Regional Cooperation in the Field of Automotive Engineering in Styria

Dr. Peter Riedler
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Source: ACstyria Autocluster GmbH
Business Strategy Styria 2020

Source: ACstyria Autocluster GmbH
History

1994 ▪ The Idea and concept for a Cluster
   Project Initiators:
   - IV (Federation of Austrian Industry) and
   - SFG (Styrian Business Promotion Agency)

1995 ▪ ACstyria Autocluster is founded
   First Cluster in Austria

1996 ▪ „Leading companies“
   AVL and Magna become partners of Acstyria

1999 ▪ ACstyria Autocluster GmbH (limited company)
   Public Private Partnership (PPP)

Source: ACstyria Autocluster GmbH
Ownership (Public Private Partnership Model)

28%  SFG – Styrian Business Promotion Agency  
      Public sector

18%  Magna Steyr AG & Co KG  
      OEMs, Tier 1

18%  AVL List GmbH  
      R&D

18%  Krenhof AG  
      Tier 2, Tier 3

18%  TCM International  
      Tool Consulting & Management GmbH  
      Service provider

Source: ACstyria Autocluster GmbH
Membership development

Source: ACstyria Autocluster GmbH
Sector allocation

- Production: 34%
- Engineering / Construction: 9%
- Qualification: 3%
- Others: 1%
- Consulting: 4%
- Service Providers: 23%
- R & D: 9%
- Institutions / Organizations: 4%
- IT: 6%
- Logistics: 7%

Source: ACstyria Autocluster GmbH
Core business zones

- Information, communication and marketing
- Information- and content-management
- Cooperation – initiation and project - coordination
- Automotive qualification

Source: ACstyria Autocluster GmbH
Universities & Automobiles

Technische Universität Graz – A selection of departments with relevance to automobiles
Department of Internal Combustion Engines and Thermodynamics
Department of Vehicle Technology
Department of Lightweight Engineering
Department of Electric drive Engineering and Machinery
Department of Technical Chemistry of Materials (research group on the theme „batteries“)

FSI Frank Stronach Institute - Private-Public-Partnership, builds bridges between science, training and economy
Vehicle technology (FTG)
Passive vehicle safety (VSI)
Machine tools and Metal forming (T&F)
Production Science and Management (PSM)

Montanuniversität Leoben - A selection of departments with relevance to automobiles
Department of Material Physics
Department of Metallurgy

Source: ACstyria Autocluster GmbH
100 years of Engine and Powertrain Development


Source: ACstytia Autocluster GmbH
fit for knowledge – Automotive Academy Styria

- Establish the region as an internationally recognized centre for automotive training and expertise
- Increase the quality of training and level of qualifications

Whatever you have to know when building a car – you can learn it in Styria

Source: ACstyria Autocluster GmbH
Styria and the ERDF (1)

2007-2013 155 Mio. € (total funding 310 Mio. €, program volume 950 Mio. €)

3 Priorities:
• Strengthening the innovation- and knowledge- based economy
• Enhancing the attractiveness of regions and business locations
• Governance and technical assistance

Source: ACstyria Autocluster GmbH
Styria and the ERDF (2)

Experiences of Styria:
- Success in establishing innovation chains (+)
- Concentration on strengths brings visibility (+)
- Need for funding infrastructure (+,-)
- Complicated (national) control procedures (-)

Suggestions:
- Fostering regional knowledge triangles by mixing funds
- „Smart specialisation“ by enforcing strengths
- Simple but effective control procedures

Source: ACstyria Autocluster GmbH
Green Cars - Clean Mobility ... made in Styria

Styria is a globally recognized centre of competence for ECO-Powertrains and intelligent peripheral devices for powertrains as well as ECO-materials solutions.

Styria is one of the most cost-efficient automotive locations of production and engineering in Europe. Based on unsurpassed knowledge and intelligent processes, energy- and resource-friendly results are ensured.

Source: ACstria Autocluster GmbH
Thank you for your attention

Peter Riedler

www.uni-graz.at