

Support for SME on regional level

Good Practices
from Styria (Austria)

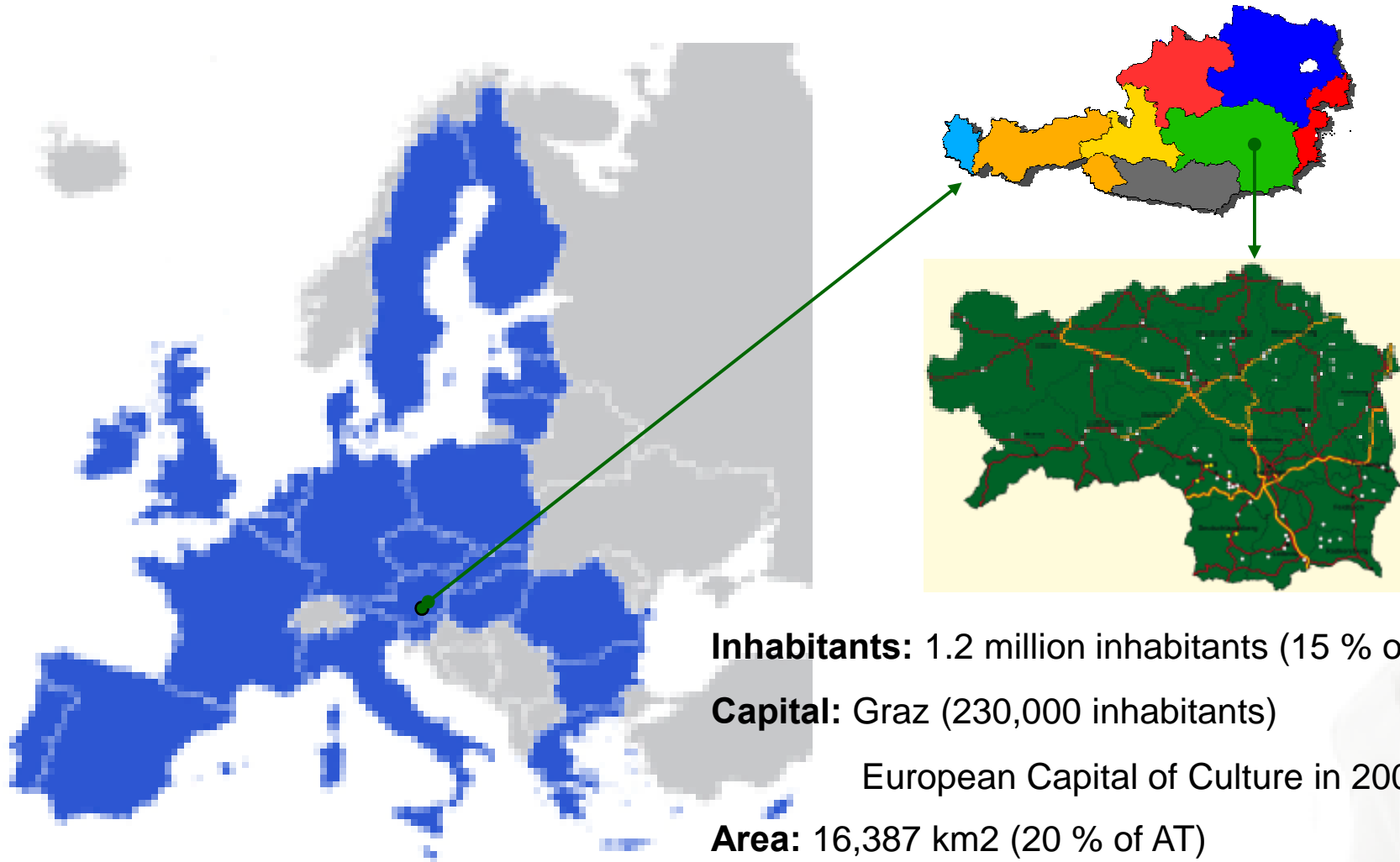
iSME
introducing innovation inside SMEs



- **Styria**
- **Good Practice – examples from Styria**
 - Strategy Portfolio
 - ICS Internationalisationcenter Styria
 - Business incubators
 - Competence Centers
 - Innovation through diploma



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Inhabitants: 1.2 million inhabitants (15 % of AT)

Capital: Graz (230,000 inhabitants)

European Capital of Culture in 2003

Area: 16,387 km² (20 % of AT)

Settlement area: 4,957 km² (15 % of AT)

powered by:

- **Structure:** 17 districts, 542 municipalities
- **Education:** 5 Universities, 2 Technical Colleges
- 25 running competence centres
 - 2x K2 (mobility & materials) and
 - 4x K1 centres founded 2008
- **Companies:** 40,221 with 430,000 employees (95 % SME)
- **Business incubators:** 28
- **Gross regional product (GRP):** 30,8 billions Euro (2005)
- **Export rate:** 16,5 billions Euro
- **20% of the Austrian exports are produced in Styria**
- **about 2300 Styrian companies are operating on a global scale**
- **Growth of economy 2007: 5,8%**
- **R&D rate 2005: 3,90% of GRP**
- **22% of all R&D expenses of Austria are made in Styria (one bill. Euro)**
- **Unemployment: 6,4%**



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Good Practice: Support for SME on regional level - Examples from Styria



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VISION

**Styria -
champion of innovations
implemented on markets
"Standardised innovation"**

7 Strategic Guidelines

Innovation

Location strategy and internationalisation

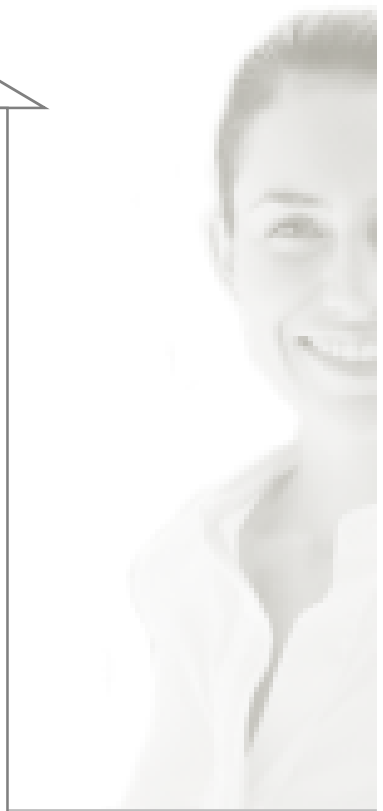
Cluster, networks, fields of excellence

Autonomy and entrepreneurial spirit

Qualification of enterprises

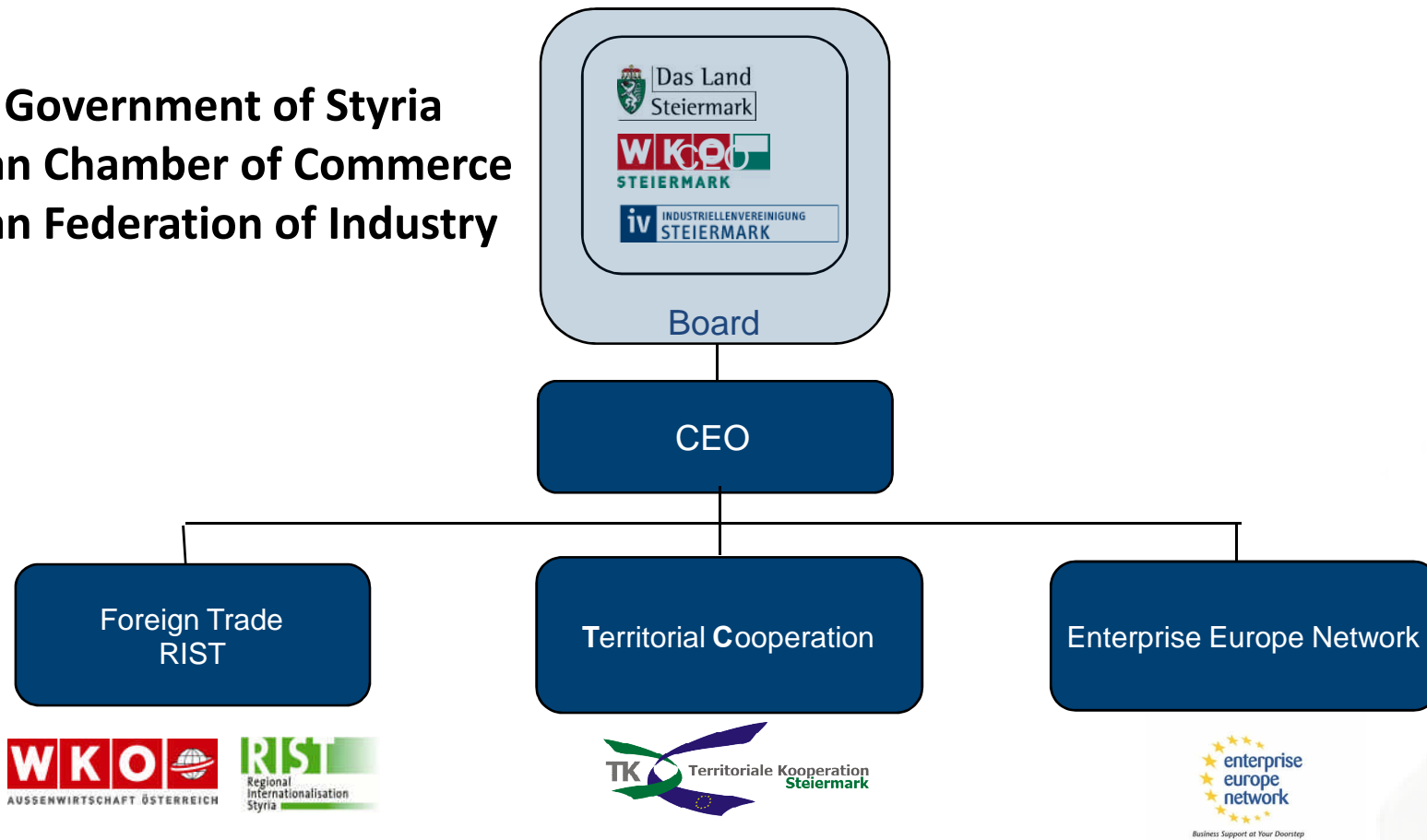
Regions and infrastructure

Innovative financing



powered by:

- State Government of Styria
- Styrian Chamber of Commerce
- Styrian Federation of Industry



ICS – the one-stop-shop for Styrian institutions and companies regarding all questions of internationalisation.

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ICS Internationalisationcenter Styria



RIST - Regional Internationalisation Styria



European Prize for the Most Innovative Region in Europe 2007

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Territorial Cooperation within ICS

European Union



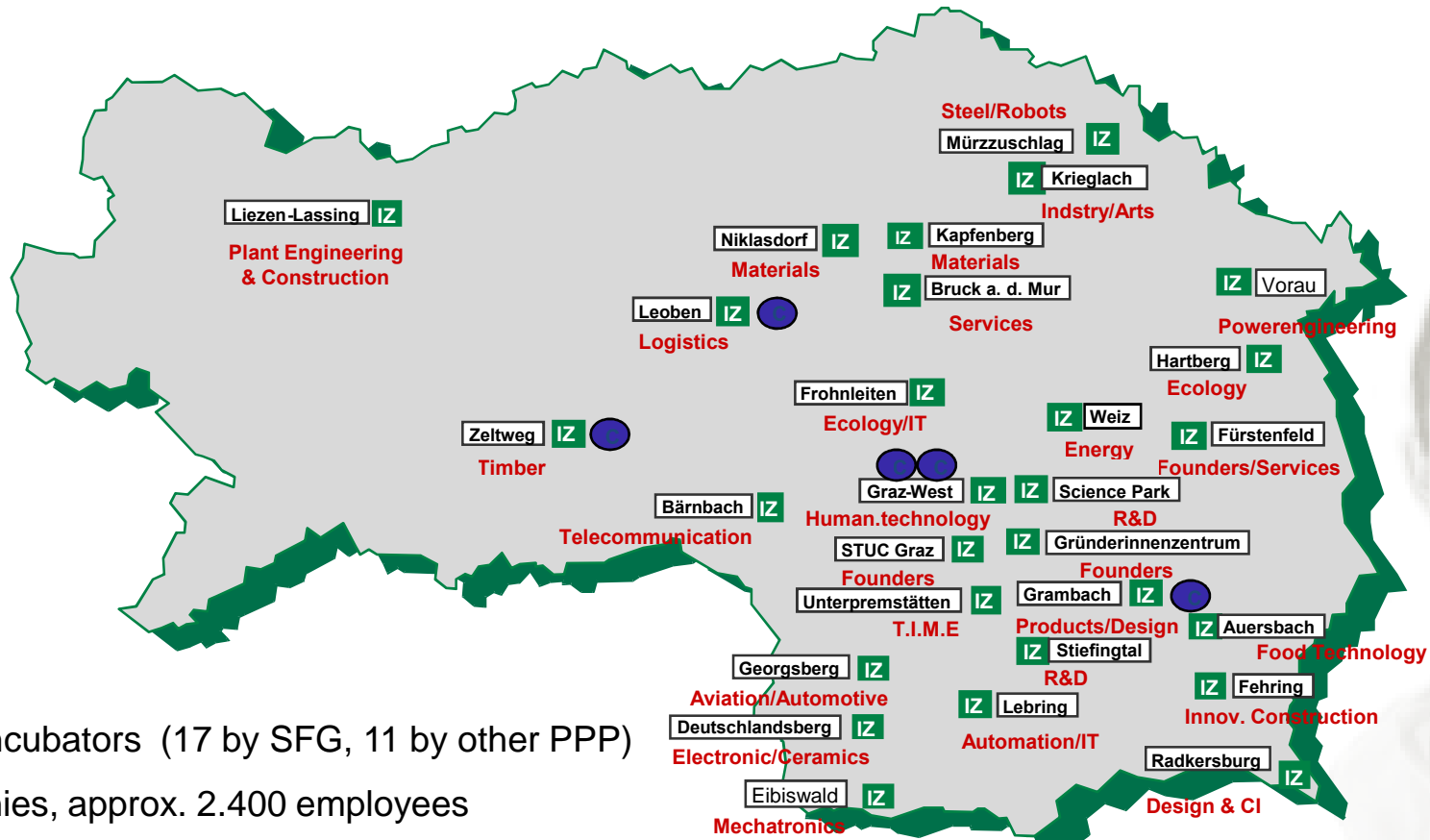
- Authorized representative of the State Government of Styria
- Development, Evaluation & national Funding (co-financing)
- CoR & AER; Lisbon Agenda (Lisbon Monitoring Platform)
- Policy Recommendations for Internationalisation & Innovation



other Tasks

- Prioritization of international programs & projects of Styria
- Internationalisation of Clusters, Networks & Competence Centers
- Styrian Business center (St. Petersburg, Zagreb, Novi Sad, Shanghai)
- International Marketing of Styria abroad

powered by:



- 28 business incubators (17 by SFG, 11 by other PPP)
- > 250 companies, approx. 2.400 employees
- approx. 500 freelancers
- > 125.000 sqm rentable area

powered by:

- Special action program for business incubators – first incubator of Austria in 1986 – 73.000m² for 300 SME – investment of 180 Mio. Euro – 90% average utilisation
- 50% of the companies are start ups / 76% survive the first 5 years
- 2000 jobs created / 14% average increase of employees p.a. / 27% growth in sales p.a.
- 60% cooperate with research institutes / 75% cooperate with other companies
- 50% of all national innovation prizes have been given to companies in business incubators
- 50% of the employees have a high degree of qualification (Austrian average 8,5%)

powered by:



- **23 Competence Centers (running, some phasing out now)**

- 6 K-plus**

- 17 K-ind & K-net**

- 272,56 mill. € investment (so far)**

- 140 mill. € public money (Federal State)

- 46,1 mill. € from Styrian Government

- **6 Competence Centers (2008 – 2016)**

- 460 mill. € investment**

- 300 mill. € public money (Federal State)

- 100 mill. € from Styrian Government

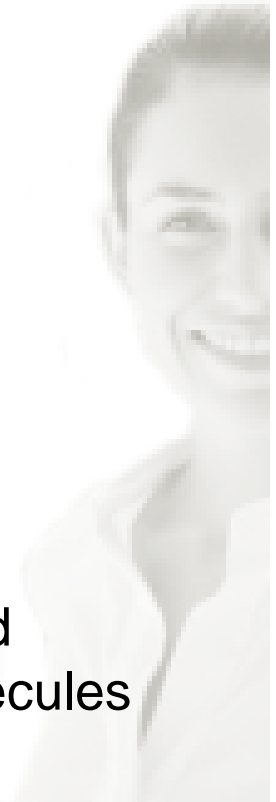
- COMET - Competence Centers of Exzellent Technologies***

- 2x K2** (Mobility and Materials)

- 4x K1** (Bioenergy, Pharmaceutical Engineering,
ICT and Knowledge Systems)

- 4x K-Projects** (Advanced Audio Processing, Wood
Processing, BioEngineering of Macromolecules
and Multifunctional Plug & Play Facade)

powered by:



- Special action program for SME to encourage the cooperation with the scientific and university sector
- Target is to improve the strategic planning via qualification upgrading and strengthening of the qualification base and overcome the “natural” reservation of SME to the academic world
- Managed by the Styrian Economic Development Agency (SFG)
- Support is given to SME for works on thesis or dissertation in the sectors of natural science, techniques, social and economic science or medicine
- Maximum 3 thesis per company up to 50% per project or max. 5.000 Euro
- 2006: 17 projects with total subsidies of 70.000 Euro

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Example: c.c.com Andersen & Moser Ltd.

- Company (founded in 1998), which is specialised in technical software development; focus on development and quality management of high level software components
- Increase of employees of 40% from 2003 to 2006 (18); turnover raised from 600.000 Euro in 2003 to 1 Mio. Euro in 2005
- Projects on positioning technologies like GPS and the European system Galileo – strong cooperation with Universities
- Project BLIDS 2 (Bluetooth Based Traffic Data Collection System) – development of a new technique for traffic registration with Technical University of Graz (applicability, analyses of registration quality, comparisons with traditional systems, analysis of results)



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Thank you for your attention!

Michael Azodanloo

Authorized representative of the
State Government of Styria for Territorial Cooperation

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