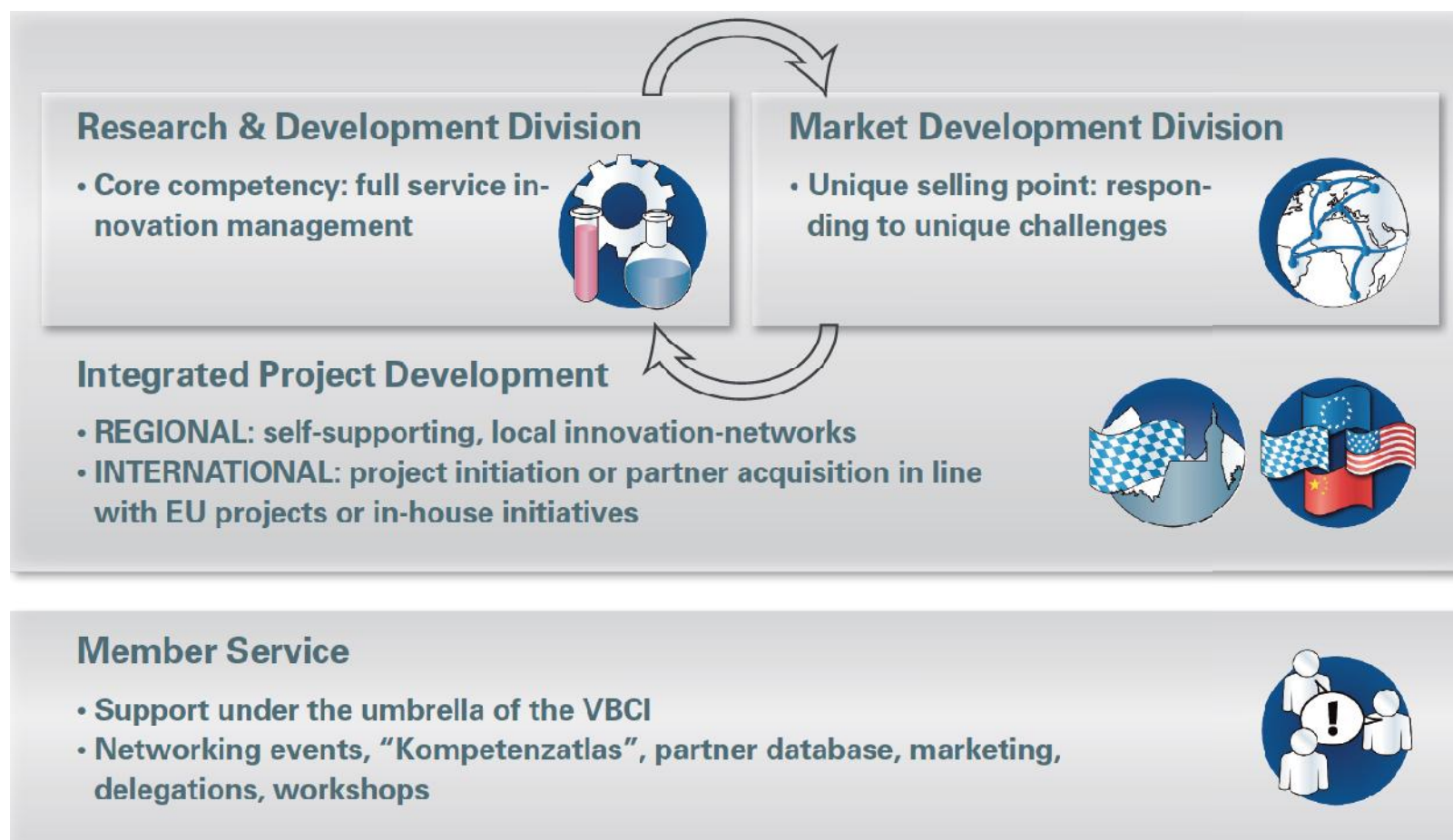
pharmaceuticals



polymers



Overview Business Units



Members of the Bavarian Chemie Cluster:

160 Companies, 40 Universities, €87 billion in sales

€20 billion in sales:
chemical processing firms

€6 billion in sales:
end-users

€61 billion in sales:
industrial suppliers and OEMs



Agenda 2013-2017

„Hidden Markets“	System integrators lack innovation capability by only discussing product diversification or technological solutions with their tier 1. There is a lot of know-how at the other end of the value chain, which has not been capitalized yet.
Cluster-Mission 2013 - 2017	Identifying industrial end users' needs and creating new sets of high-performance materials and chemicals in order to optimize industrial processes and products for tough applications.

Agenda 2013-2017

„Hidden
Markets“

System integrators lack innovation capability by only
or technological

Success Indicator:

**Creating at least 1bn €
additional turn over for
member companies until
2017!**

other end of the
capitalized yet.

Cluster-Mission
2013 - 2017

eds and creating
materials and chemicals

in order to optimize industrial processes and products
for tough applications.



VCI



go-cluster
EXZELLENT VERNETZT!

GOLD



Cluster
Management
Excellence

PROVEN FOR CLUSTER EXCELLENCE

Chemie
Cluster Bayern



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IDENTIFICATION OF HIDDEN MARKETS

Cross sectoral
Industry
(OEM)



Chemical
Industry
(CCB Member)



→ CHALLENGE STATEMENT !
(Technological Demand)



„CHEMISTRY MEETS“ WORKSHOP

**CHALLENGE
STATEMENTS**



**PRODUCT
MODIFICATION**

Discussion of innovative solutions with
experts from the chemical industry.

ADVANTAGES

Cross sectoral Industry (OEM)

- ✓ Efficient access to new markets
- ✓ Mediation of specific product and project inquiries
- ✓ Confidential and highly efficient industrial networking

TURNOVER TARGET : 1 BILLION €

Chemical Industry (CCB Member)

- ✓ Targeted confidential discussion of current technological demands
- ✓ Individual Technology scouting
- ✓ Access to a market-orientated project development network

INNOVATIVE SOLUTIONS

Most Promising Fields of Applications



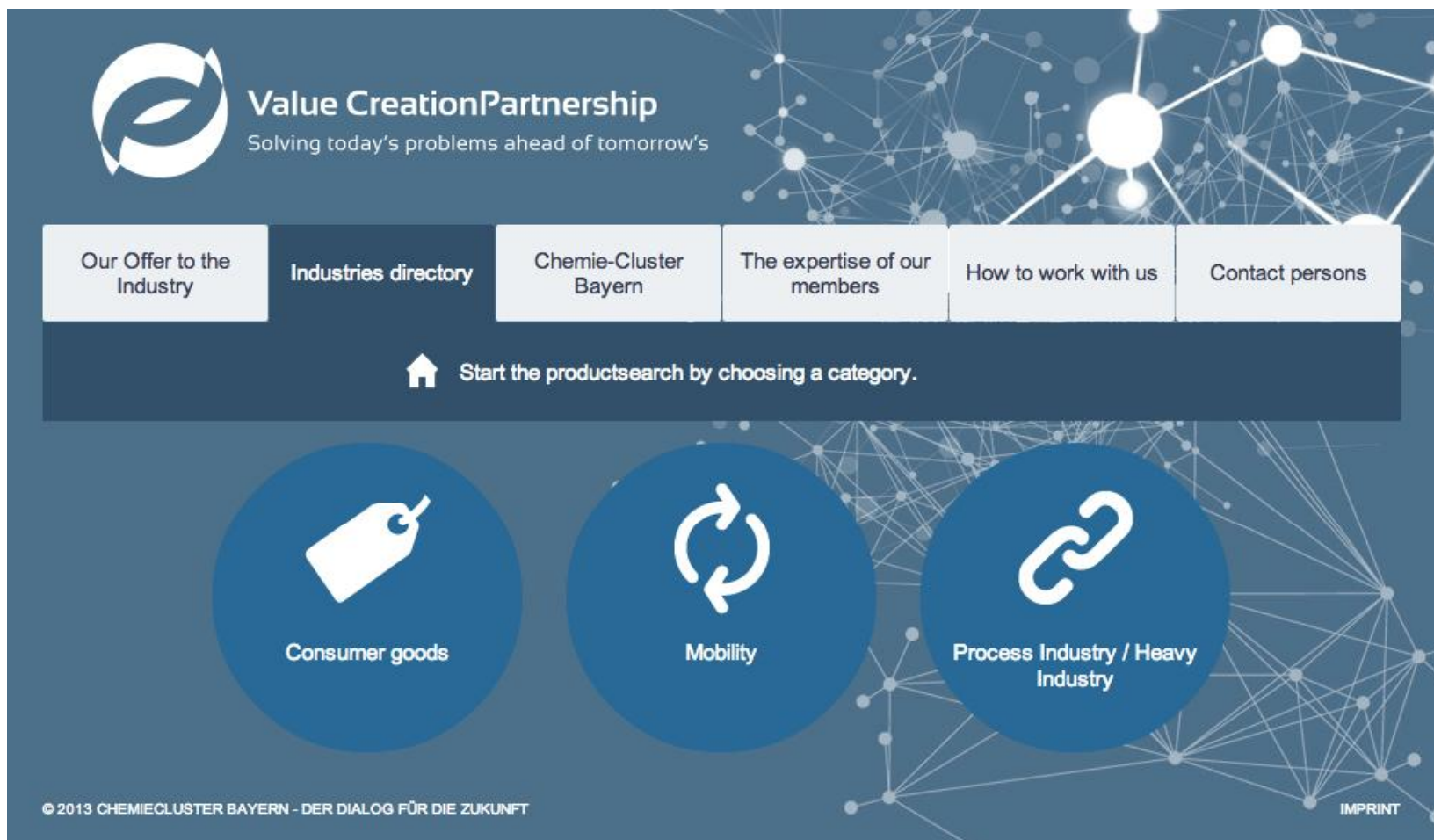
Success Stories Each Year

140 TECHNOLOGICAL COOPERATION REQUESTS

lead to...

- **90 LONG-TERM INDUSTRY COOPERATIONS**
- **61 R&D PROJECTS**

Industry Database



The screenshot shows the homepage of the Value Creation Partnership Industry Database. At the top left is the Value Creation Partnership logo and tagline. Below this is a navigation bar with six links: 'Our Offer to the Industry', 'Industries directory', 'Chemie-Cluster Bayern', 'The expertise of our members', 'How to work with us', and 'Contact persons'. A central banner features a house icon and the text 'Start the productsearch by choosing a category.' Below the banner are three large blue circular buttons with white icons: a price tag for 'Consumer goods', a circular arrow for 'Mobility', and a chain link for 'Process Industry / Heavy Industry'. The footer contains the copyright notice '© 2013 CHEMIECLUSTER BAYERN - DER DIALOG FÜR DIE ZUKUNFT' and the word 'IMPRINT'.

Value CreationPartnership
Solving today's problems ahead of tomorrow's

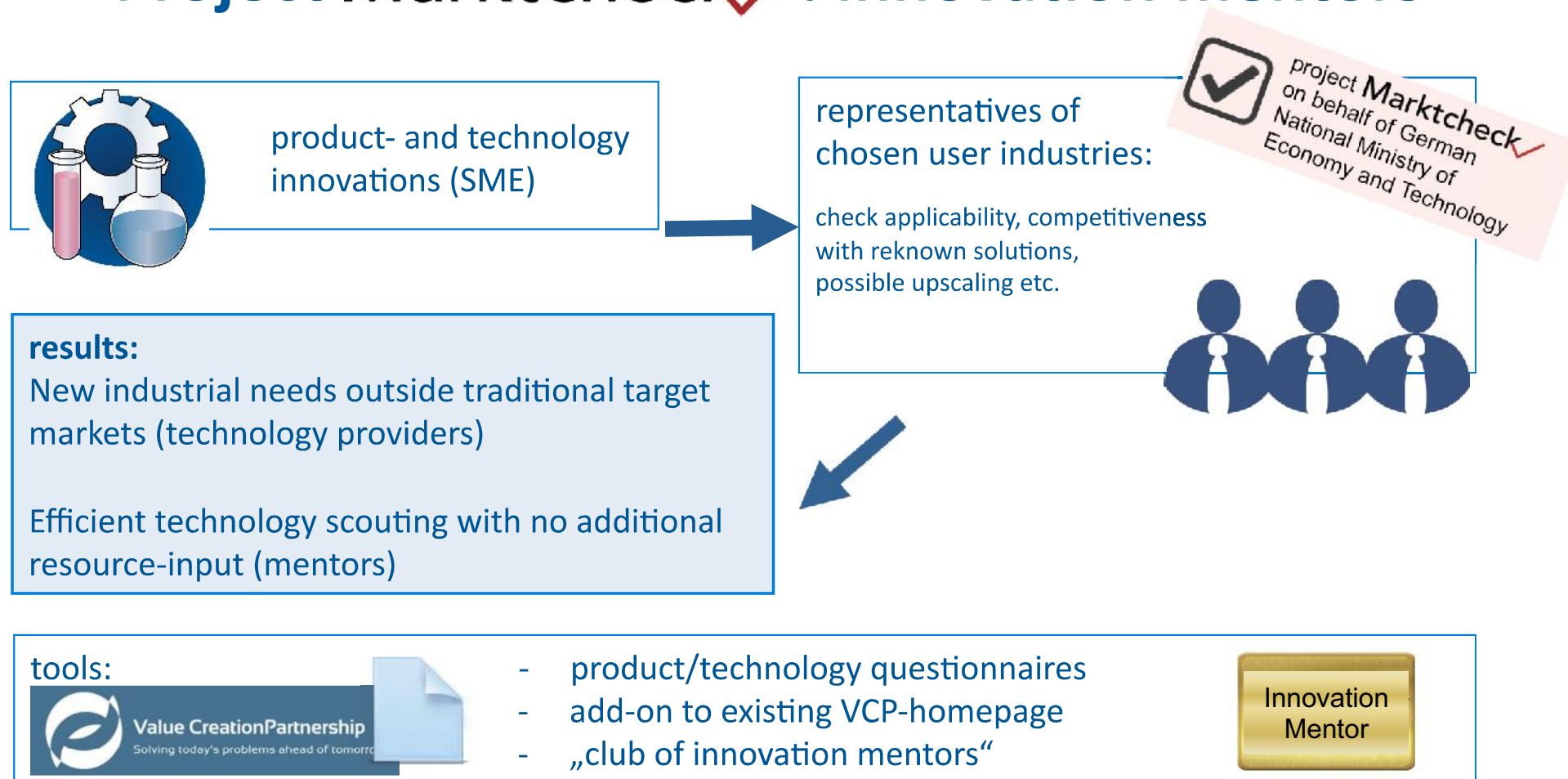
Our Offer to the Industry | Industries directory | Chemie-Cluster Bayern | The expertise of our members | How to work with us | Contact persons

Start the productsearch by choosing a category.

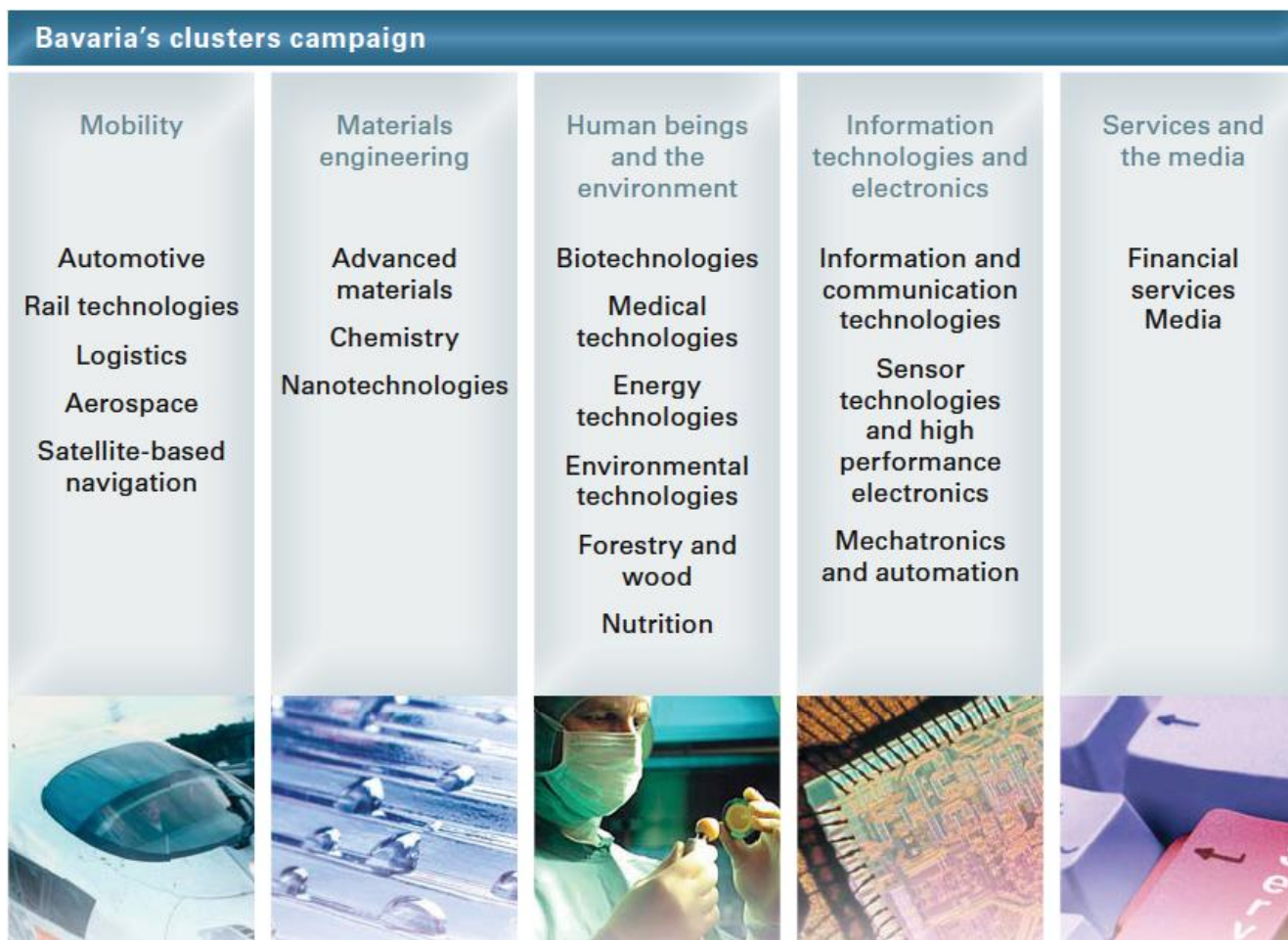
Consumer goods | Mobility | Process Industry / Heavy Industry

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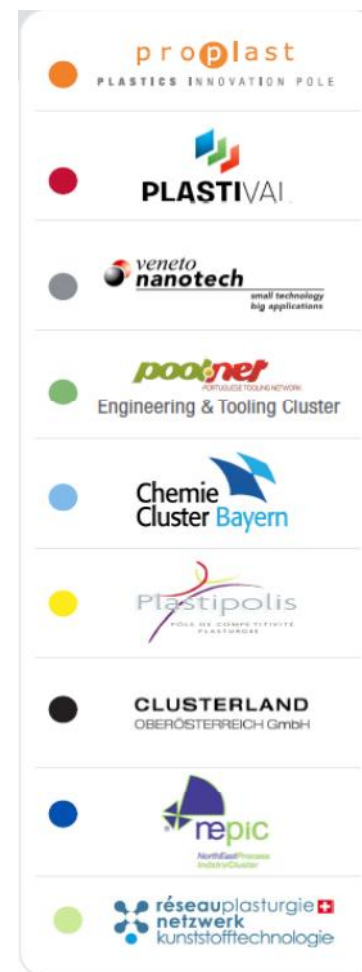
Project Marktcheck✓: innovation mentors



The Bavarian Network



The European Network



The Site Development Program

- Building up a network of industrial sites and industry clusters
- International cooperation in
 - capacity building,
 - cluster development,
 - building up trade and distribution hubs,
 - industry park and city planning

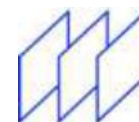


Competence Center for Site Development

Bayerische
Architektenkammer



Cluster
Offensive Bayern



Universität
Bayern e.V.

ICO
INDUSTRIE CENTER OBERNBURG

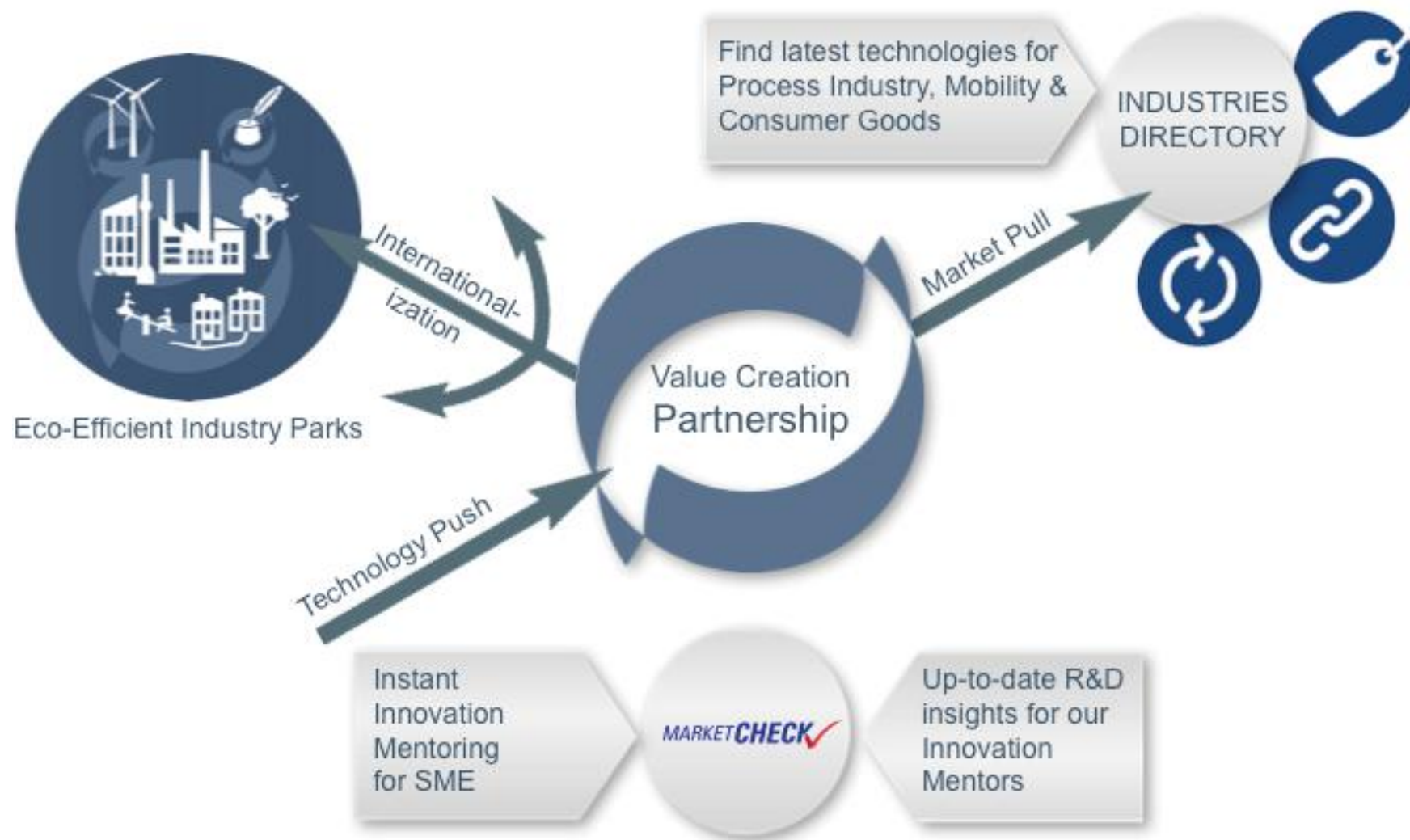
giz
Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

BAYERN INTERNATIONAL
Kompetenz für Auslandsmärkte



Location





Joint Mission with European Partners

1. Starting the VCP-program in order to gather technological challenge statements for chemical companies from different target sectors (oil / gas, aerospace, mining, agriculture, life science)
2. Building up a multi-lateral innovation network
3. Creating a tailor-made industry park infrastructure

The European Perspicitve – our Wish List

1. Instead of having single sector „meta clusters“, creation of a market-driven task force to explore interdisciplinary hidden markets by the VCP approach.
2. Applying the Site Development Program to both promote European industrial infrastructure and development global markets for infrastructure experts.
3. Development of a joint industry strategy to optimize value creation by global site marketing



Thank you for your attention!