



28-29 June 2010

Lyon, Rhône-Alpes (France)

Event **Towards a common European and Regional strategy for plastics clusters**

Expectations when building a new cluster



PLASTIVAL – Plastics RTD Cluster in the Valencian Region, Spain.

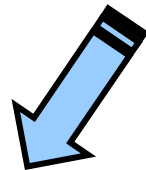


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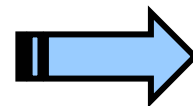


Initial Situation in the region:

- Different agents with different specific interests **BUT** with a main goal: **PLASTICS**
- **CLUSTERPLAST = OPPORTUNITY**



- R&D and Technological Centres
- Universities
- **Companies** & Associations
- Regional Government
- Financial Institutions



RTD Cluster– In creation process





Clusterplast

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Opportunity to:

- **Keep agents with main goals together**
- **Define regional common activities in coordination with European Plastic Scenario and European initiatives**
- **Develop plastic regional industry and its competitiveness**
- **Create an RTD Driven Cluster: Enhancing technology transfer and development of plastics applied R&D**



RTD Cluster– In creation process



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RTD Cluster– In creation process

ACTIVITIES 2009-2010

- Identification of
 - Technology Needs
 - State of the Art
 - Market Trends
- Elaboration of a RTD Roadmap
- Organisation of Thematic Conferences
- Drafting and Publication of Articles
- Participation in International Activities
- Valencian Region Cluster Set up

SHORT TERM OBJECTIVES

- Elaborate an RTD roadmap for the years 2010-2012
- Identify RTD projects
- Create the operational framework for the cluster
- Guarantee its financial sustainability



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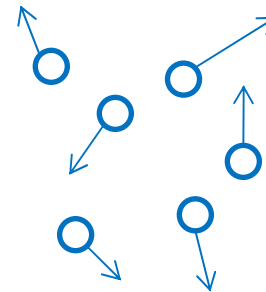
Pedro Vázquez
European Business Director – Specialty Plastics
Ferro Spain (subsidiary of Ferro Corp. –USA)



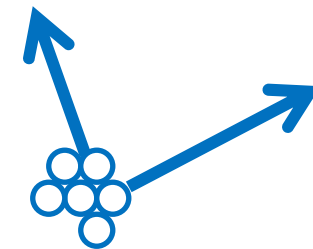
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Separate vs. Together

Non-collaborative enterprises conglomerate



Collaborative enterprise cluster



○ Enterprise
↙ Goals

	Non-collaborative enterprises conglomerate	Collaborative enterprise cluster
Direction	Random	Clear
Effects	Small - nil	Synergistic
Strengths	Limited	Additional
High skilled employment attraction	Very low	High
Interests	Individual	Common
Risk to succeed	High	Low
Time to market	Long	Short

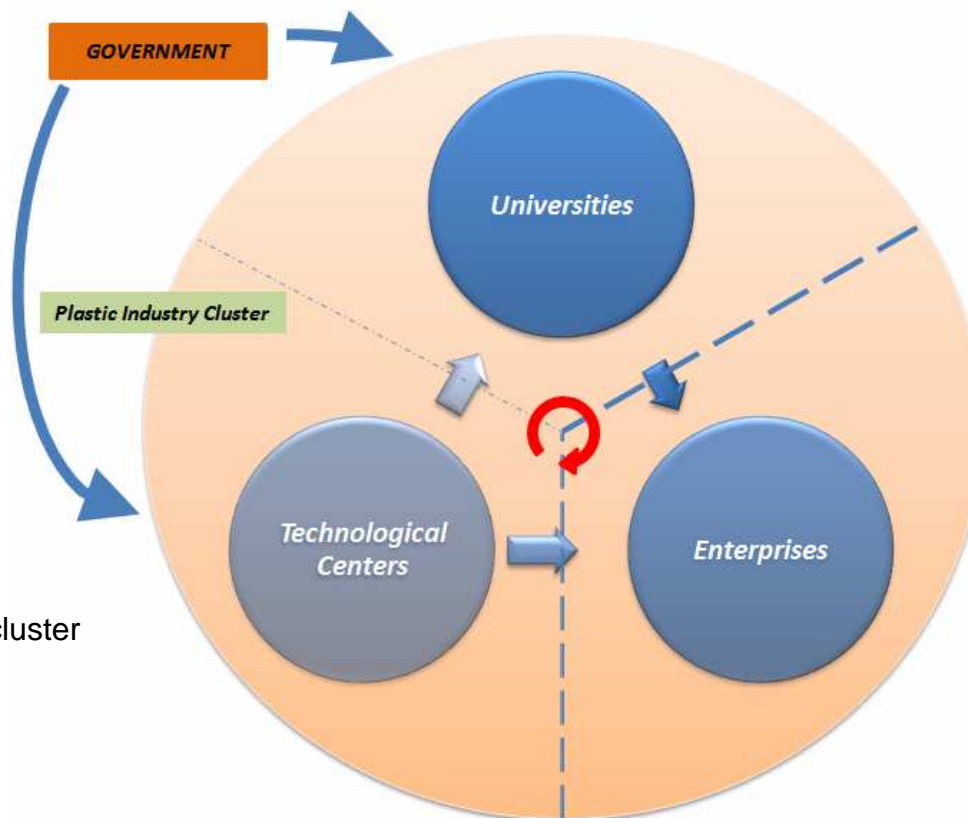


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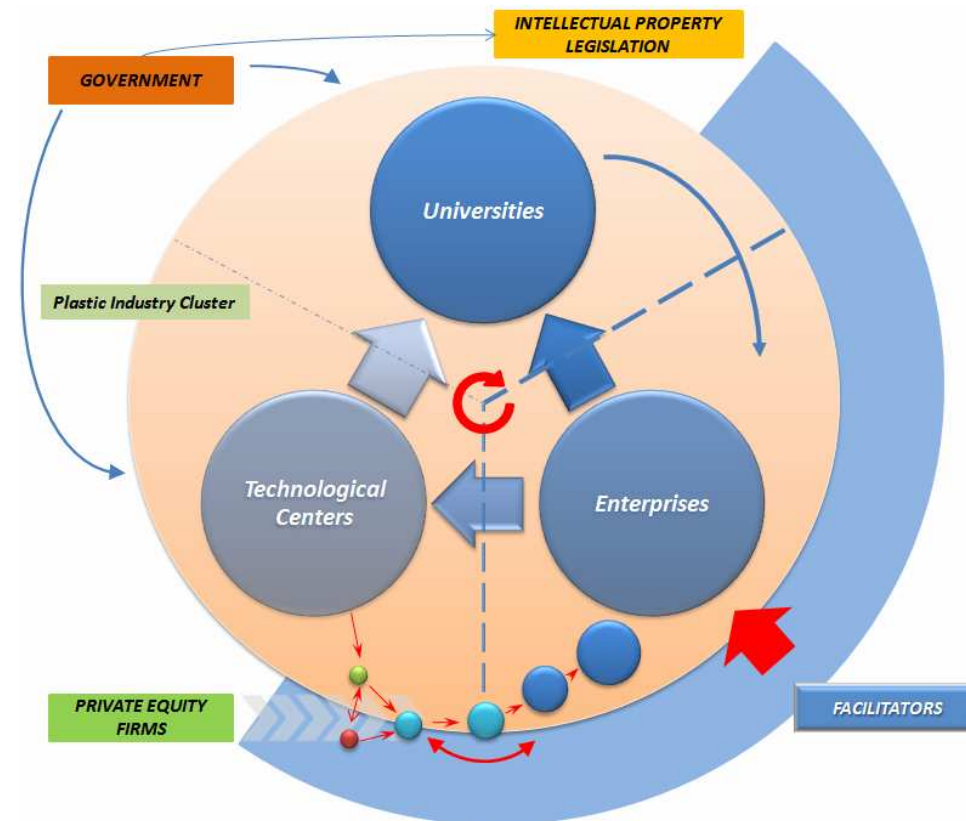
The way it is



The enterprises do not promote the cluster
The institutions do!

The way it should be

The enterprises must push to get involved in higher technology areas to create future, using the support from governments, technical institutes, universities and financial entities.





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Expectations from all players in a cluster

- **Develop** → technological skills at enterprises
- **Promote** → pull system to attract skilled professionals
- **Educate** → forming a strong basic platform to support the industry
- **Break** → knowledge barriers for adequate speed to market
- **Facilitate** → joint ventures for stronger financial support
- **Create** → critical mass to overcome competitiveness
- **Defend** → intellectual property through new legal structures
- **Form** → entrepreneurs from high skilled:
 - Specialized coordinators
 - Innovative impulse promoters
 - Multidisciplinary educated guiders with Financial knowledge
- **Invent** → consortiums with strong technological background
- **Transmit** → confidence and sense of urgency
- **Plan & act** → with coordination and clear vision