



The Hungarian Cluster Policy in Regional Context

BAKONY-BALATON Mechatronics and Automotive Cluster; a practice-oriented model from Central-Transdanubia

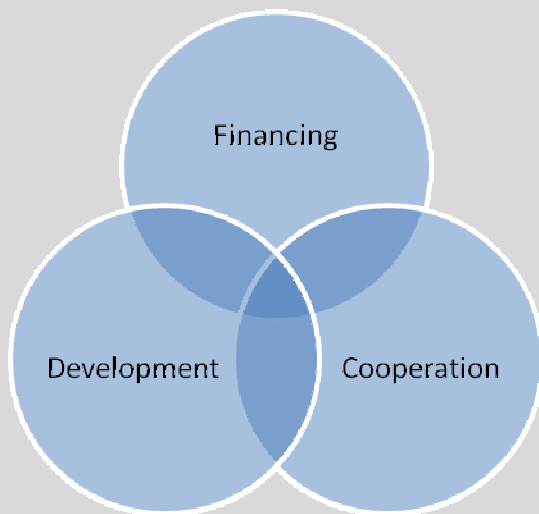
László Vadadi
BAKONY-BALATON Mechatronics and
Automotive Cluster

17th October 2013





Bakony-Balaton
Mechatronikai és
Járműipari Klaszter



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- 8 international, 1 domestic project
 - New Szechenyi Plan, EU Transnational Programmes
 - Total budget: >2,5 mEURs
 - Aid: >2,2 mEURs
 - Partnership: >100 partner
- Orientation: Innovation-oriented network-based development in regional propulsive industries



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Bakony-Balaton Mechatronics and Automotive Cluster



- **Industry** automotive, mechatronics
- **Geographical area** Central-Transdanubia, E-W Industrial axis
- **No. Of members** 37
- **Composition** smes (20), big firms (8), R+D+I+E (2), background development org-s (7)
- **No. Of employees** ~11,000
- **Net turnover** ~1 billion EUR
- **Profit after taxes** ~13, 3 million EUR
- **Main markets** Germany, USA, Central-European Area



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Membership – flagships ☺



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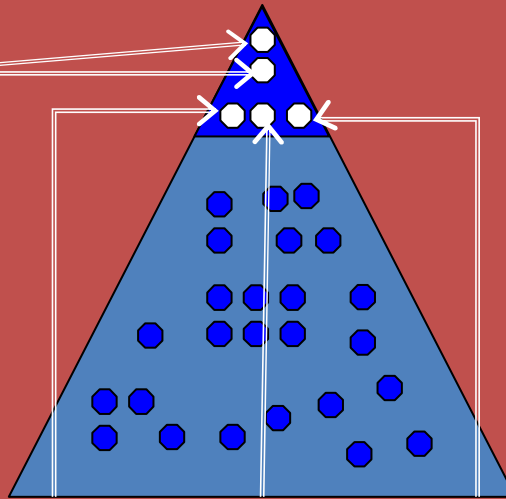
Structure and culture

Management

- Functioning for membership
- Business oriented services
- Verifiability
- Evaluation
- Transparency



Cluster-committee (5 members)



General assembly (37 members)

BBMAC Cluster

- Automotive-Mechatronics
- Members– Cluster – Bakony-Balaton Area – Central-Transdanubia
- Regulated operation
- Open for cooperation



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History



- **Economical difficulties of the area – self-motivated local decision makers – intent of development**
- **Industrial park developments, tax reliefs, workplace-creating aids, sectoral concentration (automotive, mechatronics)**
- **Establishment of domestic and multinational companies, development, production oriented co-operation**
- **Official establishment (2006) – Mechatronics and Automotive Cluster of Ajka Area, the start of cooperation, first common projects (workplace-creating, energetic investments)**
- **Stabile cooperation, Extension for Bakony-Balaton Area, strengthening of international affairs (2011) – Bakony-Balaton Mechatronics and Automotive Cluster**
- **Submission of the proposal for accreditation (2013) – (under evaluation)**



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Strategic guideline for development



Geographical extension, growing membership – capital of relationship (e.g. the AutoNet Network)

Exchange of experiences – knowledge management (Benchmarking, MatchMaking)

Strengthening of production/development oriented relationship – Inside Hungary (VDJ Cluster, KEM Metal Cluster) Transnational context (D, Si, Sk, Cz, P, I)

Technology and Knowledge Transfer (Newsletters)

Market-oriented information, strengthening of presence (www.bbmjk.eu, www.autonet-central.eu)

Modernization and extension of productive conditions (KDOP-1.2.1-11-2011-0002)

Accreditation – sustainable building of the future



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Implementation of the strategy – main activities at management level



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Cluster development	Cooperation	<ul style="list-style-type: none"> Formal co-operation Joint activities MatchMaking
	Planning, knowledge management	<ul style="list-style-type: none"> Continuous update of the cluster's strategy Exchange forums Benchmarking
	Project-generation	<ul style="list-style-type: none"> The „Project pipeline” concept (Support of project-based development)
	Communication, PR, Marketing	<ul style="list-style-type: none"> Media- and non-media activities (Exhibitions, conferences, clubs, newsletter, homepage, local news in global channels)
	Extension	<ul style="list-style-type: none"> Qualitative – the no. of members and geographical area Quantitative – from the establishment by accredited cluster position

Area

Issue

Description



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■ Sectoral concentration

- ✓ Automotive products and components (sensors, delivery tubes, plastic components, doorhandles, handlebar operating, bodywork)
- ✓ Mechatronical, electronical and és electromechanical mending (SMD implantation, cabels, labor-saving devices), metal-processing (components, profiled steel, storage pots, retainers (nuts, bolts) and tools), metal-basic substance production, plastic-processing

■ Project development in the context of areas

- ✓ R+D+I+E (applied research, experimental development, IT, licence, know-how)
 - ✓ Productive investments(site, technology, cooperative production)
 - ✓ HRD (trainings (general,professional), on-the-spot training, tools and equipments)
- + Management support (B2B meetings, Technology Transfer, Project Pipeline, PR/marketing, Benchmarking, Exchange of Experiences Seminars)



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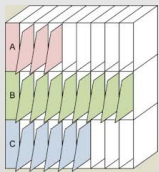


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Accreditation & futurebuilding II



- **Price level reduction** (mass-products, site&technology development, piece price↓ production scale/time unit↑)



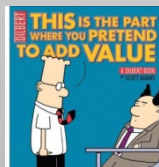
- **Production scale growth** (mass-products, site&technology development, piece price↓ production scale/time unit↑)



- **Superior products** (site&technology&HR development, technological and HR level ↑)



- **Market presence and position boost** („guild classification” – reputation – renown – assumed quality)



- **Added value strenthening** (site&technology&HR development, technological and HR level ↑)



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Thank you for the attention

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