

WHY INDUSTRIAL PARK MANAGEMENT EXCELLENCE MATTERS FOR INNOVATIVE DEVELOPMENTS

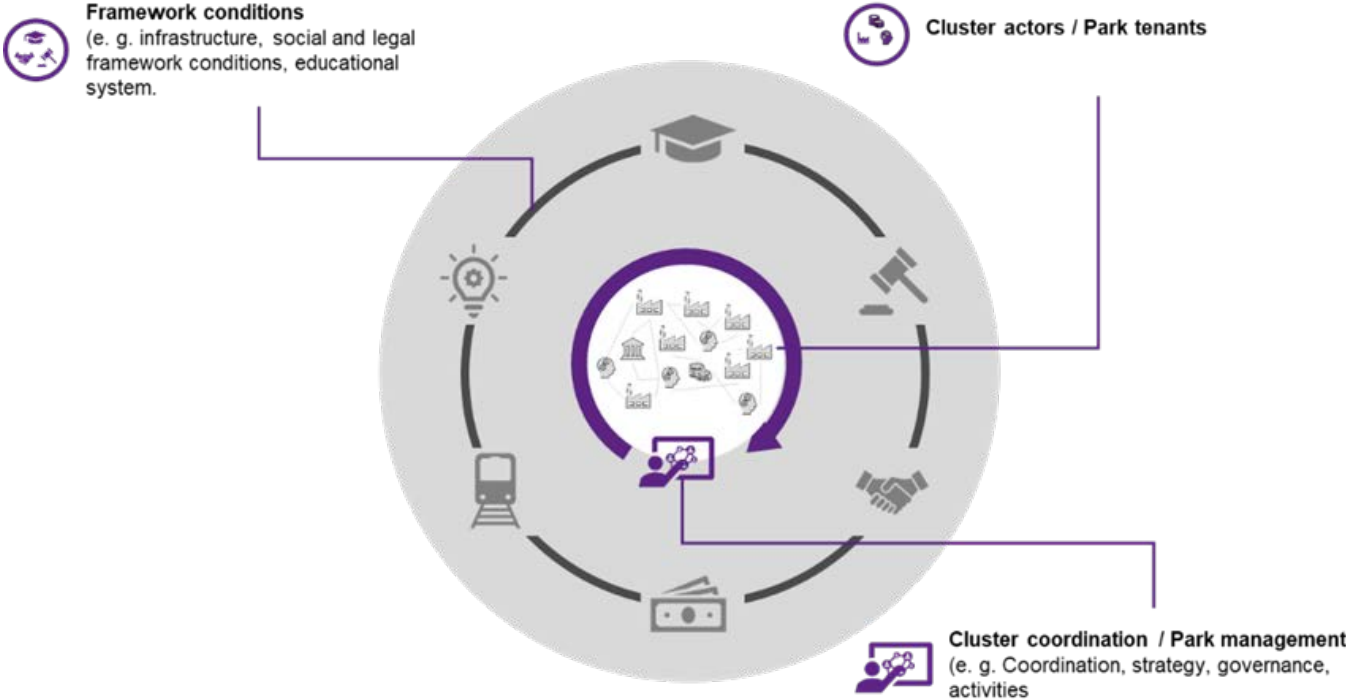
Dr. Gerd Meier zu Köcker

Head of Section

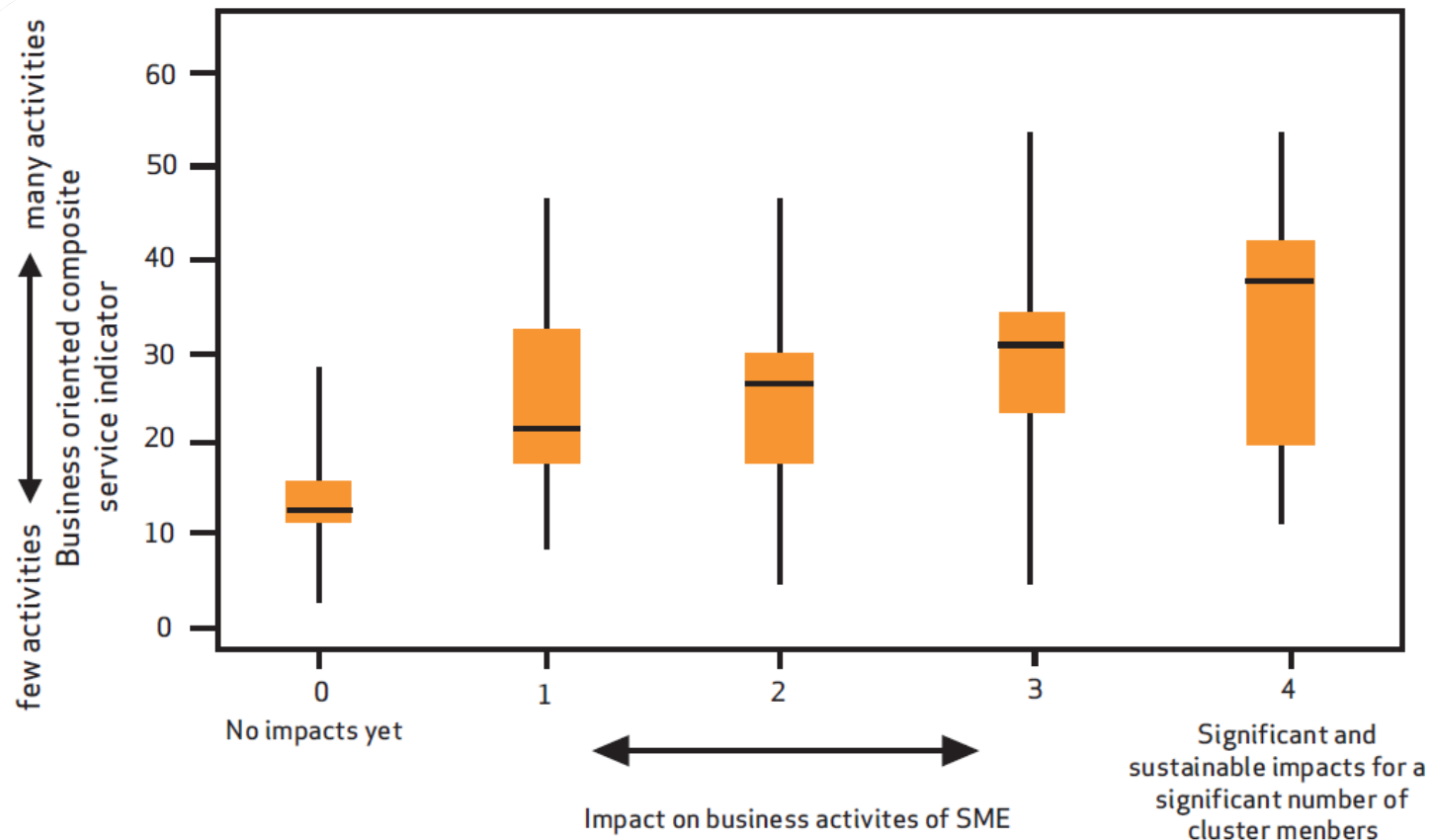
VDI/VDE Innovation + Technik GmbH

23 September 2021

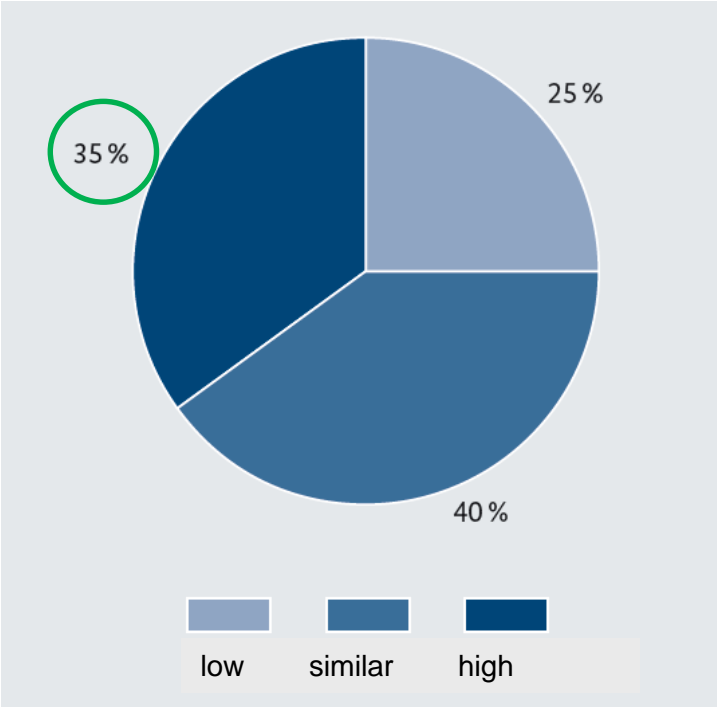
LEVELS THAT IMPACT THE PROMOTION OF INNOVATIVE DEVELOPMENT LED BY INDUSTRIAL PARKS



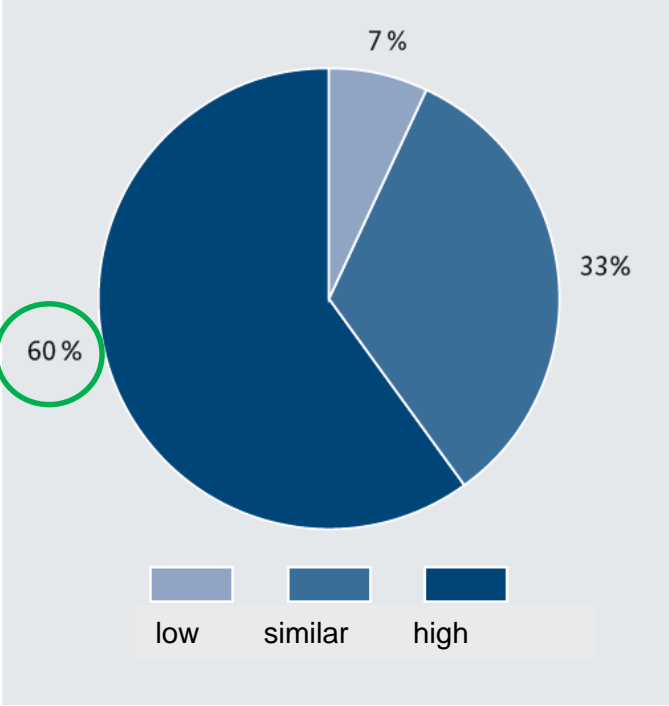
QUALITY AND INTENSITY OF BUSINESS SERVICES PROVIDED BY THE INDUSTRIAL PARK / CLUSTER MANAGERMENTS MAKE THE DIFFERENCE



HIGHER INTENSITY OF COOPERATION WITHIN INDUSTRIAL PARK LEADS TO HIGHER MONETARY ADDED-VALUES



All actors



Actors that cooperate more intensive than others

Cluster Monitor Germany, July 2012, 50 Cluster representing about 5000 company

THE PERFECT BUSINESS SERVICE PORTFOLIO OFFERED BY INDUSTRIAL PARK MANAGEMENT

Objectives of the Park management

- Strengthening economic performance of the tenants
- Promotion of Industrial Development of tenants
- Contribution to regional economic development

Economic Performance	Services			
Public Relation	Presentation of Park	Presentation of Tenants	Communication of Unique Selling Proposition	
Business Development	B2B Meetings	Thematic Events	Matching with Partners outside the Park	
Skills Development	Training Academy	TVET Cooperation	Workforce Recruitment	
Innovation & Digitalisation	Thematic Events	Working Group	Digital Skills Agenda	Transparency & Traceability
Networking	Park Meets Tenants	Networking Events	Akquisition of New Tenants	

SERVICES CURRENTLY OFFERED BY THE PARK MANAGEMENT (I)

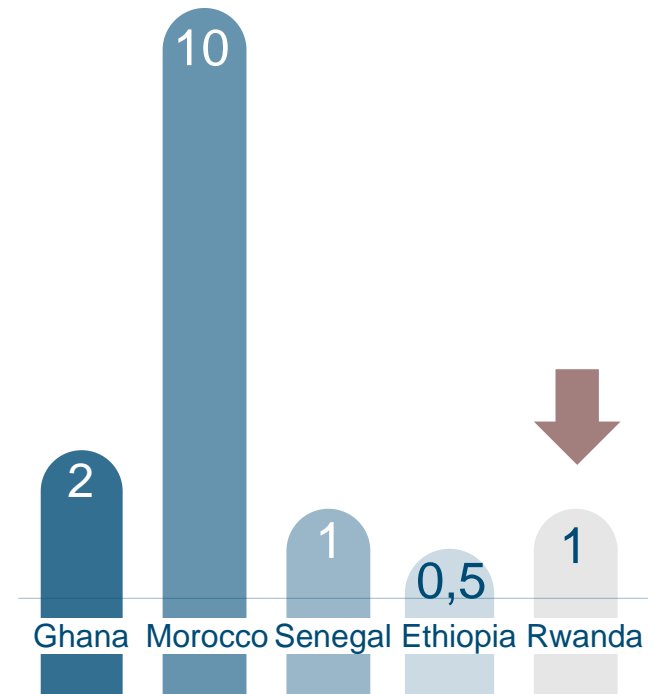
Objectives of the Park management

- Strengthening economic performance of the tenants
- Internationalisation
- Accelerate businesses of start-ups
- Gaining new members

Current services offered

Information &
newsletter

Utility
management



SERVICES CURRENTLY OFFERED BY THE PARK MANAGEMENT (II)

Objectives of the Park management

- Strengthening economic performance of the tenants
- Provision of support towards innovation
- Development of regional infrastructure

Current services offered

