

Shaping the future together

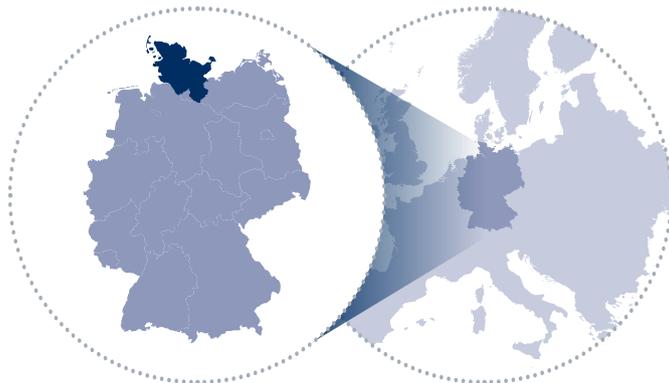
Our cluster policy



Schleswig-Holstein
Germany's True North



Share of enterprises focusing on ICT, media and design: 7.4 %



Area: 15,799.65 km²
Population: 2,858,714



15 educational and research institutions are linked to the maritime industry



Netzwerkagentur Erneuerbare Energien

The amount of energy produced from renewable sources exceeds the state's total energy consumption



260 companies with more than 20 employees and annual turnovers of approx. €7 Mio in the food processing industry



TOURISMUS CLUSTER.SH
zusammen. echt. stark.

The tourism industry has more than 27 million overnight stays per year



LIFE SCIENCE NORD



18.4% of all employees, that is (i.e., 1 in every 5) work in the healthcare industry



Schleswig-Holstein's cluster policy **Working together for innovation**

The primary aim of Schleswig-Holstein's cluster policy is to bring together business, research and politics so that they can work hand in hand. We want to foster the transfer of knowledge and skills, promote common goals and shared ideas, and harness the potential for innovation across sectors and technologies.

The companies and research institutions involved in the clusters are working together to enhance their innovativeness and competitiveness. In doing so, they are establishing a shared foundation for dynamic, sustainable economic growth and for innovative new developments along the entire value chain. A good cluster policy is

therefore a combination of economic, industrial, entrepreneurial and regional policies.

Schleswig-Holstein's government supports cluster management in those future-oriented growth industries where the state already holds a successful track record. Our cluster policy is therefore responding to the EU's call for "smart specialisation" across Europe's regions. Cluster management is co-financed by the European Regional Development Fund and by Schleswig-Holstein's own financial resources.

I hope that all companies and research institutions involved in our cluster initiatives will enjoy profitable collaborations - regional as well as cross-border - successful projects and marketable innovations, and that the people of Schleswig-Holstein will benefit from highly skilled, future-oriented jobs.

"Our cluster strategy aims to enhance Schleswig-Holstein's strengths."



Reinhard Meyer

Minister of Economic Affairs, Employment, Transport and Technology,
State Government of Schleswig-Holstein

Cluster 1

IT, media, design – DiWiSH



DiWiSH

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Pioneering

Digitalisation, Industry 4.0, the knowledge society – information and communications technologies form the backbone of today's economies, stimulating innovation and competitiveness across all industries. The DiWiSH Cluster Management helps enterprises to harness the potential of cutting-edge information and communication technologies and promotes innovation in media and design. At present, around 170 companies are involved in a range of cluster activities. DiWiSH expert groups provide opportunities to invest in shared knowledge and collaborative projects.

Software expertise

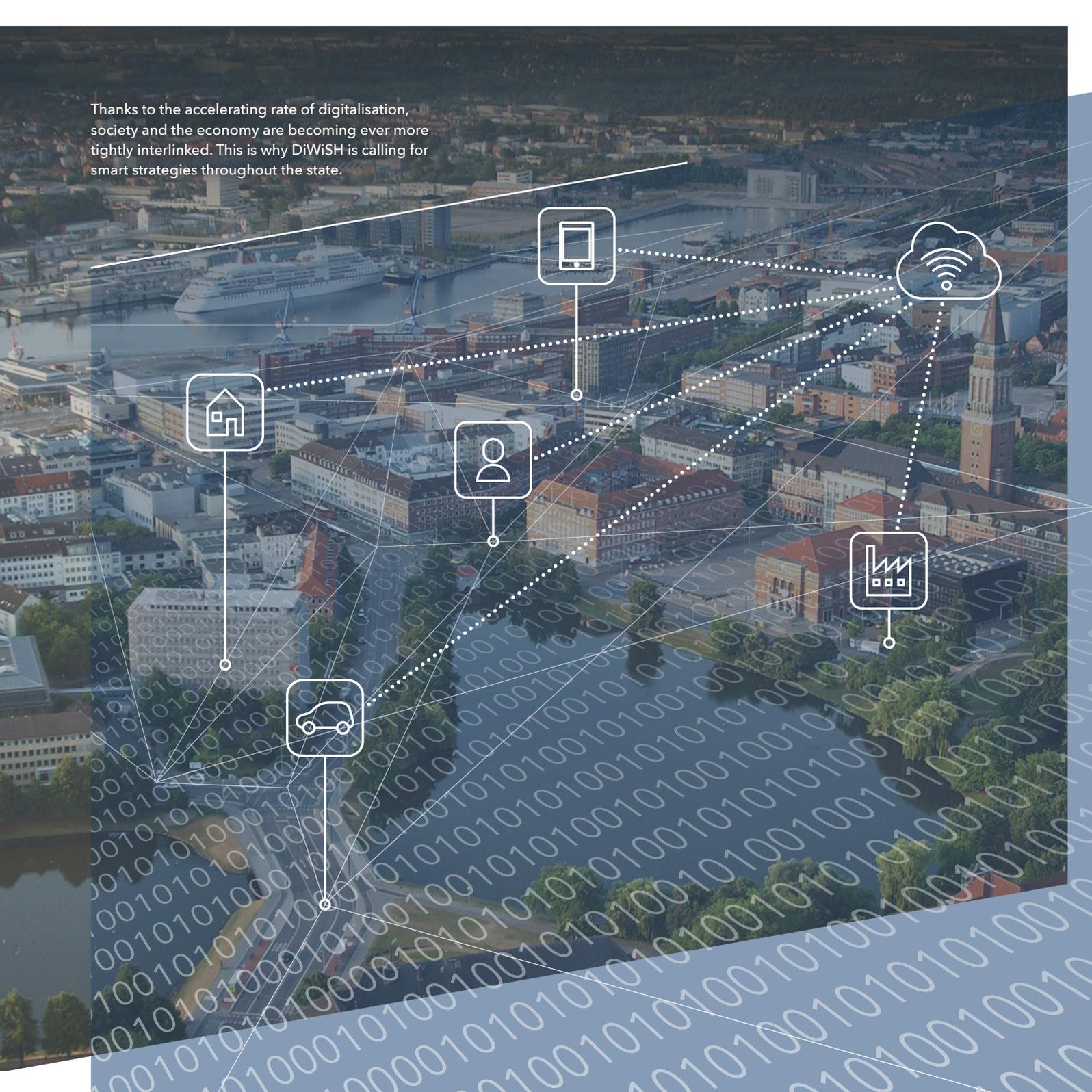
Software development is one major area of activity. In its role as the head office of the Software Systems Engineering Expertise Network

(Kompetenzverbund Software System Engineering – KoSSE), DiWiSH Cluster Management bundles the IT expertise of the University of Kiel and the University of Lübeck. It promotes the transfer of knowledge and technology – particularly in relation to automated software engineering and upgrading.

Shaping innovation

Design-oriented ideas and strategies can give companies a competitive edge when developing and marketing new products, especially if they are combined with hardware and software expertise. Meanwhile, design processes can provide excellent models for other processes of innovation. The DiWiSH Cluster Management therefore supports innovators in harnessing the potential of design expertise.

Thanks to the accelerating rate of digitalisation, society and the economy are becoming ever more tightly interlinked. This is why DiWiSH is calling for smart strategies throughout the state.



foodRegio pools expertise in the food industry in order to develop more efficient processes in production and distribution and to ensure the highest food quality on a sustainable basis.



Cluster 2

Food processing industry – foodRegio



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The network

The food processing industry has a long tradition in Schleswig-Holstein. In terms of sales and employment, it is the region's most important industry in the manufacturing sector (after engineering). Established in the Lübeck region in 2005, foodRegio is an industry network that seeks to promote the sustainable growth of Schleswig-Holstein's food processing industry. The network currently provides support to almost 70 companies and is continually acquiring new members.

A demand for expertise

The network's members participate in working groups devoted to specific industry themes. These range from procurement and logistics through innovation, quality and certification to

packaging, marketing and communication. Seminars help members put industry-specific knowledge into practice, while innovative projects and campaigns promote companies' image and visibility among skilled employees.

Sharing ideas

Research institutes – notably Lübeck University of Applied Sciences and the Fraunhofer Research Institution for Marine Biotechnology – share applied expertise and methodological approaches with network members. Annual events such as the foodRegio Trend Day, the foodRegio Marketing Day and the foodRegio Marketing Menu promote shared learning processes on current issues in the food processing industry.

Cluster 3



EE.SH

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Renewable energy - EE.SH

Expert support

Renewable energy from wind, biomass and photovoltaics plays a key role in the regional economy of Schleswig-Holstein, where Germany's energy revolution is proceeding apace. The Renewable Energy Network Agency Schleswig-Holstein (Erneuerbare Energien Schleswig-Holstein - EE.SH) promotes the industry by organising conferences and exchange programmes, and by disseminating information on funding opportunities.

A unique form of cooperation

EE.SH is organised in a unique way compared to the other forms of cluster management in Schleswig-Holstein. It is managed by the North Friesland Business Development Agency (Wirtschaftsförderung Nordfriesland) and the Schleswig-Holstein Business Development and Technology Transfer Corporation (Wirtschaftsförderung und Technologietransfer Schleswig-

Holstein GmbH), and is sponsored by other partner organisations. EE.SH collaborates with the Competence Centre for Renewable Energies and Climate Protection Schleswig-Holstein (Kompetenzzentrum Erneuerbare Energien und Klimaschutz - EEK.SH). Together they identify areas of expertise and potential for cooperation between research and industry. This gives even smaller companies an opportunity to benefit from technology transfer and to harness innovative ideas.

The future of energy supply

EE.SH's future-oriented activities focus on ways of using the energy produced in Schleswig-Holstein as efficiently as possible while creating added value and jobs in the state. This involves exploiting new storage technology, building links between sectors, and developing comprehensive energy and mobility strategies.



The cluster focuses on future-oriented issues such as building links between various energy sectors and storing and transporting energy.



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The cluster focuses on topics that are set to become increasingly important in the future, such as diseases of the musculoskeletal system, hygiene and infection, and the digitalisation of the healthcare industry.

Cluster 4

Life sciences – LSN



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Fostering innovation in the healthcare industry

The Life Science Nord cluster brings together businesses, universities, research institutes, clinics and service providers based in Hamburg and Schleswig-Holstein that specialise in biotechnology, pharmaceuticals and medical technology. While the Life Science Nord Management GmbH cluster agency functions as a service provider and catalyst for innovation, Life Science Nord e.V. represents the interests of more than 220 members.

Major value chains

The cluster boosts a broad range of companies and represents entire value chains. While clinics compile information on gaps and challenges in the healthcare market, universities and research institutes develop diverse

new technologies and solutions, often in cooperation with companies. These innovations are then tested in clinical studies before companies transform them into marketable products. Suppliers and service providers are involved in realising and manufacturing these products.

Outstanding management

The Life Science Nord cluster agency was awarded the EU Gold Label in 2016 in recognition of its outstanding network management. The award – the only one of its kind in Europe – saw Life Science Nord become part of a high-profile group of excellent cluster management organisations.

Cluster 5

Maritime industry – MCN



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A unique cluster

For more than 10 years now, the Schleswig-Holstein Head Office of the Maritime Cluster Northern Germany (MCN) has been promoting cooperation within the maritime industry and working in areas such as shipbuilding, marine equipment supply, marine technology and offshore wind technology. MCN has 330 members from the fields of industry, research and politics in several northern German states. The network involves a mixture of maritime sectors, offers companies strong support and organises expert groups devoted to specific themes. All of this stimulates dialogue and encourages joint projects and innovation.

A network for several states

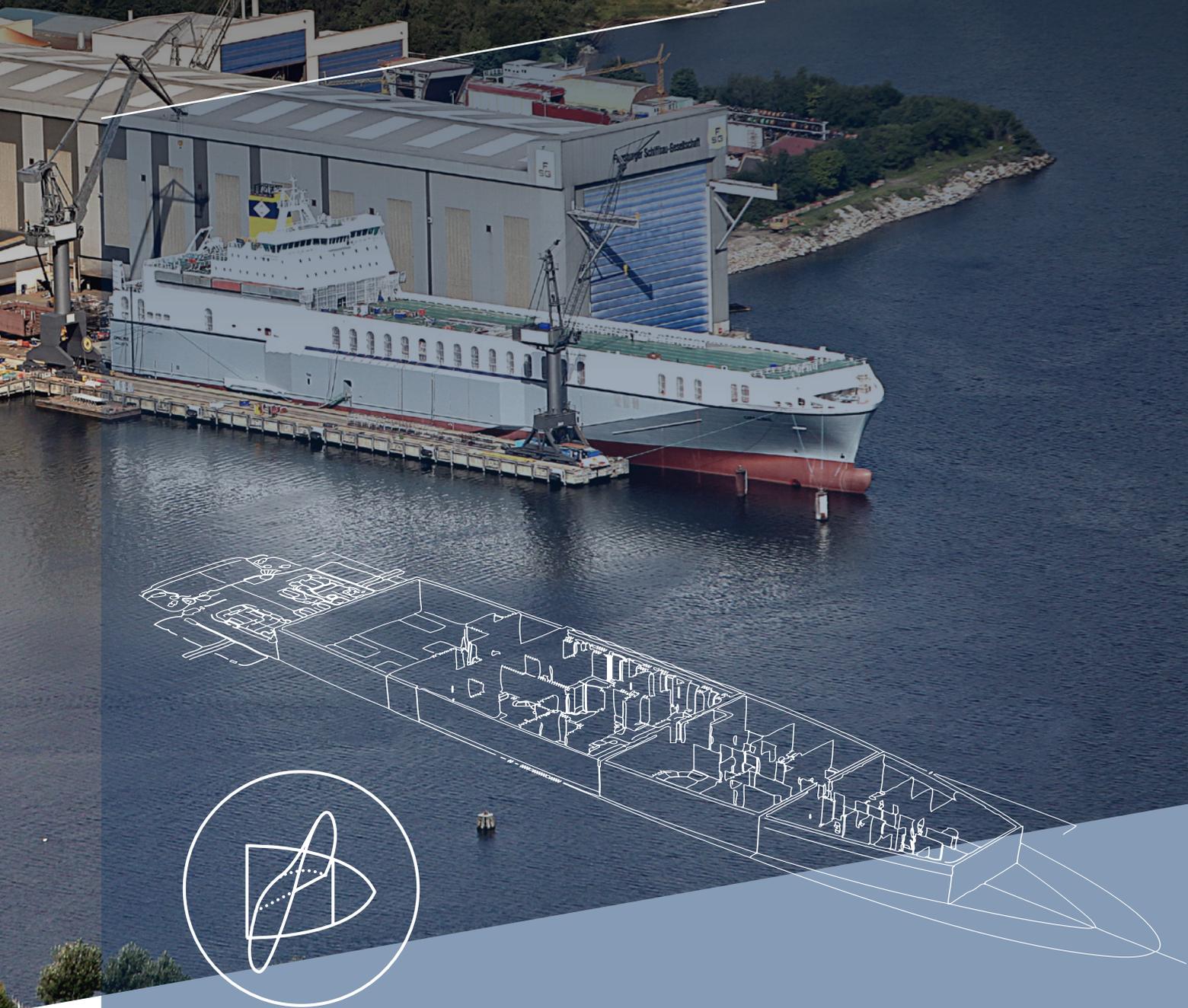
MCN is unique in that it incorporates five states. What started out in 2006

as the “Maritime Cluster Schleswig-Holstein” became a three-state initiative in 2011, when Hamburg and Lower Saxony joined. Three years later, the cluster welcomed two more partners, Mecklenburg-Vorpommern and Bremen. From 2017 onwards, MCN e.V. will offer companies and research institutions in all five states opportunities to intensify their collaboration, particularly with regard to exploring interfaces with other industries.

Working together for innovation

MCN supports established events such as the Kiel Marketplace. In addition, it works with GEOMAR, the “Future Ocean Excellence Cluster”, the Kiel Business Development Agency and state universities to develop project ideas and start implementing them.

MCN promotes the transfer of digital simulation and planning technology to maintain high quality standards in Schleswig-Holstein's shipbuilding industry.



The Tourism Cluster Schleswig-Holstein focuses on providing demand-driven offers and information at a time of changing customer requirements.



Cluster 6

Tourism - Tourism Cluster Schleswig-Holstein



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**TOURISMUS
CLUSTER.SH**
zusammen. echt. stark.

Nurturing a thriving tourism industry

The Tourism Cluster Schleswig-Holstein, in cooperation with the state of Schleswig-Holstein and local tourism organisations, has been helping to implement the state's 2025 Tourism Strategy since July 2015. The Tourism Cluster Management's core tasks include monitoring and controlling, boosting companies' competitiveness and furthering the sustainable growth of tourism in the region.

A broad range of activities

Small and medium-sized enterprises (SMEs) are at the very heart of tourism in Schleswig-Holstein. The Tourism Cluster Management's "Hospitality Shipyard Schleswig-Holstein" (GastgeberWerft SH) gives SMEs the tools they need to grow their businesses. Activities include regional

information events on topics such as corporate strategy, changing customer demands and new marketing channels. One-to-one information sessions and workshops are also part of the cluster management's services.

Looking to tomorrow

Sustainability is another important area of activity for the Tourism Cluster Management. This involves working with partner organisations in the tourism industry and drawing on external expertise to develop a strategy for the sustainable growth of tourism in the state. The cluster management aims to ensure that this strategy is then firmly anchored in the companies' own strategies. Existing projects and initiatives will be integrated to promote sustainable tourism.

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We foster the economy



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