STYRIA
SME - region of excellence
“Standardised innovation”

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Agenda

- General Conditions in Styria
- Good Practice Examples
General Conditions in Styria

Austria and its Federal States

[Map of Austria showing the federal states and cities, including Vienna, Linz, St. Pölten, Graz, Eisenstadt, Styria, Vorarlberg, Tyrol, Carinthia, Lower Austria, Upper Austria, and Burgenland.]
**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)

**Structure:** 17 districts, 542 municipalities

**Education:** 5 Universities, 2 Technical Colleges, 23 competence centres

**Companies:** 40,221 with 430,000 employees (95% SME)

**Business incubators:** 28
Gross regional product (GRP) 30,7 billions Euro

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 2004: 3,8%

R&D rate 2005: 3,90% of GRP

22% of all R&D expenses of Austria are made in styria (one bill. Euro)
S: Competitive manufacturing sector in medium-high-tech area with a strong regional knowledge base in engineering

W: High dependance on automotive sector

O: EU enlargement offers business opportunities and also potentials for interregional cooperation

T: Loss of firms and employment because of new division of labour in the EU-27 countries
Styria - Lisbon Monitoring Platform: Main challenges

- To develop new fields of strength in order to enable structural change (i.e. Nano and Human Technology)
- To strengthen industry science links in order to ensure the competitiveness of existing fields of strength (i.e. Automotive, Machinery and Equipment) for the future
- To internationalize Styria’s SMEs in order to secure regional growth and jobs
- To establish interregional networks with neighboring regions in order to build up critical masses and visibility on an European Scale
Focus on...

**Fields of strength (existing)**
- Automotive/mobility
- Wood/paper
- Materials

**Fields of strength (potential)**
- Energy and environmental technology/renewable energy
- Human technology
- Creative industries
- Food technology
- Nano/Micro
- Simulation
- Engineering/plant engineering
- TIME (Telecommunication, Information Technologies, new Media, Electronic)
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
- 28 business incubators (17 by SFG, 11 by other PPP)
- > 250 companies, approx. 2,400 employees
- approx. 500 freelancers
- > 125,000 sqm rentable area
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 prices have been given to companies in business incubators

50% of the employees have a high degree of qualification (Austrian average 8,5%)
23 Competence centers
6 K-plus
17 K-ind & K-net

272,56 mill. € investment (so far)
140 mill. € public money
46,1 mill. € from Styrian Government

Plan (2008 – 2016) - 460 mill. € investment
300 mill. € public money
100 mill. € from Styrian Government

COMET - Competence Centers of Exzellent Technologies
1st call: 2x K2 (mobility and materials)
4x K1
PPP Company, founded 2005

owned by
- 7 Innovation centers
- Chamber of Commerce
- Private Research & Consulting companies

Main areas of activities:
- Innovation Management; Future of Innovation
- Technology Development + Transfer
- Interregional Cluster, Learning models
- Sustainable Development – Renewable Energy
- Logistics + Transport
- Human Resource Development

First year: about 8 EU-funded Projects (INTERREG, FP6 ecc.)
Special action program in innovative financial engineering for all companies (company orientated services and commercial /industrial production – focus on SME)

Alternative to classical credit financing

2 possibilities: typical or atypical

Managed by the Styrian Economic Development Agency (SFG)

Up to a maximum of 1,5 Mio. Euro

Financing up to 30-50% of the project costs

Duration: 7 years (program 2003-2013)

2006: 27 projects with total holding capital of 14 Mio. Euro
Logicdata Electronic & Software Development Ltd.

- Company (founded in 1994), which produces high tech electronic for the furniture industry with intensive R&D

- Dormant equity holding of SFG with an investment of 750,000 Euro in 2002

- 2002: 15 employees and 3.2 Mio. Euro turnover

- Company development: 30% increase of turnover per year and 10 Mio. Euro turnover in 2006

- Creation of 30 new jobs up to 45 employees

- Nearly 100% export to Scandinavia and USA
Good Practice Projects (5) – Innovation through diploma-Program Details

- 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
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)
2002 Regional Internationalisation Strategy Styria (RIST)

2003 RIST – pilot phase

2005 Internationalisationcenter Styria created

2006 increase of Styrian institutions & companies in international projects from 1.800 to 2.300

2007 European Award for Innovative Regions

✓ interregional network established and stabilized
✓ work together, learn from each other and benchmark!

See: www.ic-steiermark.eu
Styria – enjoy your life!
Thank you very much for your attention!

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