

CHEMIE-CLUSTER BAYERN

CROSS-SECTORIAL INDUSTRY
COOPERATION BY THE



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

Objectives of the Presentation

- 1. Present Value Creation Partnership**
- 2. Show the interface between bioeconomy and chemical value creation**
- 3. Identify joint strategies of optimizing chemical value creation in Europe**

Presentation Outline

1. **Background of CCB**
2. Vision and mission for exploring hidden markets:
Our Agenda 2013-2017
3. The role of bioeconomy
4. Conclusions – our ideas for a European „Task Force“

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

The Cluster-Network (Examples of Companies)

basic inorganic chemicals



agricultural chemicals



ethylene



fine chemicals



organic chemicals



CLARIANT



pharmaceuticals



polymers



Gerlinger



BRÜCKNER



Nexans



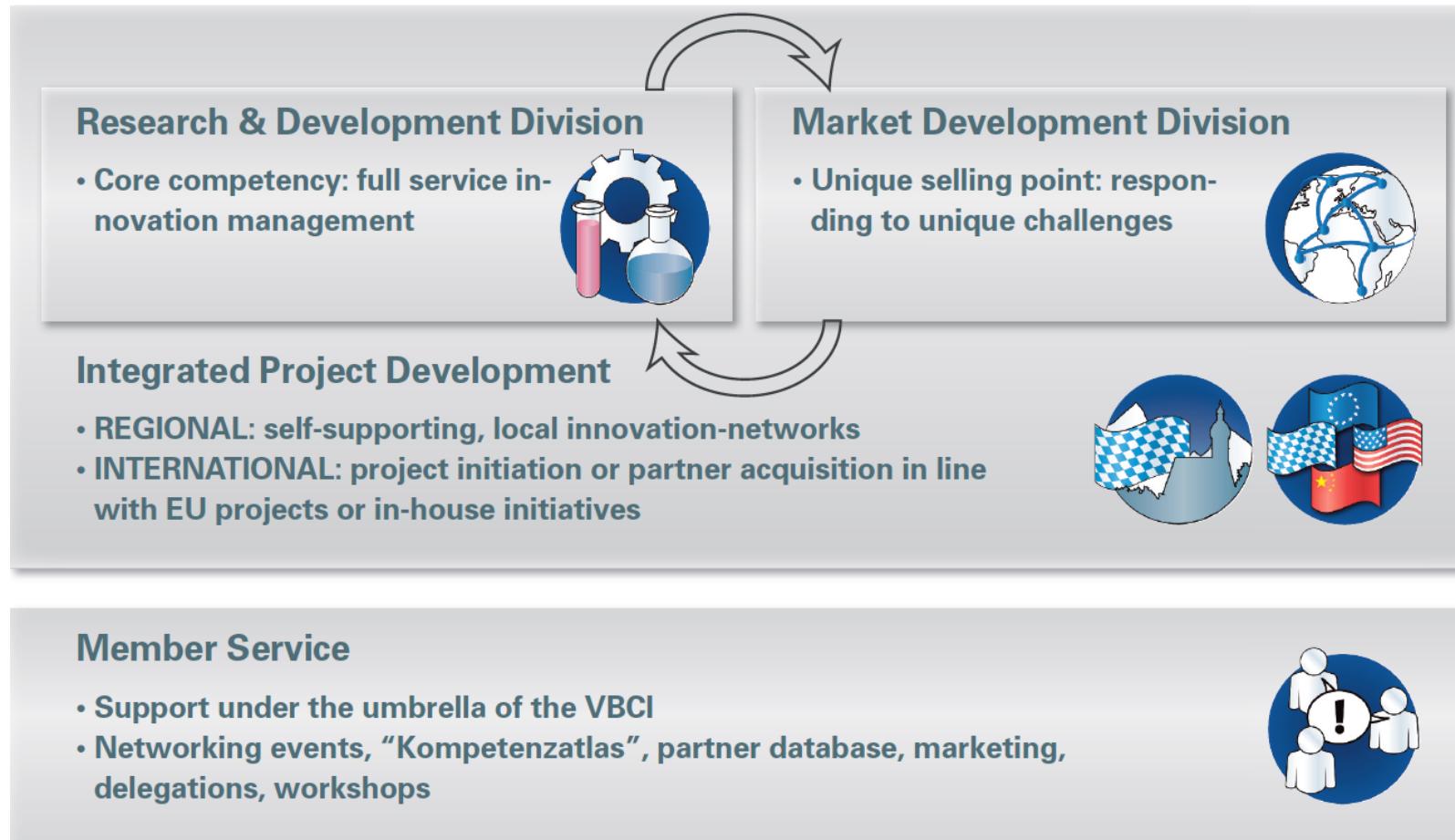
Nordmann, Rassmann SINCE 1912



LV Bayern



Overview Business Units



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„Dead Corner“ of Public Business Support

Branches, which

- are typical cluster markets by showing high potential of added value by joint projects,

but

- enfold their innovative potential in cross-sectorial value chains and thus need a cross-sectorial and international framework



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“

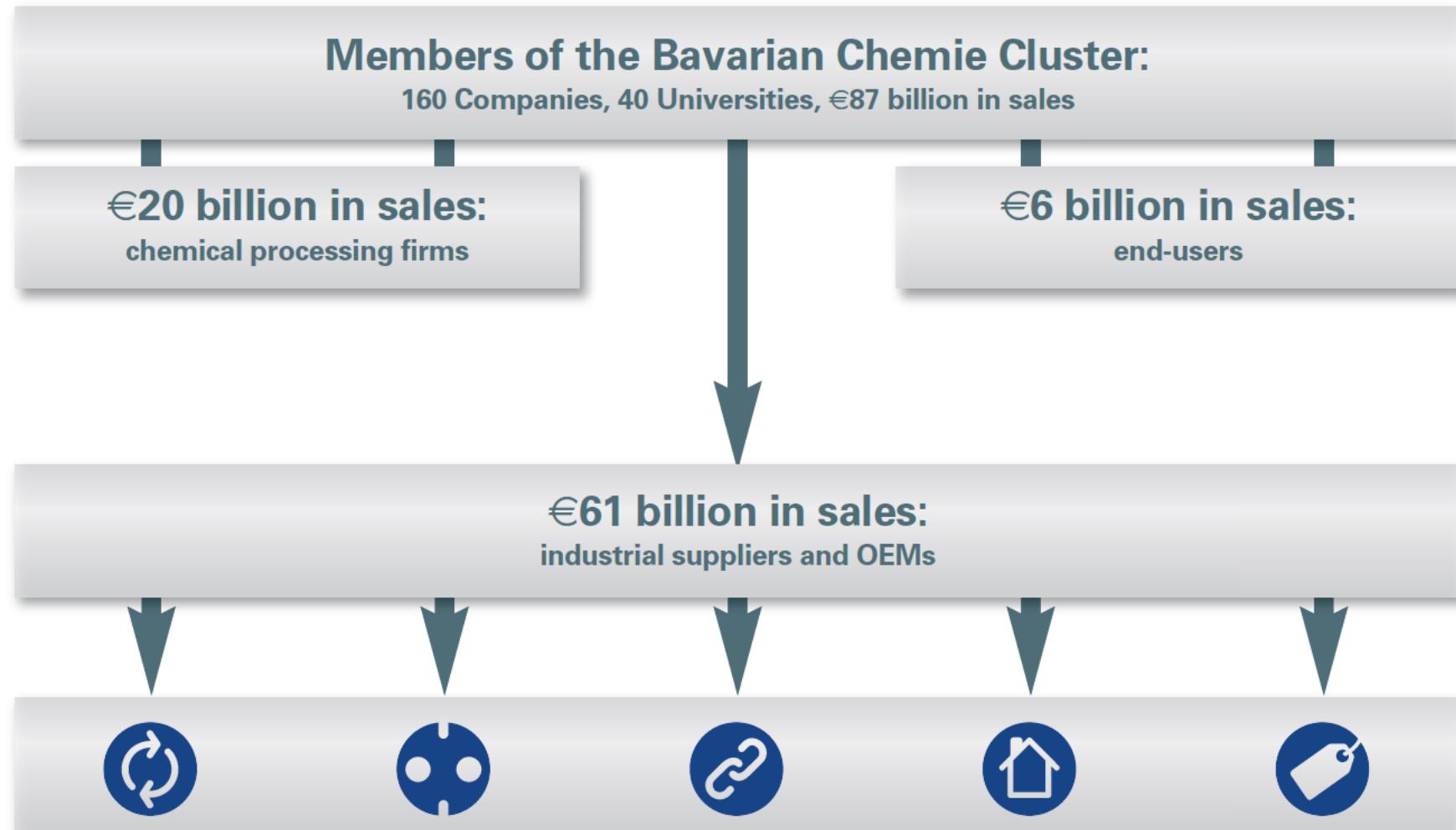
Cluster-Mission
2013 - 2017

System integrators lack innovation capability by only
or technological

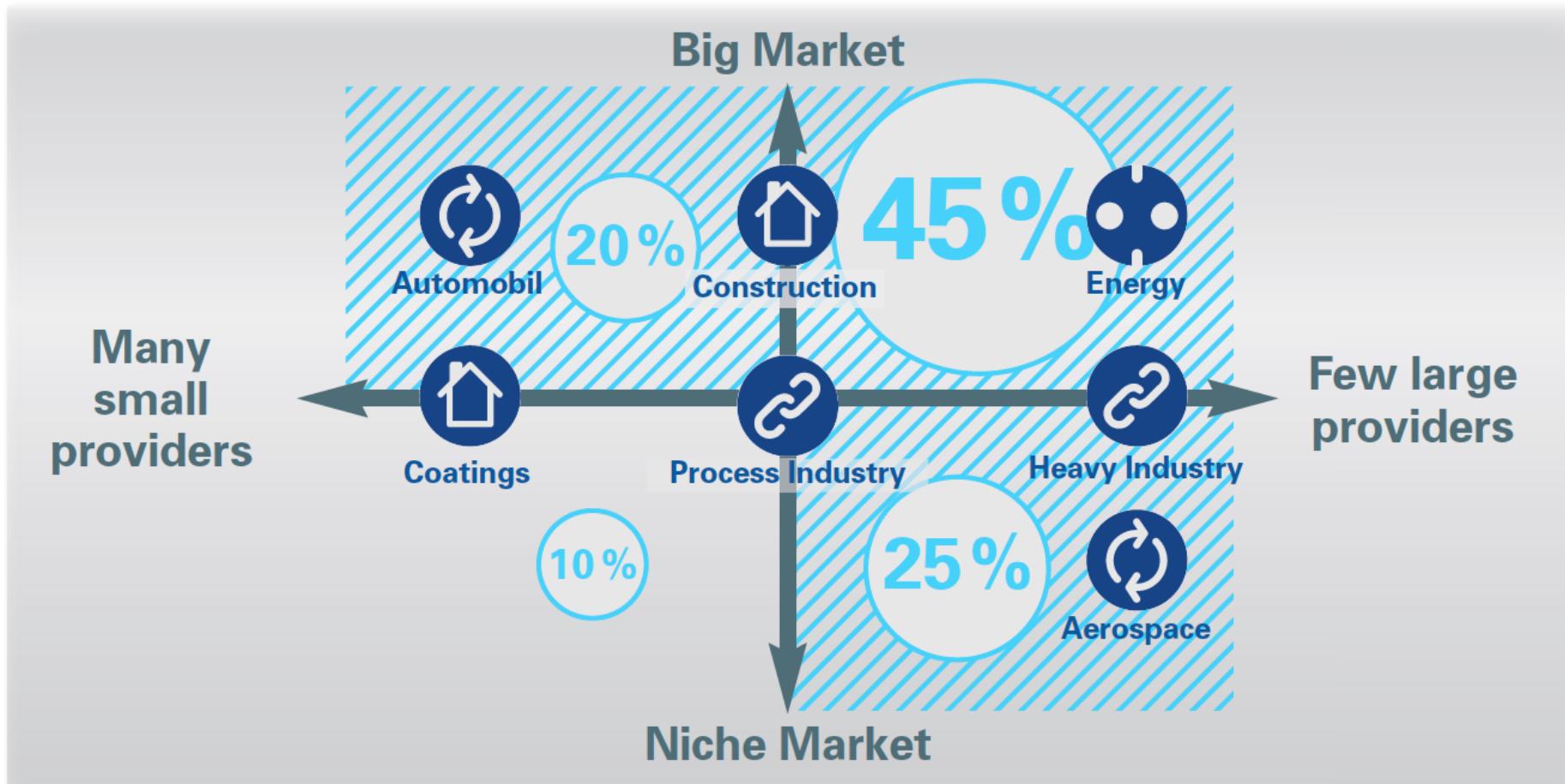
Success Indicator:

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

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



Market Segmentation



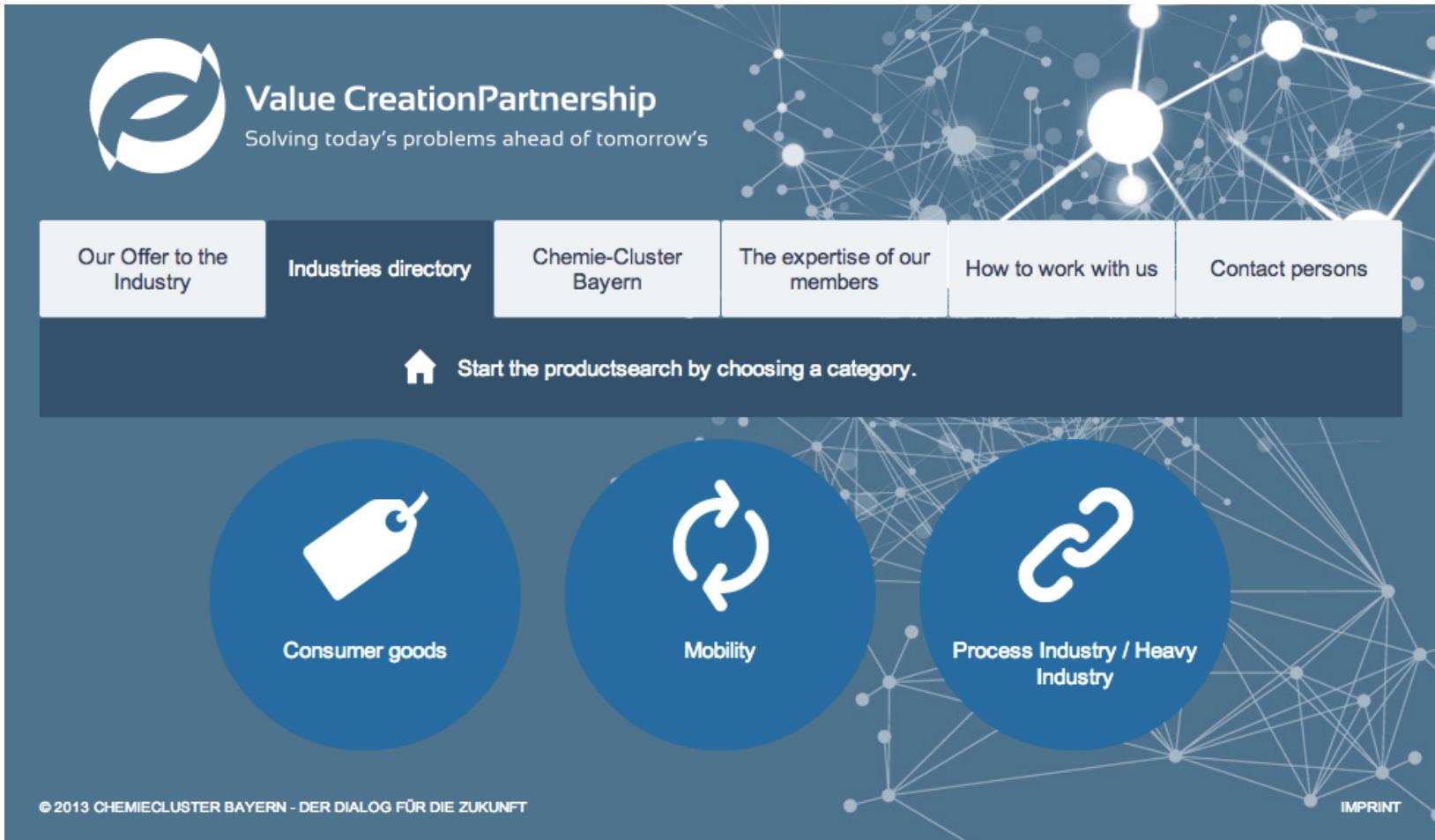
The Initiative



Value CreationPartnership

Solving today's problems ahead of tomorrow's

Industry Database

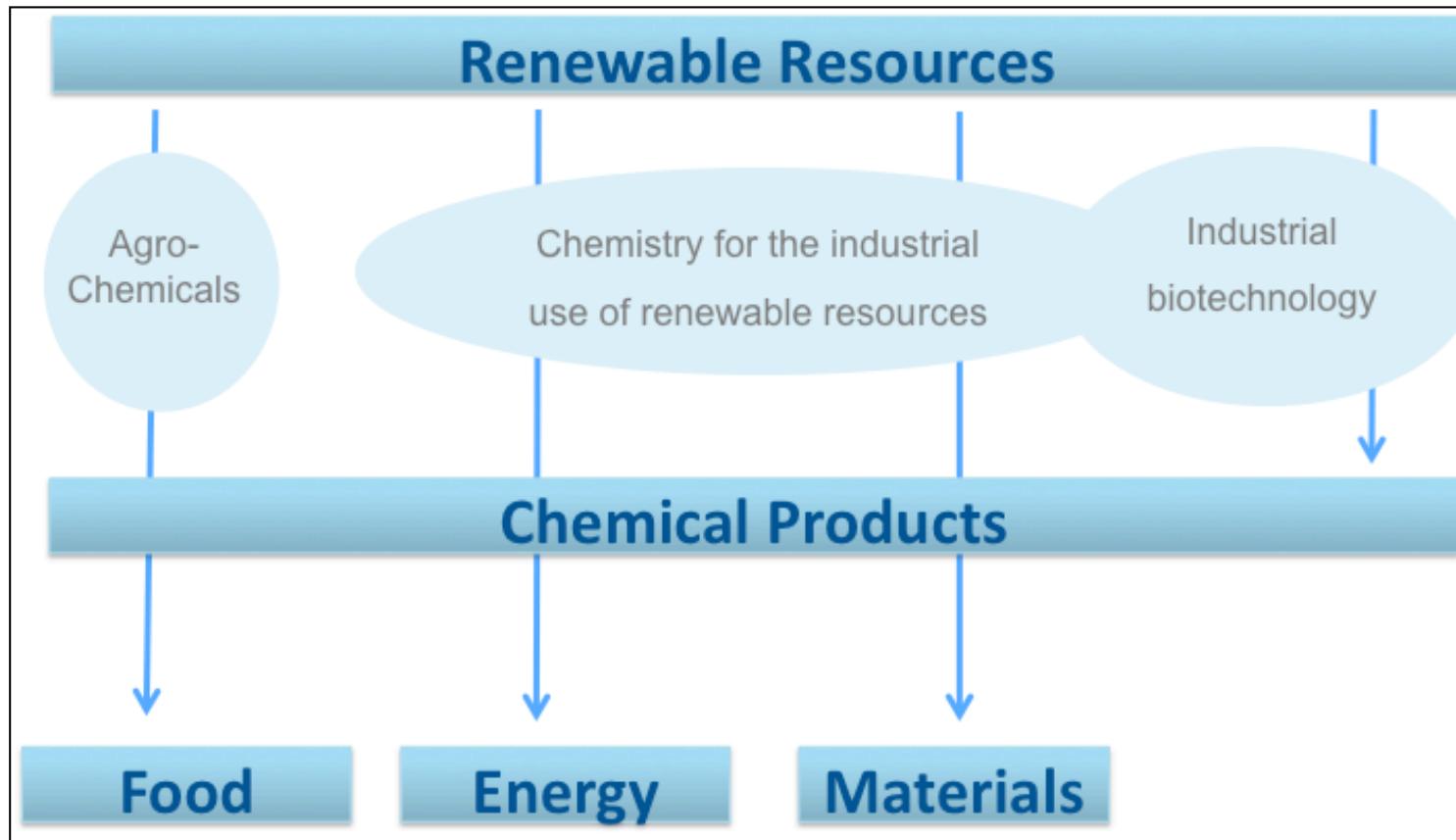


The screenshot shows the homepage of the Value Creation Partnership website. At the top left is the VCP logo and the text "Value CreationPartnership Solving today's problems ahead of tomorrow's". To the right is a large, semi-transparent network graph. Below the header is a navigation bar with six items: "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 blue circles containing icons and text: "Consumer goods" with a tag icon, "Mobility" with a circular arrow icon, and "Process Industry / Heavy Industry" with a linked chain icon. The bottom of the page features a copyright notice "© 2013 CHEMIECLUSTER BAYERN - DER DIALOG FÜR DIE ZUKUNFT" and an "IMPRINT" link.

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Chemical Interfaces with Bio-Resources at CCB



Basic Findings

- Regarding the industrial applications of green chemistry innovations, there are not only technological gaps, but also gaps regarding business models and entrepreneurship
- There are many “hidden markets” for established bio-based products – they will have to be explored by a more professional market development
- Academic research should optimize the interdisciplinary potential of biotech projects

Major Trends of bioeconomy for chemical industry

1. Rural areas turn into high-tech centers
2. Green chemistry opens new value chains
3. Green chemistry as a driver for applying scientific research in industry
4. Geographical conditions are a matter of industrial site management again
5. Competitive advantage on global markets by bioeconomy clusters

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New Standards in International Business Development

Experience:

Tremendous efficiency added by targeted market development at the interface of public institutions and networks

Idea:

Instead of useless cluster internationalization, development of a European „Task Force“ of exploring hidden markets

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
2. Creation of a chemical project council with the capability to lift regional projects on a European level, including a controlling of clear success indicators
3. Development of a joint industry strategy to optimize value creation at the chemical site of Europe by global site marketing



Thank you for your attention!