

CHEMIE-CLUSTER BAYERN

CROSS-SECTORIAL SME-COOPERATION IN
GLOBAL VALUE CHAINS



Value Creation Partnership
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



PCI
Für Bau-Profis



agricultural chemicals



WESSLING
Quality of Life



ECKART
Effect Pigments



ethylene

TUM
TECHNISCHE
UNIVERSITÄT
MÜNCHEN

CLARIANT



fine chemicals

ecoatech
Systems



LMU
LUDWIG-MAXIMILIANS-UNIVERSITÄT MÜNCHEN

WACKER



CSC  **jäklechemie**
Distribution - Beratung - Service

organic chemicals

SCIOMSYN
scientific organometallic syntheses



BIO MWB
white biotechnology

pharmaceuticals

Roche

REMA
KODP

Kelheim Fibres

Nexans

polymers



UNIVERSITÄT BAYREUTH

dtd

Gerlinger

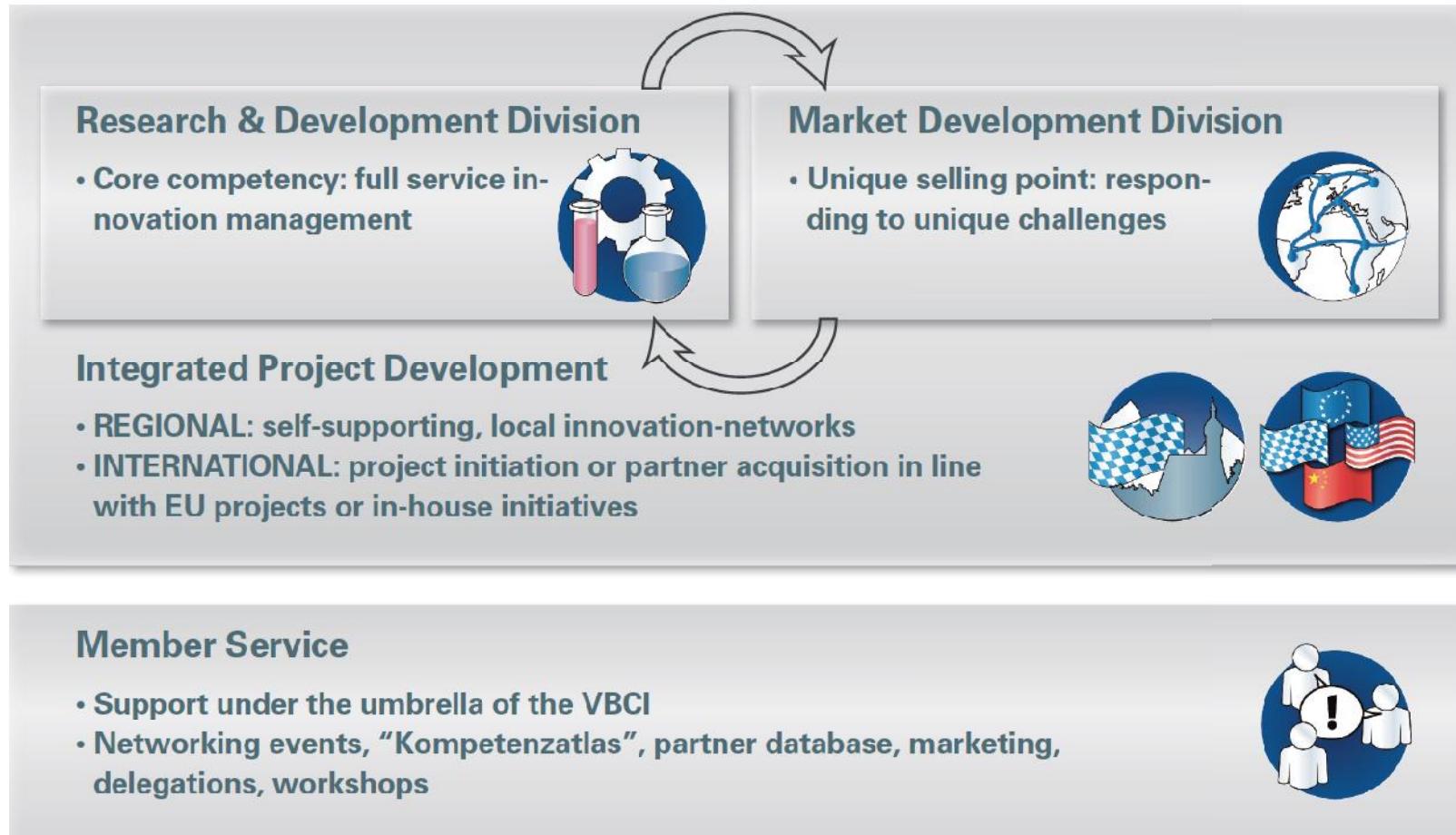
Straubing-Sand
BioCampus

BRÜCKNER

VCI
LV Bayern

ChemDelta Bavaria
Key to the World's Chemical Industry

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“

Cluster-Mission
2013 - 2017

System integrators lack innovation capability by only
for technological

Success Indicator:

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

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



VCI



Value Creation Partnership

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IDENTIFICATION OF HIDDEN MARKETS

Cross sectoral
Industry
(OEM)



Chemical
Industry
(CCB Member)



→ CHALLENGE STATEMENT !
(Technological Demand)



APPROACH



„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

Chemical Industry (CCB Member)

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

TURNOVER TARGET : 1 BILLION €

INNOVATIVE SOLUTIONS

Most Promising Fields of Applications



Success Stories Each Year

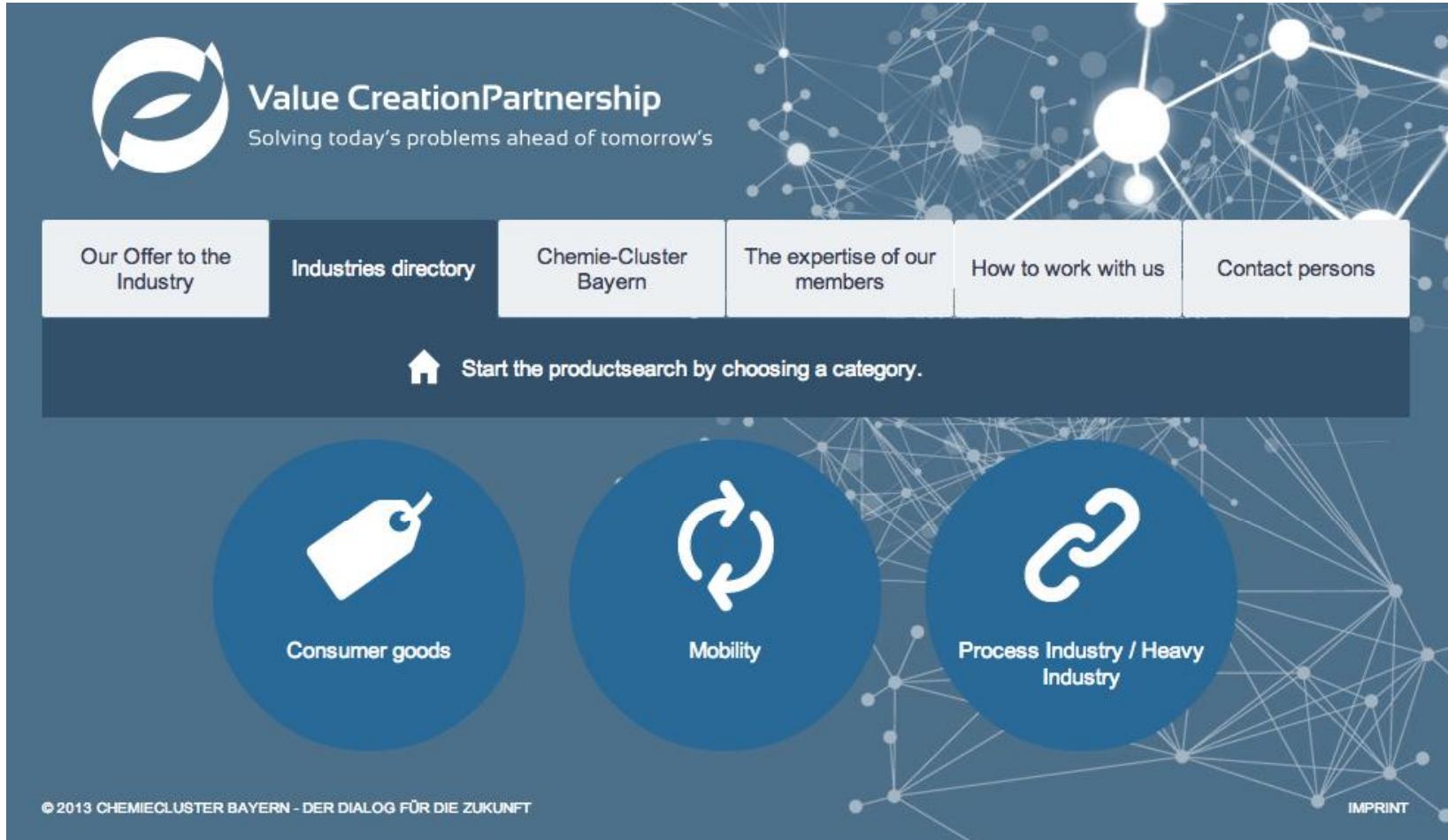
140 TECHNOLOGICAL COOPERATION REQUESTS

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 VCP logo and tagline. A navigation bar below features 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 search bar contains the placeholder text 'Start the productsearch by choosing a category.' Below the search bar are three large circular icons representing different industry sectors: 'Consumer goods' (with a tag icon), 'Mobility' (with a recycling symbol icon), and 'Process Industry / Heavy Industry' (with a linked chain icon). The background features a network of interconnected nodes.

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

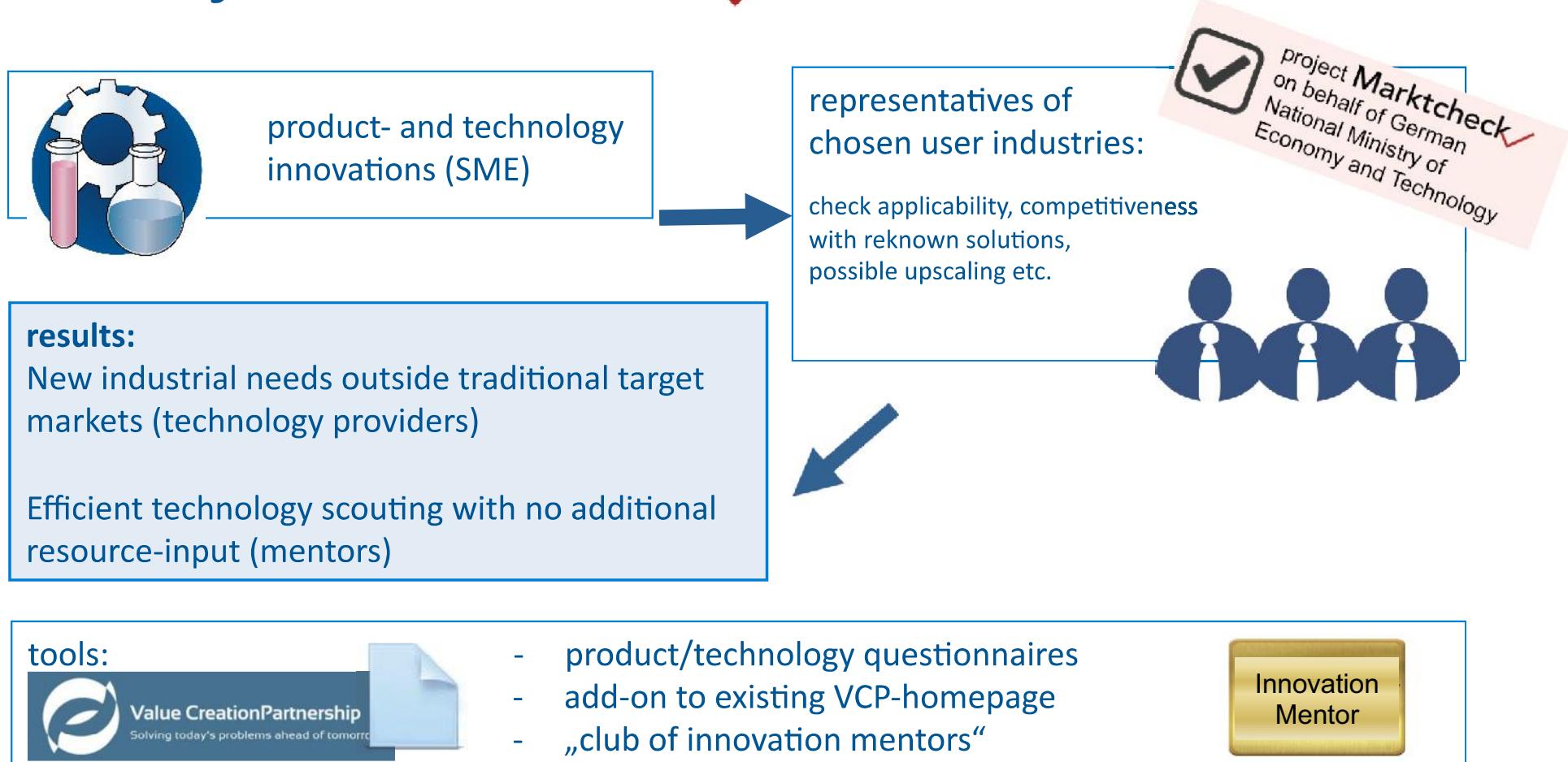
Our Offer to the Industry Industries directory Chemie-Cluster Bayern The expertise of our members How to work with us Contact persons

Start the productsearch by choosing a category.

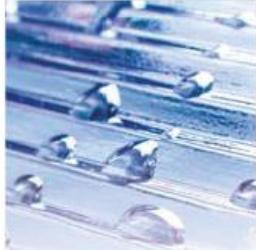
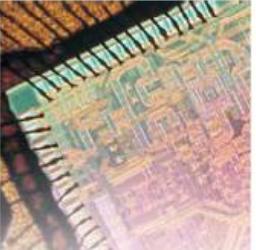
Consumer goods Mobility Process Industry / Heavy Industry

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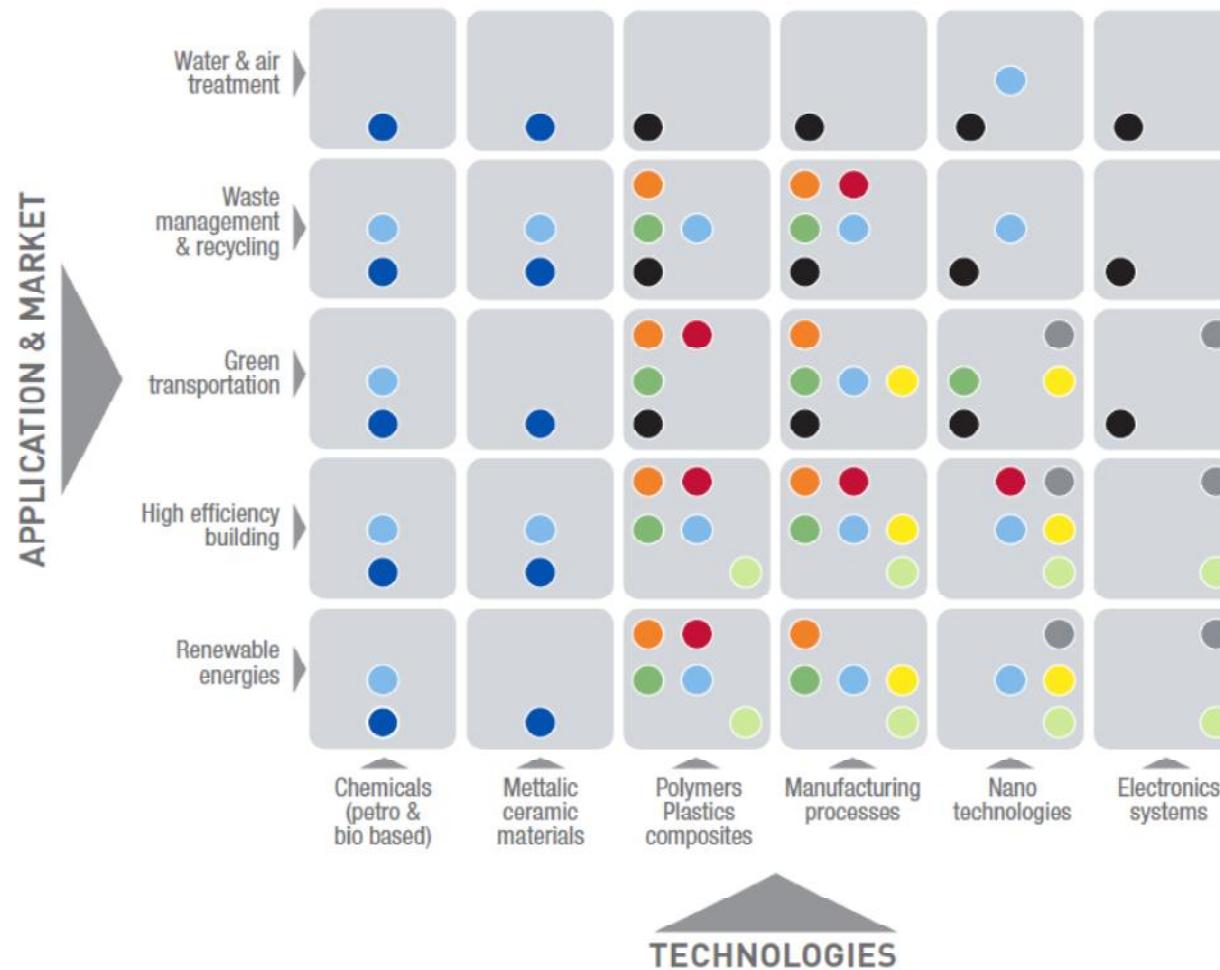
Project Marktcheck✓: innovation mentors



The Bavarian Network

Bavaria's clusters campaign				
Mobility	Materials engineering	Human beings and the environment	Information technologies and electronics	Services and the media
Automotive	Advanced materials	Biotechnologies	Information and communication technologies	Financial services
Rail technologies	Chemistry	Medical technologies	Sensor technologies and high performance electronics	Media
Logistics	Nanotechnologies	Energy technologies	Mechatronics and automation	
Aerospace		Environmental technologies		
Satellite-based navigation		Forestry and wood		
		Nutrition		
				

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

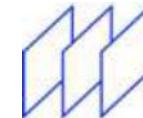


Competence Center for Site Development

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



invest
in
bavaria

Location





Eco-Efficient Industry Parks

Internationalization

Technology Push

Value Creation Partnership

Find latest technologies for
Process Industry, Mobility &
Consumer Goods

INDUSTRIES
DIRECTORY

Market Pull



Instant
Innovation
Mentoring
for SME

MARKETCHECK

Up-to-date R&D
insights for our
Innovation
Mentors

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 Perspective – 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!