



**InterMareC**

---

**K.E.R.N. Brest Gdansk**

# **Interregional Maritime Cluster**

**Development & Improvement with  
K.E.R.N.-Region/ Germany,  
Brest/ France and Gdansk/ Poland”**

# Index

- **Background of InterMareC**
- **Regional development & cluster**
- **InterMareC framework**
- **Strategy of InterMareC**
- **Transfer of knowledge**
- **Perspectives**

# Objective of INTERREG III Programme

**„improve policies and  
instruments for regional development and  
interregional cohesion“**

## **„Utilisation of Potential within the Maritime Sector“**

### ***Present Problems:***

- **Peripheral position to important economic markets/ areas**
- **Traditional industries**
- **Insufficient use of existing potentials**
- **Missing transparency/ coordination**

## **‘Sustainable Maritime Cluster’**

- Use of special potential of coastal zones
- Close co-operation between enterprises & research
- Traditional & innovative enterprises co-operate
- Connection of European maritime regions (interregional)

## „The Challenge“

- Development, extension & improvement of regional maritime clusters
- Partner forces the establishment of interregional maritime cluster

## **Cluster** (Definition)

**„geographic concentrations of inter-connected companies and institutions in a particular field...“ (Porter 1998)**

- **Direct competitors**
- **Important costumers**
- **Suppliers**
- **Supporting associations and institutions of education, research, administration etc.**

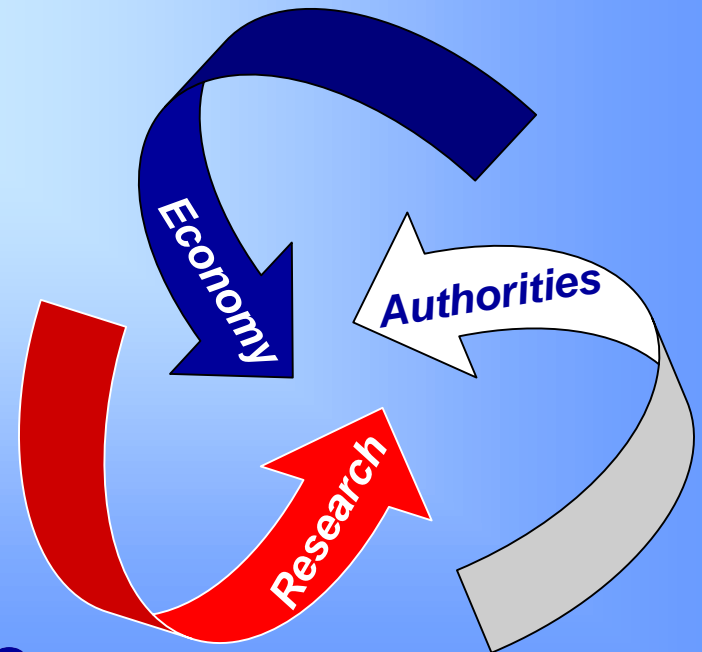
## Cluster (Approach)

**(A) Interaction orientated**

**“networking of competencies”**

**(B) Structural orientated**

**“global player - SME”**



## The Triple Helix Principle

## Cluster (Capability)

### Enterprises in a cluster

- More productive than their competitors outside the cluster
  - More innovative than their competitors outside the cluster
  - Lower costs
  - Better chances on a global market
- => improvement of regional development**

## Objective of INTERREG III Programme

### *Target Area*

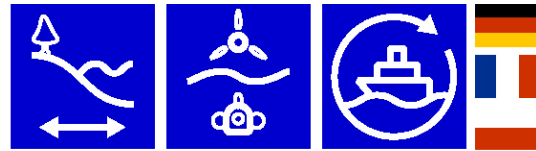
- IIIA = cross-border
- IIIB = transnational
- IIIC = interregional

### *Types of 'C'*

- Individual Projects
- Networks
- Regional Framework Operation (RFO)



# Framework



## InterMareC

R.N. Brest Gdansk

### Pomorskie

Pomerania Development Agency Co.

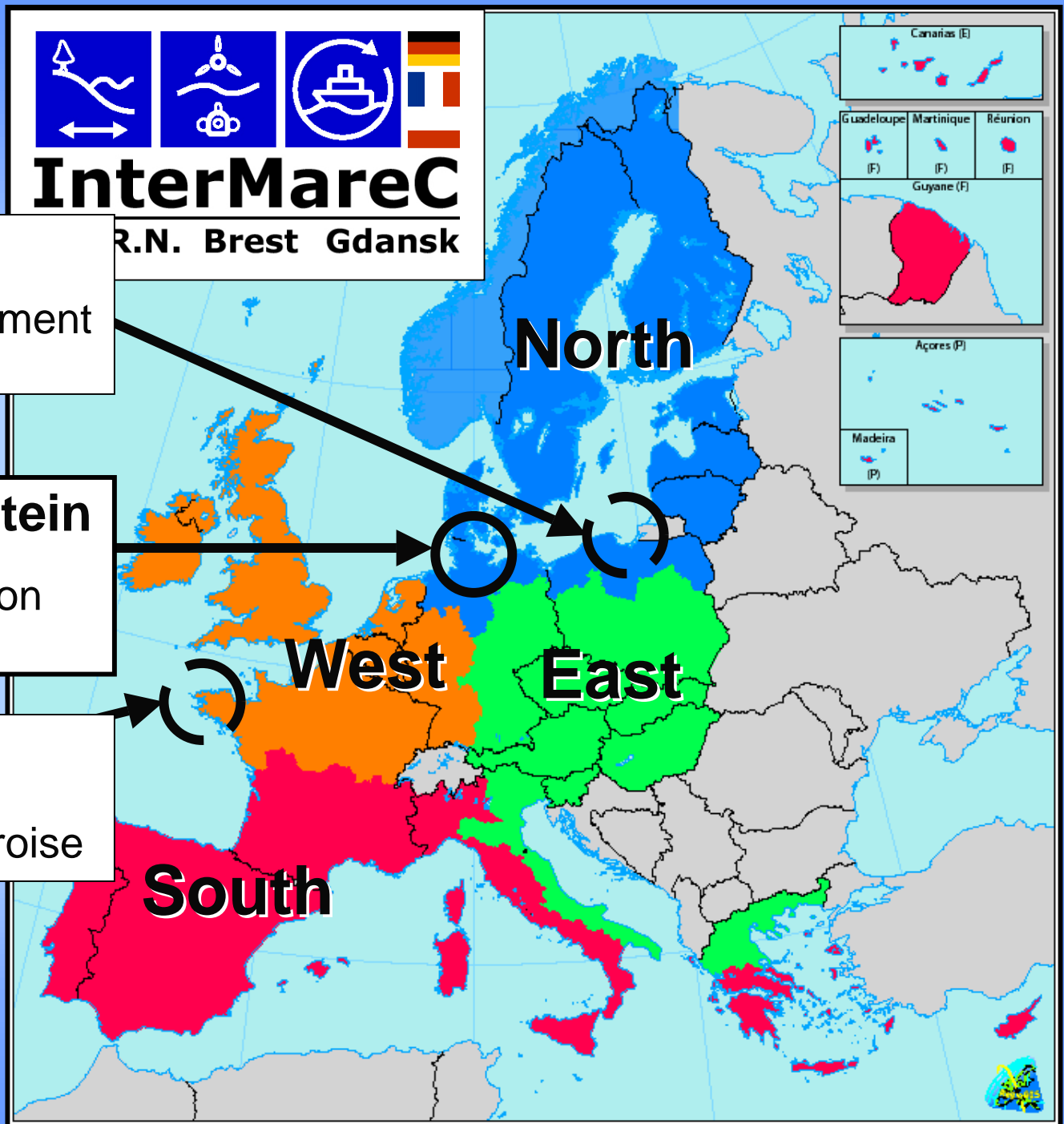
**Lead Partner**

### Schleswig-Holstein

Technology-Region  
K.E.R.N. e.V.

### Bretagne

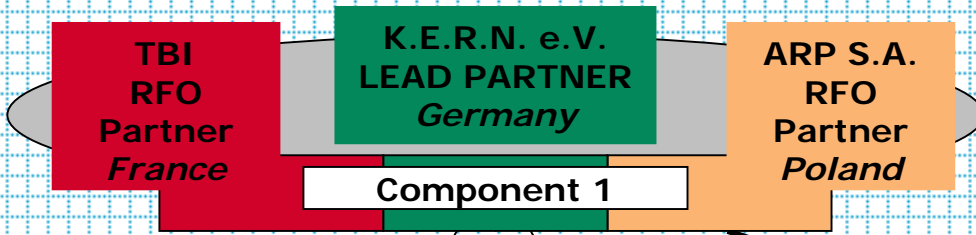
Technopole Brest-Iroise



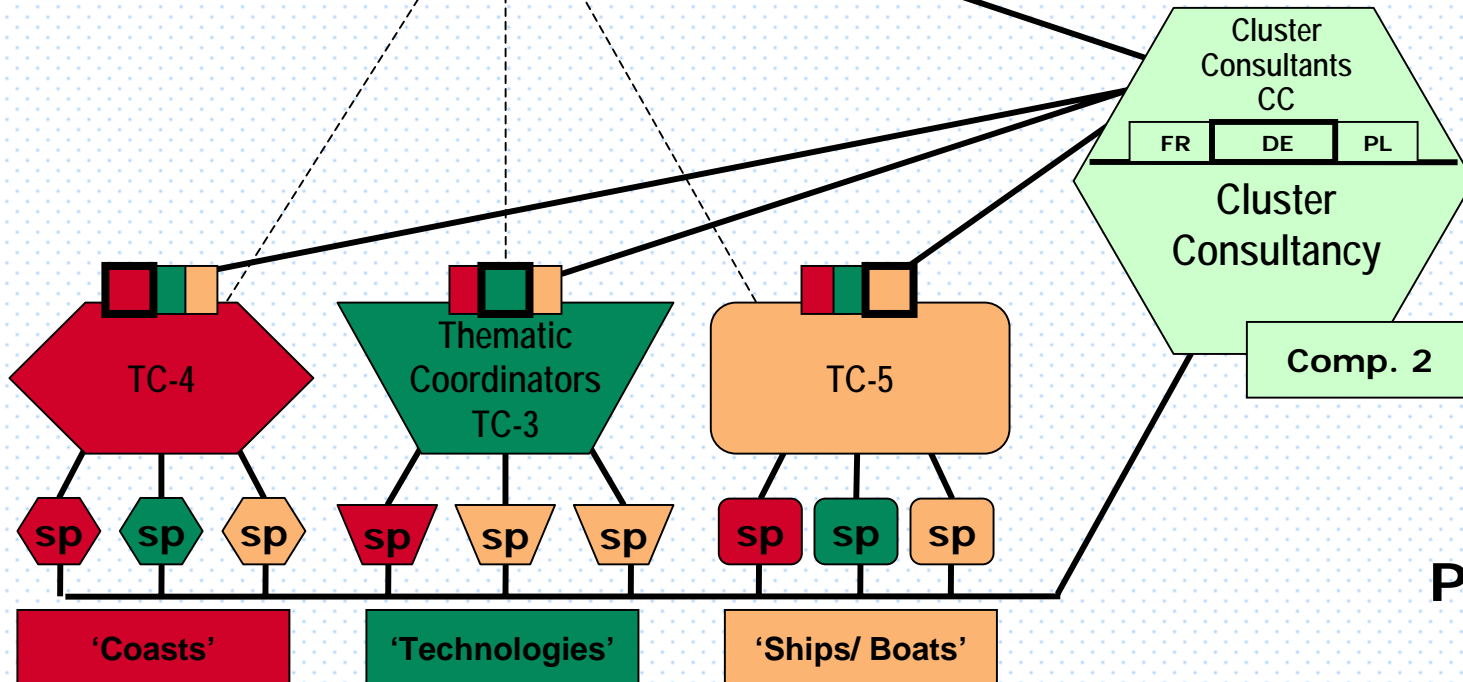
# RFO: 'InterMareC' structure

MA/PA/JTS

PROGRAMME  
LEVEL



RFO LEVEL



PROJECT  
LEVEL

sp = sub-projects



**Strategy**

**Economic Impulses**

**Objectives**

**Interregional Cohesion**

**New Products**

**New Markets**

**Interregional Maritime Cluster**

**Aims**

**Regional Maritime Cluster**  
**Brest**   **K.E.R.N.**   **Gdansk**

**Activities**

**Strategy & Management**   **Cooperation**  
**Marketing**  
*T r a n s f e r - E x c h a n g e*

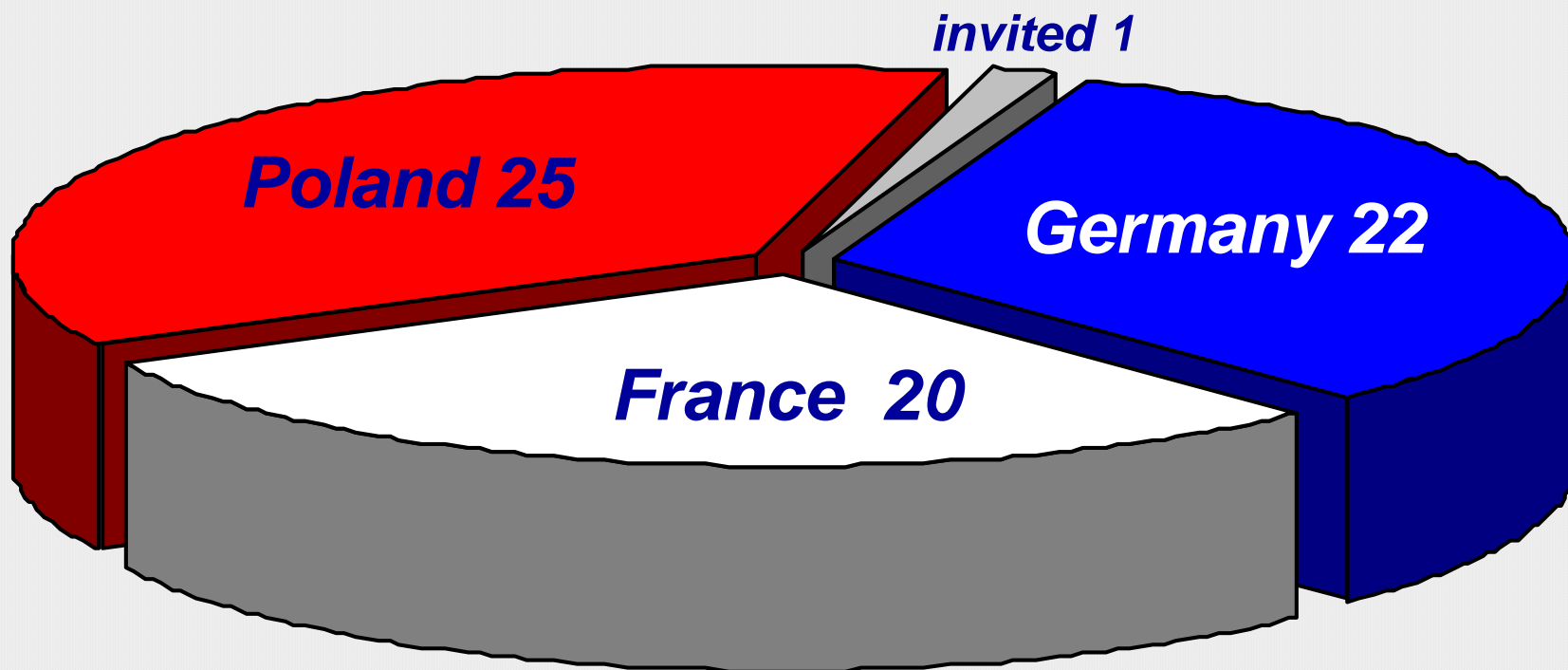
**Themes**

**Offshore & Oceanographic Technologies**   **Coastal Services & Activities**  
**Ship- & Boat-Building/ Supply & Services**

***„Building an European Lighthouse“***

# Number of LOIs per Region

*LOIs of 1. & 2. call in total: 68*  
*+ invited: 1*



# Strategic regional development

**Potential of region**

**Project idea**

**Potential partner: regional**

**Strategic development**

**„Start-up“ financing (EU grants)**

**Processing of EU project**

**Increase of regional capability**

**-- Regional development--**

time



Transfer of knowledge



# Strategic regional development

Potential of region

Project idea

Potential partner: regional

Strategic development

„Start-up“ financing (EU grants)

Processing of EU project

Increase of regional capability

Regional development

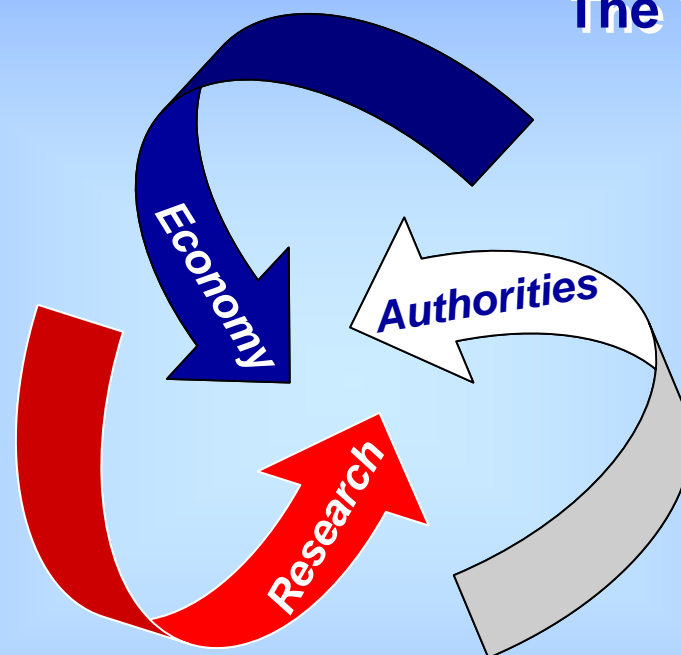
time



**Dynamic Process**

# Strategic regional development

The Triple Helix Principle



***Professional Facilitator***

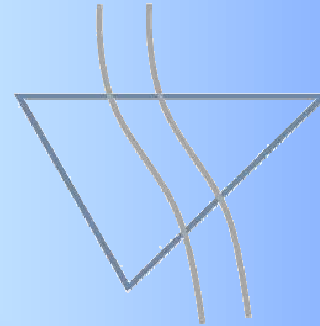
time



**Dynamic Process**



*s c h i f f - g m b h*





**Thank you for the attention**