



# Accelerate innovation and market exploitation of Mechatronic European Clusters

Cluster Executive Workshop

*Motek 2011 Exhibition*

*13 Oct. 2011, Stuttgart*

Founding Members:



**ICM Advisors**  
INTELLECTUAL CAPITAL MANAGEMENT

ADDING VALUE TO IP  
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The European mechatronic technologies and industrial base are the most advanced in the world.

Large industrial-based countries such as Germany, France, Italy and other innovative countries such as Switzerland, The Netherlands, Sweden, Finland, UK, Austria built a significant asset stock in terms of know-how, patents and innovation skills.

**European players are often at the top of the global ranking for revenues and market share in several industrial segments** such as machinery, industrial automation, packaging, automotive, robotic, medtech.

A strong base of innovative SMEs and private or public Applied Research Centers have been also developed in particular in some leading countries.

**Nevertheless globalization and technology-hungry countries such as China, India, Korea threat the Europeans due to their enormous demand rate and financing capabilities.** Europeans have to quickly react in order to protect and develop new and strong value-added business models accelerating the innovation and the market exploitation.

Industrial mechatronic clusters are key elements for competitiveness of SMEs through: know-how sharing, R&D resources aggregation in order to reach critical mass of investments, innovation acceleration with open innovation approach and market exploitation with effective technology transfer and commercialization. Clusters are also very important for mid and large corporations for the access to ideas/technologies, to Intellectual Property Rights (IPR's) and to enable the organization of their own collaborative environment (C&D).

**Significant Clusters were organized in many European countries with different models (Competitiveness Poles, District, Competence Centres,..). They there are now facing the so-called phase 2 challenge where speed, impact and sustainability should be dramatically improved.**

In the above scenario IPT Alliance, leading European organization of practitioners in technology / IP management and valorisation, has developed a significant experience in the industrial cluster field and also in research and design of new business and operating platforms for clusters and their members.

To share experiences, models and to listen to the voice of mechatronic European clusters executives, IPT Alliance in cooperation with Mechatronik Göppingen is organizing a restricted workshop in Stuttgart in the context of Motek 2011 Exhibition with the following objectives and program.

### **Workshop objectives**

- Share experiences, challenge point of view and cluster business and operating models
- Understand the elements of the cluster models critical for competitiveness and sustainability performance
- Share the funding issues and models of the cooperation with financial institutions
- Discuss an opportunity to create an European Mechatronics Intercluster Platform of structured activities to exchange assets, market opportunities and develop collaborative projects

### **Participants**

- Cluster Executives, Cluster Tech Managers, Government and Financial Institutions Members, University and Research Executives

## **Accelerate the innovation and market exploitation of Mechatronics European Clusters**

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*Motek 2011 Exhibition*  
*13 Oct. 2011 - Stuttgart*

### **Agenda**

Timing: 2 Hours – 15:30-17:30

Location: Hall 9, Booth no. 9515

### **Lectures**

#### **Key note – Future of Manufacturing in Europe**

- Prof. Westkämper - Stuttgart University IFF & Fraunhofer IPA

### **Workshop:**

#### **Moving to European Mechatronics World Class Clusters – Key cluster performance issues, challenges and opportunities**

Moderator: Dr. Edelbert Häfele – CEO PATEV Associates (DE) - IPT Alliance

### **Discussant Executives:**

- Mechatronik BW e.v./Göppingen DE- Dr. Hans Wiedman
- Mesap / Torino IT – Dario Scapaticci
- Thesame / Annecy FR - Olivier DeGabrielli
- Ministry of financial and economic affairs/Stuttgart, Hermann Koch
- Fraunhofer – IPA/Stuttgart DE - Dr. Hörcher (Head of Strategy and European Relations)

### **Next step**

- Innovation Relationship Management between European Mechatronics Intercluster: Project Concept, opportunities, model, tools and possible roll-out
  - Pier Biga – CEO ICM Advisors (CH,IT) - IPT Alliance

### **Closing remarks**

- Dr. Hans Wiedmann - Mechatronik BW e.v./Göppingen – Innovation Manager
- Dr. Edelbert Häfele
- Patrick Pierre – CEO Avenium SA (FR) - IPT Alliance

## Kompetenznetzwerk Mechatronik BW e.V.

Das Kompetenznetzwerk Mechatronik BW e.V. (KMBW) vereint über 100 Mitglieder aus Wirtschaft, Wissenschaft und Politik. Kernthema des Netzwerks ist die Mechatronik und bildet als Querschnittstechnologie ein ideales Umfeld für interdisziplinäre und konstruktive Netzwerkarbeit.

Das Cluster hat ein breites branchenübergreifendes Mitgliederspektrum aus großen, auf dem Weltmarkt agierenden Unternehmen, KMU, Existenzgründern, Hochschulen und Forschungseinrichtungen. Diese Vielfalt begünstigt das Entstehen radikaler Innovationen und bildet die Basis des real gelebten industriegetriebenen Clusteransatzes, bei dem Umsetzung und Nachhaltigkeit Kernelemente sind. Für jede Aufgabenstellung kann das KMBW eine Lösungskompetenz entwickeln; alle dafür notwendigen Partner und Kompetenzen sind schnell erreichbar und zeitnah abrufbar. Am Netzwerk beteiligte Unternehmen haben davon einen direkten Nutzen.

Seit Anfang 2011 fokussiert sich das KMBW auf sechs globale Themen: Energie, Gesundheit, Kommunikation, Mobilität, Sicherheit und Umwelt. Alle Aktivitäten können mindestens einem oft sogar mehreren dieser Themenfelder zugeordnet werden.

## IPT Alliance Profile

IPT Alliance is a structured European organization founded by three leading high value-added professional services companies

- AVENIUM Consulting, France
- ICM Advisors, Switzerland & Italy
- PATEV Associates, Germany

in the field of Intellectual Property & Technology strategy, transfer, operations management and finance.

IPT Alliance support companies and organizations in exploiting the business value of their intellectual property and technology assets. Our clients benefit from the structured European organization with shared practice development (approach, methodologies, tools, data / info base), client project delivery at global scale, multi-language professional staff development and multinational Research & Intelligence Infrastructure.

IPT Alliance's client portfolio includes large-mid industrial corporations, SME Clusters, Financial Services Institutions, Industry Associations, Government agencies and Research organizations.

With a long lasting track record in many industries and technologies with strong Innovation and IP roots in regions with leading industrial companies, technical universities and research centers i.e. in Grenoble, Karlsruhe, Turin, Geneva. Driven by European competitiveness in knowledge economy, top national and European initiatives are clients of IPT Alliance.

Ansprechpartner:

IPT Alliance, PATEV Associates GmbH  
Dr. Edelbert Häfele, CEO  
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