

Transatlantic Cluster Collaboration: Opportunities for Growth



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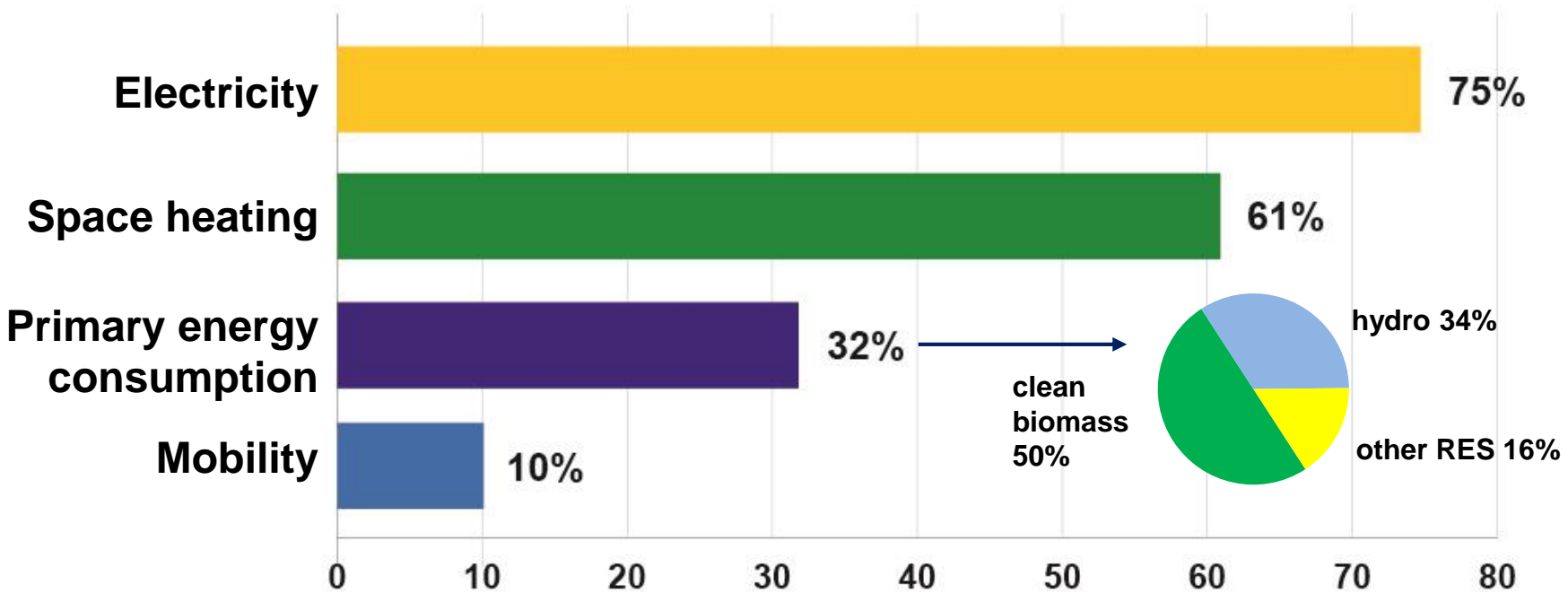


The State of Upper Austria Oberösterreich

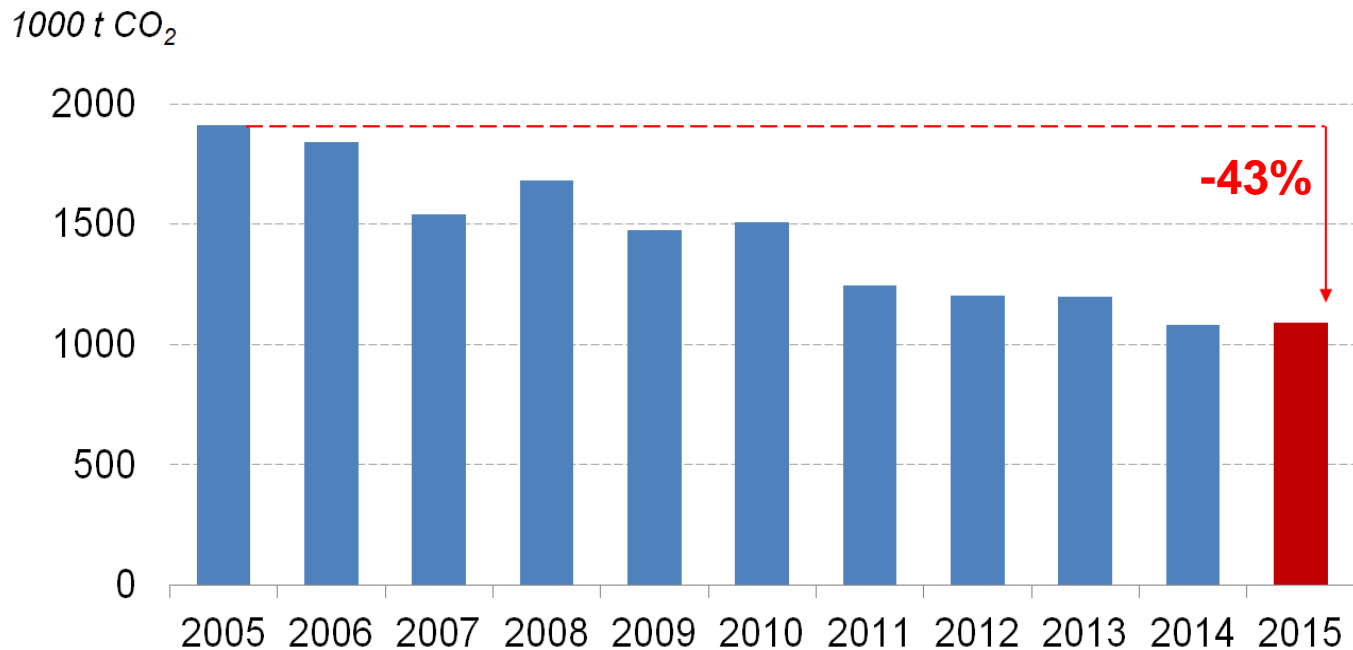


Capital:	Linz
Population:	1.4 million (similar to NH)
Area:	4,600 mi ² (similar to CT)
Economic activity:	25% of the Austrian industrial exports

Share of renewable energy in different sectors Upper Austria



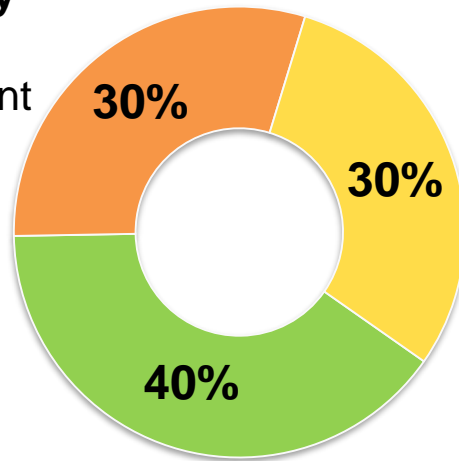
Greenhouse gas emissions from buildings Upper Austria



Source: UBA

Sustainable energy investments in Upper Austria: 2 billion Euro annually

**building energy
efficiency, e.g.
insulation, efficient
windows**



**industrial energy
efficiency
and CHP**

**renewable
energy**

Investments in **energy efficiency**:
1.5 billion Euro/year

Investments in **renewable energy**:
0.6 billion Euro/year

The vision:

European leader in the energy transition

**competitiveness and quality of life through
decarbonisation (and not: despite of)**

**decarbonisation energy used for buildings and
manufacturing**

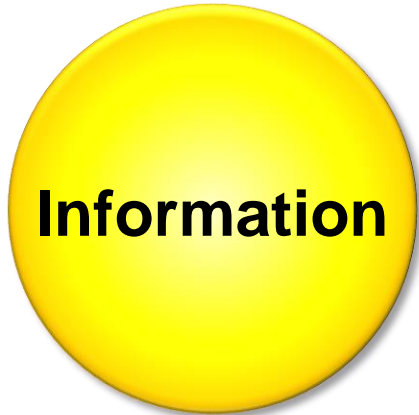
**market leadership
in innovative energy and building products**

innovation ecosystem

The Cleantech-Cluster Energy (CTC)

The network of energy & environmental technology
companies in Upper Austria

140+ energy technology partner companies (250+ in total)



Our journey across the Atlantic



- **2000**: cluster start, mostly new companies, little export
- **2002 - 2007**: successful internationalisation actions in EU countries, close cooperation with local energy organisations (e.g. agencies, clusters)
- **2008 - 2010**: start of internationalisation in the US:
 - establishing long-lasting partnerships, mostly in the North-East (MA, VT, NY)
 - market exploration tours
- **2011 - today**
 - market development activities (presentations, training, joint projects)
 - MoU between the Governors of VT and Upper Austria
 - collaboration with MA in the digital transformation agenda
 - 2 European Strategic Cluster Partnerships for Going International (ESCP-4is)
 - 20+ companies have subsidiaries in the US, many others are supplying



Fronius - successful in the US

- Family-owned business
- Specialist in solar energy, welding and charging
- Production and headquarters in Portage, IN
- 8 sites and 100+ employees in the US
- Cluster support:
 - R&D support for product adaptation (to US electric standards)
 - Participation in cluster events and trips
 - Contacts to relevant state and federal bodies
- **Fronius is now helping others!**



Lesson learnt: How to make transatlantic cooperation a success

- first step: learn a lot about each other
- have a bigger aspiration that simply exchanging goods and services - build partnerships (give-and-take)!
- it takes longer than you think - but it is easy to understand each other and to work with each other
- both our economies can greatly profit!



We put our energy into internationalisation!



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solar + storage



biomass



**small hydro &
wind**



**heat pumps/
geothermal**



**energy manage-
ment/building
Technologies**



**architects/
construction
businesses**



**building
materials**



**energy consul-
tants/building
certificates**



**training &
research**



lighting



**contractors /
plant operators**



**suppliers/
wholesalers/
other**

Cluster Support to SMEs for internationalisation

SMEs face the following challenges:

- globalisation affects more and more markets
- they often lack of resources and skills
- difficulty in accessing knowledge on most promising markets for their products

Cluster are both specialists in the sector and in internationalisation, they support SMEs for example with:

- screening markets worldwide
- training for cluster companies
- organisation of market exploration tours, stands at trade shows
- help with finding specific business partners and adaption products to new markets
- etc.

