

## **ClusteriX Meeting in Karlsruhe, Germany May 14th – 16th 2013**

While the morning of May 15th 2013 was reserved for project internal meetings the Clusterix Peer Group meetings were open for visitors of the CloudZone, one of Europe's the biggest Cloud Computing Event. During the official welcome by Mr. Ralf Eichhorn, City of Karlsruhe and Mrs. Britta Wirtz, Head of the Karlsruhe Trade and Fair Agency both pointed out the meaning of Clusterix for the internationalisation of the regional Clusters and SME.

Which role Clusterix and the best practice Karlsruhe gained in the project was made perfectly clear in the presentation "SmarterCity Karlsruhe Initiative – Holistic approach of a cluster development" held by Mrs. Elna Schirrmeister, Fraunhofer Institute for System Innovation. This strategic approach for regional innovation addressing all relevant stakeholders aims for a 10 years development.

For a shorter time frame and as a direct response for dramatic changes in the industrial landscape of a region the "Software Centre Böblingen/Sindelfingen – cornerstone of Stuttgart Region ICT cluster" presented by Mr. Hans-Ulrich Schmid, CEO Software Center was an example. The challenge forced a region to change strategies and to offer infrastructure and space for new services and industries.

One example of how support for a special form of industries can work was the learning of the presentation "How Free Software and Open Technologies foster cooperation among SMEs". Mr. Patrick Ohnewein, TIS innovation park South Tyrol explained why the Region was concentrating on the "free" and "open" approach and how this model works out between the companies in the region.

A very efficient way to organize a think tank between a network was presented by Miss Xiaodan LI, European project manager, PLASTIPOLIS. Her presentation "Think tank in the cluster Lyon Urban Truck and Bus" included the strategic approach of the region and the reasons to stimulate the think tank well as the way of organizing the ideas coming out of it.

The presentations were followed by intensive discussions and all of the speakers were able to share their experiences with the participants. The exchange helps to understand different approaches in different regions while finding out the basic rules being common for all of them.

The programme for May, 16th 2013 lead the study tour as a first stop to the CyberForum in Karlsruhe. Being one of the biggest High Tech Entrepreneur networks in Europe it has just moved to a new location in the historical building of a brewery. The new location offers space for the 25 staff members but also for companies with shared workspace possibilities. Mrs Tamara Högler, Head of International Affairs of the cluster introduced the visitors to the services of the network.

Mr. Dirk Metzger then informed about the K3-network for start-ups in the creative industries. The City of Karlsruhe has just opened a new incubator for the creative sector in its former slaughterhouse areal – which was the last places visited during the tour.

Next stop of the visit was the Karlsruhe eMobility Center. Mr. Ernst Krapfgave a detailed overview about the partners from industry and research who have set up the center – which is part of the German National and regional showrooms for eMobility and offers to test all actual vehicules and connected services available on the market in one location – from ebikes to ecars. us through the center and the Orange Bike Company will offer us possibilities for a test ride on their mobiles.

The visit was round up by a visit of the areal of the Kreativpark Karlsruhe and the Perfect Future, the creative incubator. The doctoral researcher Mr. Jens Stober informed about his actual research and the GEELab – the European Gameslab of the RMIT University Melbourne and also the reasons why Karlsruhe as hub for the games industry in Germanys South-West was chosen as location for the new European lab