"Smart Specialisation Strategy in a functional region, the TTR-ELAt case".

“Grass does not grow faster by pulling”

Aachen, June 20, 2011

Drs Jean MJ Severijns
Province of Limburg (NL)
Limburg + SE Brabant: 3 campus engines

High Tech Campus

Chemelot Campus

Life & Science Campus
The New Dutch Innovation Landscape

- Shift in financial approach;
  - Budget Cuts
  - From subsidies to loans
  - More emphasis on tax measures

- Shift in focus of research and innovation; focus on 9 Top Sectors
Focus on the nine economic top sectors of the Dutch economy:

- Agro-food
- Chemie
- Creatieve industrie
- Energie
- High tech materialen en systemen
- Logistiek
- Tuinbouw & uitgangsmateriaLEN
- Water
- Life sciences

Het topteam Life Sciences

Roel Fonville (voorzitter)
- Voormalig SVP & General Manager Philips Healthcare Nederland
- Directeur-generaal Volksgezondheid bij Ministerie van VWS
- Voormalig plaatsvervangend secretaris-generaal, VWS

Douwe Breimer
- Professor farmacologie
- Voorzitter RVC Life Sciences Partners
- Voormalig recteur magnificus Universiteit Leiden

Roland Lageveen
- CEO, IQ Corporation
- Voorzitter High Profile Group

Clemens van Blitterswijk
- Professor tissue regeneration
- Mede-oprichter LS bedrijven

De rode Life Sciences wordt in haar volle breedte meegenomen
What is “Smart specialisation”?

= **evidence-based**: all assets
= **no top-down** decision, but stakeholder discovery process
= **global perspective on** potential competitive advantage & potential for cooperation
= **source in** knowledge, technologies etc. rather than re-inventing the wheel

= **priority setting in times of** scarce resources (not "coffee for all")
= **getting better / excel with** something specific
= **accumulation of** critical mass
= **not necessarily focus on** a single sector, but **cross-fertilisations**

**best way to exploit territorial potential through innovation**

**foster** interregional comparative advantage
TTR - ELAt
Technological Top Region
Eindhoven-Leuven-Aachen triangle

Standing on each others shoulders gives you a better and broader view.
Example of Cooperation in a business environment

Organic Light Emitting Diodes
Philips
Knowledge about:

**Materials**
- Zusammenstellung
- Reinheit
- Verarbeitung
- Haltbarkeit

**Coating technology**
- Prozess
- Apparate
- Ausbeute

**Product development**
- Form
- Robustheit
- Ansteuerung

**Materialien**
- Träger
- Elektroden
- Versiegelung

**Optik**
- Auskopplung
- Effizienz

**Design**
- Form
- Benutzung
- Installation

Experience kit from www.lumiblade.com
OLED Ecosystem, Cooperation

Many to many

1 to 1

distance from Philips

technology

materials

physics

PHILIPS

NGLI

PE Foundation

Photonics21

OE-A

EPIC

DPI

STW-RUG

STW-UU

STW-TU/e

USDC

OLED-100

Fast2Light

Holst

OLED-100

Rollex

OPAL

Flexid

OLLA

Napoli

Aeviom

Nanoned

NGLICorning

TU/e chair

Nissan Ch.

Plextronics

Air Products

HC Starck

FujiFilm

AMAT

DuPont

IdeKo

Chisso

Corni

Osra

Arkema

BASF

Univ.

Univ.

Univ.

Univ.

Univ.
Towards an European Technological Topregion!
10th of April 2008 - Maaseik.
BakBasel Economics-Study TTR-ELAt region

Health/Life-Sciences

High-tech-systems

Advanced materials/chemicals
An elephant is like a brush
An elephant is like a tree trunk
An elephant is like a rope
An elephant is soft and mushy
An elephant is like a snake
5. Cultural dimension

Cultural challenges

Legend:
Dominant styles
Above average styles
On or below average styles

**Dutch leadership profile:**
- Innovative
- Process-oriented
- Task-oriented
- Directive
- Empathetic
- Persuasive
- Technically
- Coordinative

**German leadership profile:**
- Technically
- Process-oriented
- Coordinative
- Empathetic
- Directive
- Innovative
- Persuasive
- Task-oriented

**Belgian leadership profile:**
- Technically
- Process-oriented
- Coordinative
- Empathetic
- Directive
- Innovative
- Persuasive
- Task-oriented
Smart Specialisation
In a “functional Region”

“Smart” Strategy
TTR-ELAt

TTR - ELAt
Limburg within the Technological Top Region
Eindhoven-Leuven-Aachen triangle

High Tech Systems
Chemical & Advanced Materials
Life Sciences

Strategic networking
Business development support
Institutional development
Brains
Entrepreneurship
Mapping & Marketing
Program
15:30  Registration & welcome coffee
16:00  Official welcome
   Mr. Julien MESTREZ
   Deputy of the Province of Liège and President
   of SPI (B)
16:15  From joint tri-national initiative to concrete
   actions: “Top Technology region”
   Mr. Mark VERHEIJEN (tbc)
   Regional Minister for Economic Affairs, Province of
   Limburg (NL)
16:35  Offering new business opportunities: “TTC”
   Mr. Ralf P. MEYER
   Lead partner / Project management AGIT (D)

Presentations will be held in English
17:00  Business workshops
   • Advanced Materials
   • Energy
   • Health / Life Sciences
   • ICT
   • Automotive
18.00  Results & conclusions
18.30  Get together: Drinks & finger food

Venue
Château de Colonster
Allée des Erables, Liège (B)
Directions can be found here:
www.colonster.ulg.ac.be/english/acces.html

Registration & contact
Sabine BITTNER: s.bittner@agit.de (Aachen)
Participation in this event is free.

Further contacts
Maastricht: Theo HOMMELS; THommels@lioif.nl
Liège: Claire BAJOU; c.bajou@ulg.ac.be
Hasselt: Regine VAN ACKERE;
regine.vanackere@pomlimburg.be

Project partners

Top Technology Cluster
(TTC)

Invitation
Euregional Kick-off-event
June 30th 2011
in Liège (B)

Supported by the European Regional
Development Fund (ERDF)

The European Commission invests in
your future
Interregional DSP Valley
I-Cane system combines functions:

- Obstacle detection
- White cane
- Hole-detection
- GPS position
- Emergency call
- Route navigation
- Menu
• TNO Reward
• SWIFT Reward

Triple Helix
Advisory board
Involved:

De Stichting Oogfonds
De Stichting Winckel-Swee
Het Skanfonds
De K.S.B.S. Grave
Het VSB Fonds
ABN AMRO
ARS DONANDI BELLE10 Fonds
Anton Jurgens Fonds
Lions-Euregio
Senter Novem
DSM
Rabo bank

De L.S.B.S.
De Noaber Foundation
Het Revalidatiefonds
Rotterdamse Vereniging Blindenbelangen
De Stichting Blindenpenning Amsterdam
De Stichting Blindenhulp, S Gravenhage
De Russell-ter Brugge Stichting
Wise Tuning Team Charity Day 2007
Stichting “Pape-fonds”
Provincie Limburg
TNO
Fonds NutsOhra

NBG
Hogeschool Zuyd
TU Delft
TOPIC

I-cane film
Street-scooter
Challenge is to combine:

• (inter)Regional, National, cross-border and European policy-lines (political support, € support)
• Smart specialisation strategy priorities on different levels
• Financial flows through institutional commitments and political willingness
• Cultures, experiences, methodologies, languages, etc.
• Open innovation on a geographical scale
• Balanced strategies in time (st, mt, lt)
• Commitment on outputs and impact; type and size of projects and activities
• Geographical scope of cooperation (multilateral-bilateral)
• Geographical and issue related policies (TTR-ELAt, Topsectors)
Most important; not what but how

Policy-process

Business & Innovation Development
Support process

Concept, Analysis
Testing, Organise support
“Implementation”, Decision making

Public policy; Triple Helix

(Public) Business Developer/ change agent

Concept, Analysis
Testing, Organise support
Implementation, concept pre-definition, Go-no go

Focus:
Network large for instance: High Tech Systems
(sub) group: for instance DPI
DSP/KIC
Product group for instance Holst
Implementation conditions
Organise Implementation
Implementation

(responsibility of the entrepreneur/ project leader)

Product-Development process

Concept
“Testing”

Fine tuning

J.M.J. Severijns
Thank you for your attention!

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