



Clusnet Final Seminar City of Dortmund

“Lessons learnt”
Lyon 2011-10-13





Clusnet Seminar Dortmund:
Topic:

24./25.11.2010
CROSS CLUSTERING

- excited and instructive discussions about cross clustering
- conclusions for Dortmund:
 - cross clustering is cluster management on a higher level to interlink technologies: developing cross cluster projects
 - how can Dortmund attract firms to the cross clustering area PHOENIX West (a former steel site): developing a new strategies



- 1) ESS: create new soft skills to technologies
- 2) ELMO: e-mobile urban retail concept
- 3) PHOENIX: marketing a former steel plant



ESS – Coaching in sales & marketing as an associated topic for SME´s of different clusters

- SME´s from production, MNT, ICT, bio-, and also creative industries built a team receiving a 7 months coaching (“sales & marketing school”)
- A strong network with new cooperation and technologies was created and still works on in a self coaching process
- The economic development agency also identified new stakeholders
- Project gave impulse for up growing strategies in the several companies that means: maintaining and creating new jobs and also products and services



E-Mobility as answer to new requirements in city logistics

- environmental zones require low-emission vehicles
- new urban retail concepts are required to fulfill the demands in logistics for tomorrow
- partners of different clusters and authorities which have had no cooperation in the past cooperate in specific projects:
 - Elmo: e-mobile urban retail services: logistics, infrastructure, IT, Fraunhofer Institut, City of Dortmund
 - metropol-E: utility companies, automotive manufacturers, IT, infrastructure, universities, City of Dortmund
 - TIE-IN: State competence center and cluster for infrastructure and power networks in e-mobility



Marketing of the former industrial site of Phoenix

- Conversion of a former steel site to a technology area
- new strategy to settle new technology companies
 - focus on exhibitions with high potentials and specific focus
 - External consultancy company reviews exhibitors and makes appointments to meet specialists during the exhibition
 - Invitation of interested companies to Dortmund to see the site and visit existing SME's in Dortmund according to their requirements



Thank you for your attention!

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