

 **esri** Hungary

 **rollingconsulting**
hungary

 **LANOGA**

 **Rufftech**

 **sensenet**

 **securIT**

 **HOLAZ AUTÓ**

 **INVENTURE**
AUTOMOTIVE ELECTRONICS

 **MULTIPASS**
SOLUTIONS

 **PÉCSI TUDOMÁNYEGYETEM**
UNIVERSITY OF PÉCS

 **KÜRT**
INFORMÁCIÓMENEDZSMENT



 **GDI GISDATA**
Online Solutions



 **M&M**
COMPUTER



 **Munkácsi Információs Kft.**

 **Munkácsi Kommunikációs Kft.**



National Development Agency
www.ujszechenyterv.gov.hu
06 40 638 638



The project is supported by the European Union
and co-financed by the European Regional
Development Fund.

forget strategy: it's about the mission

Ferenc Brachmann, cluster manager 2013.10.17.



Why we are here...

- Talk strategy
- For clusters





Hungarians are...

- Pessimistic
- Can't agree on anything
- Taxed like hell
- Most think they're smart but they are not
- The ones who're smart don't think so...or leave





So why we stay around?

- Women 😊





Who am I?

- Age: 34
- MA in Business Administration
- PhD in computer sciences in progress
- Cluster manager @ i2k
- Researcher @ University of Pécs
- R&D consultant to several SMEs



Where I come from?

Pécs





What are WERE famous for?

- Elcoteq:
 - All BlackBerrys for Europe
 - Massive chunk of Nokia phone production
 - 1 million handsets per month @ peak



What are we famous for?

- The largest collection of love locks in the world



What are we
famous
for?

- The largest unused building in Central Europe





What **are** we famous for?

- Vibrant cultural life





SWOT – ICT sector in South-Transdanubian region

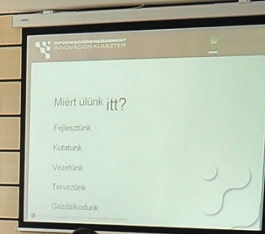
strengths	weaknesses
<ul style="list-style-type: none">• No competition from other industries• Very reasonable cost of labour	<ul style="list-style-type: none">• Weak ties to universities
opportunities	threats
<ul style="list-style-type: none">• Global growth of ICT• Working together with accelerators and multinationals	<ul style="list-style-type: none">• Disintrested multinationals• Drop in volume and quality of new workforce

?





Our story so far





Background

- **The Software industry has some history in the region**
- Several SMEs are present
- 100% are privately owned and managed (1st generation self-made men)





Our story so far: 2008

- **Several of my clients started thinking outside the box**
- **We realised that some technologies can be developed by utilising the knowledge of others**
- **Then I read about clusters**
- **...and realised we had one**





Our story **so far: 2008**

- We needed **a strategy**
- We looked at the real challenges:
 - **Volume and quality of the workforce**
 - **(that's it!)**





Our story so far: 2008

• VISION:

- The ICT sector needs to grow in our region**

In order to achieve this...





Our story so far: 2008

•MISSION:

- **Internal competitiveness: development of employee retention and training competences**
- **External competitiveness: enhancement of competitiveness in the product and service market**

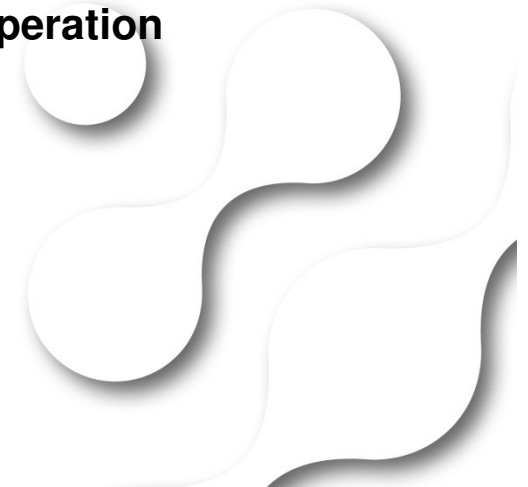




Our story so far: 2009-2012

•STRATEGY:

- **Facilitating R&D cooperation among SMEs**
- **Facilitating international market expansion of members**
- **Building University ties, luring them towards co-operation**





Our story so far: 2009-2012

•FACTS:

- **Started with 9 founding mebers, close to 40 currently**
- **Employing about 300 professionals**
- **44 technology development projects**
- **Over € 26 million of R&D expenditure**
- **0 Co-operative R&D projects with universities**





Our story **so far: 2009-2012**

•THE REASONS:

- TOP-DOWN **method does not work**
- BOTTOM-UP **method does not work**
- ...Now **what?**





NOW: 2013

•NEW STRATEGY:

- **Working with large multinationals to jointly force the hungarian higher education system to reform itself**
 - **Through building blended education programmes**
 - **Founding a department to foster ties between researchers and professionals**





My two cents worth:

- **Strategy** is the approach you take to fulfill your **mission!**
- **Don't overvalue yourself:** You will not change your members
- You'll only be able to **help** your **stakeholders**





Thank you!

brachmann.ferenc@i2k.hu

