



# Cluster Policy Made in North Rhine-Westphalia and the AutoCluster.NRW




## Overview of agiplan

<b>Established</b>	1961 in Essen
<b>Services</b>	Public Management Consulting Industrial Consulting
<b>Industries</b>	Automotive, equipment and mechanical engineering, process industry, consumer goods, energy / solar technology, construction suppliers, business subsidies, public sector
<b>Employees</b>	130 agiplan GmbH and prisma consult GmbH
<b>Turnover</b>	€17.1 million agiplan GmbH and prisma consult GmbH
<b>Projects</b>	More than 5,500 projects, 80 per year

**agiplan GmbH**  
Kölner Straße 80 - 82  
45481 Mülheim  
+49(0)208 / 99 25-0

**agiplan GmbH**  
Curiestraße 2  
70563 Stuttgart  
+49(0)711/ 67 400 202

**swjplan GmbH**  
Stiglmaierplatz/  
Dachauer Straße 37  
80335 München  
+49(0)89 / 54 55 80

 **agiplan LLC**  
3rd Yamskogo Polya, 18  
125040 Moscow  
+7 495 787 0190

 **SIP Engineering Consulting Ltd.**  
13/F, Block E, Golden Hong  
Qiao Commercial Plaza  
686, Wu Zhong Rd  
Shanghai 201103

[www.agiplan.de](http://www.agiplan.de)

## Services



## Clusters and networks

Develop cluster strategies; set up, manage and secure the ability of clusters to support themselves

## Location development and marketing

Strategic business development for federal states, regions and cities

## Local economies

Integrated development of districts and programme areas with special development requirements

## Subsidy management

Programme and project management, IT systems, monitoring, PR work, evaluation

## Finding business and project management

Implementation support by finding business for the public sector, project and programme management

EnergieAgentur.NRW 

**Ziel2.NRW**  
Regionale Wettbewerbsfähigkeit und Beschäftigung

**EF**A   
Effizienz-Agentur NRW

 **AutoCluster.NRW**  
Cluster Nordrhein-Westfalen





## North Rhine-Westphalia:

- 18 million citizens in the heart of Europe
- highest density of population in Germany (529/km<sup>2</sup>)
- 150 million consumers in a radius of 500 km
- biggest trade fair location in the world
- Germany's no. 1 investment location
- 25 of the 50 top-selling German companies are based in NRW
- GDP per capita 29.400 €
- NRW takes 17th place on the list of the biggest economies worldwide



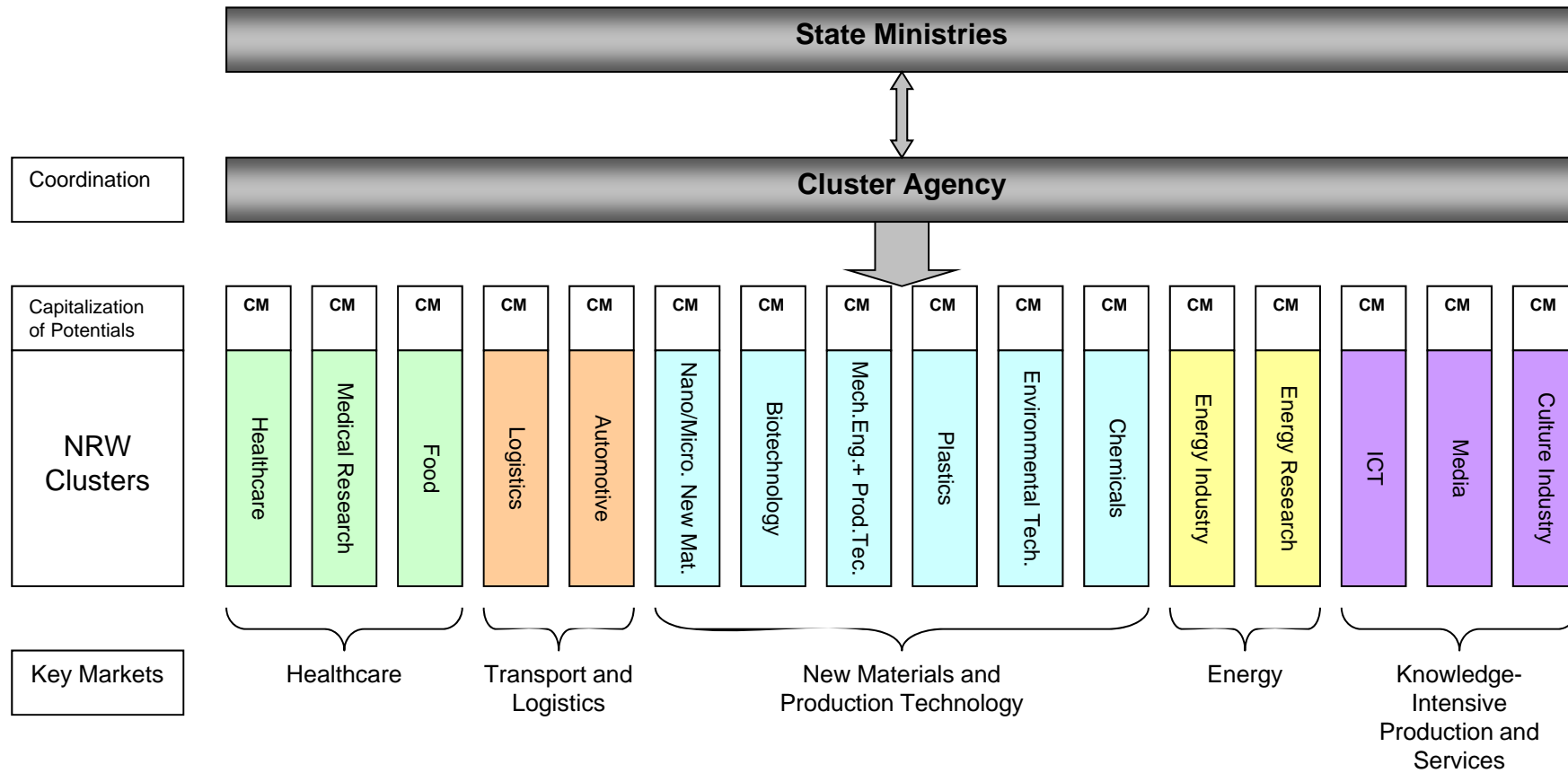


## Challenges:

- unclear spectrum of regional networks
- unclear performance profiles
- low visibility of economic strengths
- high competitive pressure
  - national, between the federal states of Germany
  - international, between the EU-regions



## Cluster management in NRW: 16 state clusters





## Innovation Contests

- mainly co-operative projects are funded
- sustainable economic benefit is essential (growth, employment, ecology)
- independent jury consisting of professionals, academics
- selection of projects by standardised criteria
- **41 completed contests**
- **2.100 submitted project proposals**
- **7.000 co-operation partners**
- **616 winner projects**





## Common Communication Strategy – International Brand

**ExzellenzNRW**  
Cluster Nordrhein-Westfalen

**ExcellenceNRW**  
Cluster North Rhine-Westphalia

**ExcellenceNRW**  
Les clusters en Rhénanie du Nord-Westphalie



## Funding the cluster management activities

- partnership model involving the public sector and private sector stakeholders (PPP)
- state government provides start-up aids for the clusters (on a co-funding and degressive basis)
- major financial contribution by the private sector over the longer term
- advantages:
  - a sound basis thanks to a "bottom-up approach"
  - powerful incentives for all those involved to act on their own initiative
  - sensible and efficient use of all funds

## Automotive Industry in North Rhine-Westphalia

- With about **200,000 employees**, the automotive industry (including manufacturer and supplier) is one of the most important sectors in North Rhine-Westphalia.
- In addition to the three production plants of **Ford-Werke GmbH** (Köln), **Daimler AG** (Düsseldorf) and **Adam Opel GmbH** (Bochum) **about 30 % of the German suppliers** are located in North Rhine-Westphalia.
- About 85% of approx. 800 automotive-related companies in NRW are small and medium-sized enterprises (SME, less than 500 employees), which have to adjust themselves highly flexible in terms of market needs.

## AutoCluster.NRW – Networking competence for NRW

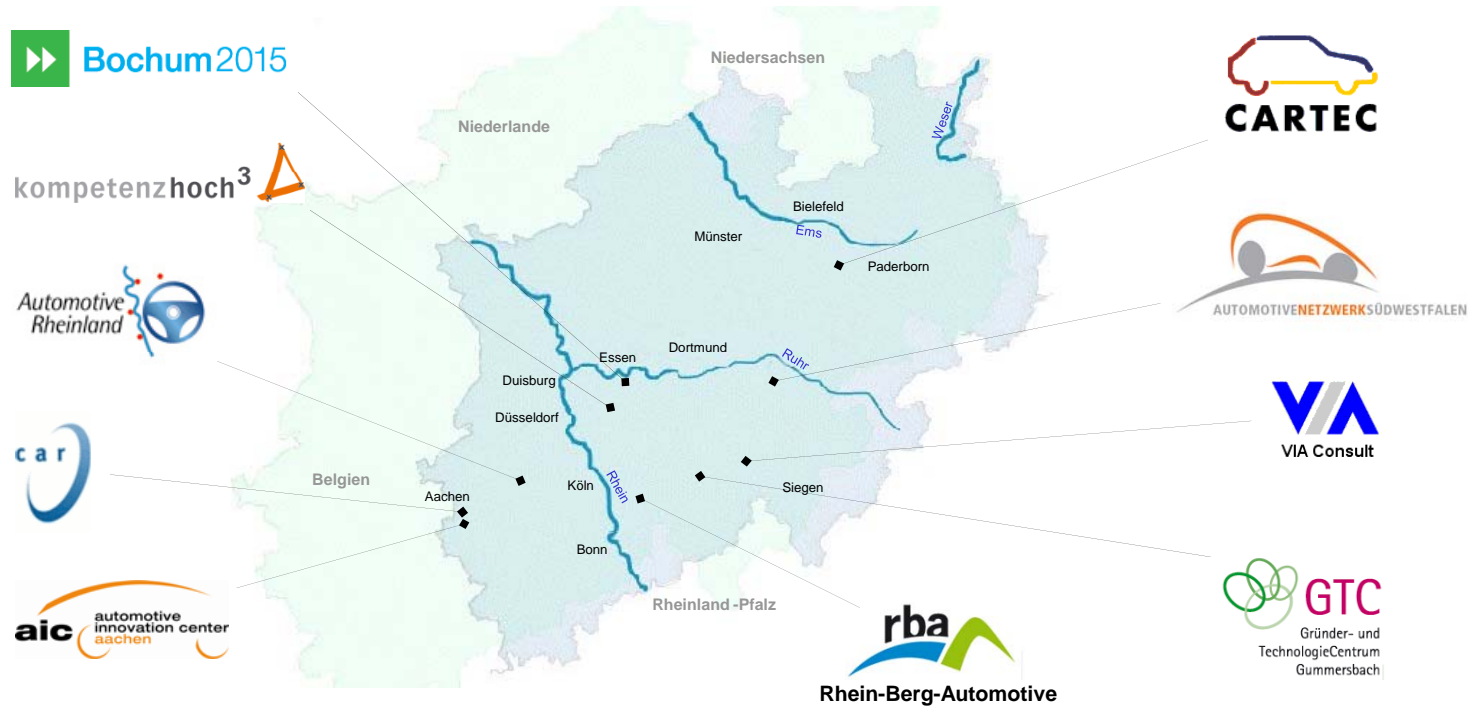
### AutoCluster.NRW

- is one of the 16 clusters within NRW's cluster policy
- is an **information and communication platform**
- **pools the excellent competences** and **connects the relevant players** in the automotive value chain and its flanking clusters.
- **links industry and science** and gives important **signals towards the economy and politics** via participation in course setting committees
- **conducts regularly exchanges of experience** with representatives of industry and research concerning current trends in the automotive industry.



## Regional clusters and networks of the automotive industry in NRW

In NRW, regional automotive networks of different kinds do already exist.  
It is the task of AutoCluster.NRW to integrate these networks.



## Extract of activities

### AutoCluster.NRW as an information and communication platform for industry, science and politics

- **Events to connect and inform stakeholders** of the automotive value chain
  - Innovation Forum: issue-specific conference
  - AutoCluster meeting: series of lectures including a discussion in a panel of experts
- **Impulses for economy and politics**
  - Cooperation in essential committees
  - Participation and organisation of workshops focussing on current automotive issues
- **Exhibitor on trade fairs**
- **National and international marketing of locations**



## Cross-Innovation in Electro Mobility

### Co-operation between Vehicle Construction and Energy Research



- concerted strategy between Automotive Industry, Energy Supply Industry, Chemical Industry and ICT
- whole value chain: from energy saving, automotive engineering, net integration to institutional framework
- from basic research to market launch

**Thank you very much**  
for your attention!

**Contact:**        agiplan GmbH  
                      Dipl. Geogr. Nomo Braun

**D-45481 Mülheim an der Ruhr, Germany**

**Tel. +49 208 9925-366**

**Fax +49 208 9925-571**

**[nbraun@agiplan.de](mailto:nbraun@agiplan.de)**

**[www.autocluster.nrw.de](http://www.autocluster.nrw.de)**

**[www.exzellenz.nrw.de](http://www.exzellenz.nrw.de)**