

SEE Cluster Policy Learning Mechanisms

Pilot Initiatives testing new policy learning mechanisms

Pilot action title: Reimagining a regional key industry cluster as a macro-regionally positioned hybrid supply chain integrator – the PANAC case

Pilot region: Western Transdanubia

The unlikely rise and fall of a cluster destined for success

Pannon Automotive Cluster (PANAC)

- founded in 2000, 1st cluster in CEE.
- key industry, stable and representative membership, innovative activities, active and well-paced development, symbolic status and international good practice until 2008 – then nothing.
- automotive is still key driver in the region/country + funding available + dynamic cluster environment development - yet still nothing.

If competitiveness, co-
operation, synergy and
funding are all there...

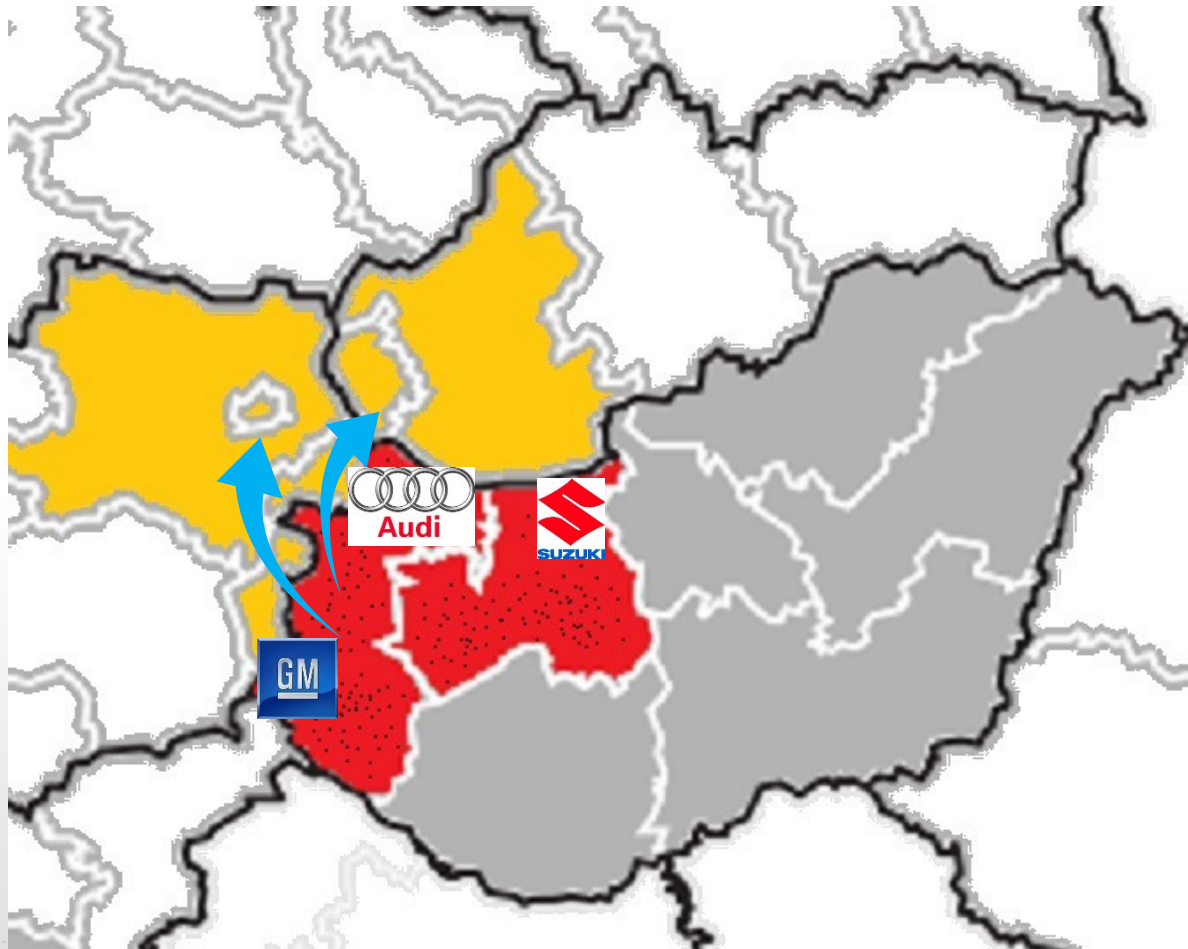
...what ingredients
were/are we missing?



Objective of the pilot is to identify

- What were the **lynchpins** in both the policy environment and practical conditions that led to the disappearance?
- What are the **lessons** for other industries and clusters of the macroregion?
- Does a scenario exist in which a new structure can **reinvent and reposition** the cluster?

Geographical focus of our pilot



Outputs of the pilot

- An **adjustable roadmap** to reinvigorate faltering clusters in the macroregion
- A possible **diagnostic tool** to pinpoint weak spots in the ecosystem for timely rebalancing
- Local and macro-regional **network reinforcement**

THANK YOU FOR YOUR ATTENTION

For further information:

Visit: WWW.CLUSTERPOLISEES3.EU ; WWW.KLASZTERFEJLESZTES.HU ; WWW.WESTPANNON.HU;

Contact:

Contact person	PETER KELLER
Organisation	MINISTRY FOR NATIONAL ECONOMY
E-mail address	Peter.keller@ngm.gov.hu
Tel	+36 1 896 1302