



1. West-Transdanubien Region/Hungary
2. Industry(ies) included (Fig. 1.)
3. Founded in dec.2000
4. Non profit org. under WPRDA
5. No. of companies, Research inst., Public sector (Fig. 2.)
6. Share of SMEs, Spin-offs, R&D activity (Fig. 3.)

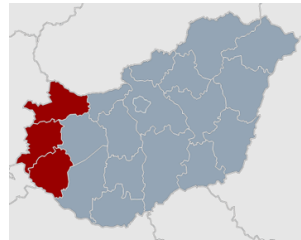


Fig.1.

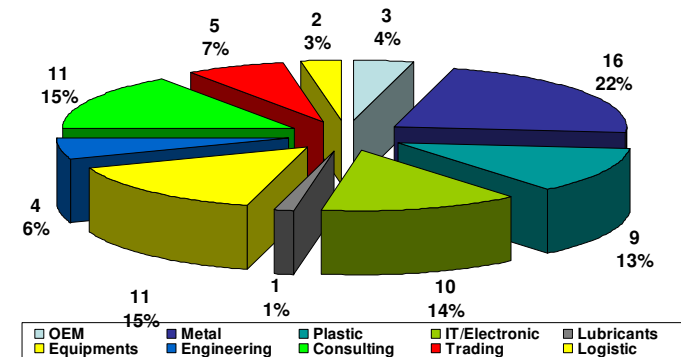


Fig.2.

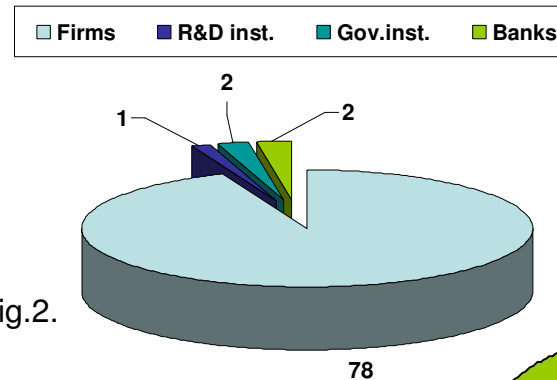
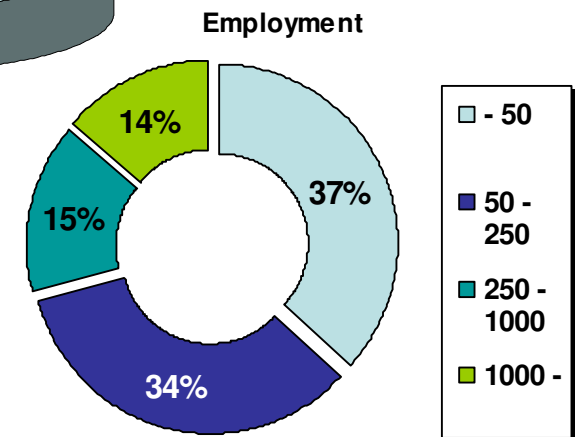


Fig.3.



Cluster name



7. Total turnover: ~7 Bill. EURO
8. Number of employees: ~40.000
9. Export share: ~85%
10. Management of the cluster:
 1. Nr. of employees: 3
 2. Annual turnover: 128.000 EUR
11. Membership fees:
 - 120-400 EUR registration fee
 - 120 EUR/y membership fee
12. Share of financing
 1. Eg. Fee/Srevinces/founds (Fig.4.)

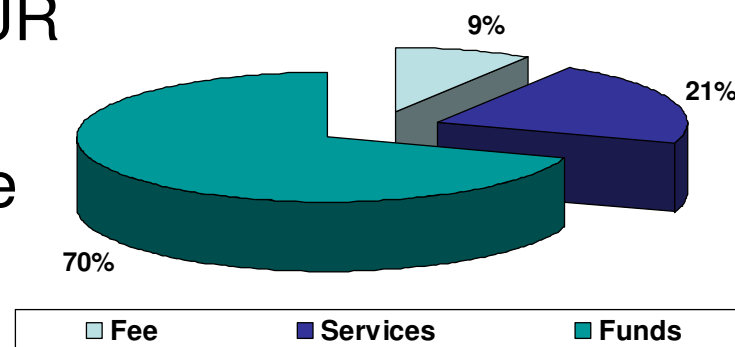


Fig.4.

Cluster name

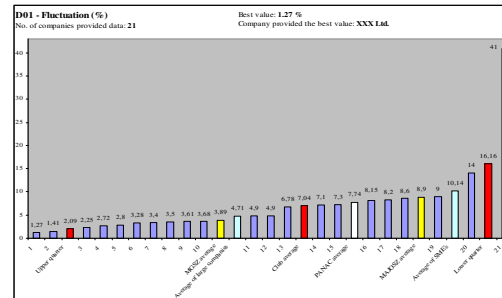


13. Main goals of your cluster

1. Increase the efficiency of the long term **network co-operation** of automotive companies
2. Common utilisation of existing automotive **infrastructures, technologies, capacities and common purchasing** and operation of new ones
3. Ensuring **high qualified labour force** with relevant skills for automotive industry
4. **Absolving the distrust** among automotive enterprises, ensuring the possibilities for informal **communication** and efficient **information** flow
5. Increasing **added value**

14. Main services + income

1. Top 3:
 1. Benchmarking Club
 2. Webbased services
 3. Cost Saving Club
2. Other:
 - Newsletter
 - Organisation of Workshops, Matchmaking Events, Fairs
 - Training, education with partners
 - Generating several projects for members, technology centres and R&D-institutions
 - Producing marketing materials
 - Direct company assesment or recommendation



Cluster name



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15. What services would you share with other clusters?
 1. Benchmarking Club
 2. Cost Saving Club
 16. What services would you implement from others?
 - Let's see
 17. Cluster partnerships
 1. National:
 1. Automotive
 2. Aerospace
 3. Renewable energy
 4. Wood, furniture
 5. Mechatronik
 2. International
 1. Automotive, main partners
 - WRS
 - Clusterland OÖ
 - ACVR
 - Lombardy
 - Catalunya

Cluster name



18. Do you have a cluster product?

1. Which one?

1. Cars made by OEMs (not 100% preformed by cluster)
2. Some modules
3. Production equipments

2. Market you are looking for?

- different

3. Suppliers you are looking for?

- different

19. Future plans (next slide)



Automotive Living Lab – Győr in TECHNONET Automotive Competence Centre



AUTOMOTIVE Living Lab, Győr has been chosen as „1st wave” LL in the ENoLL

Member of
**European
Network of
Living Labs**

Innovative Collaborative Work Environments for Individuals and Teams in Design and Engineering

1st priority

- ⑩ Create technological and competence map
- ⑩ Integration of the most competent experts in development projects
- ⑩ Be part of EU-wide R&D projects (ENoLL)
- ⑩ Support SMEs with high value-added services and technologies

2nd priority

- ⑩ Involve the users, individuals in R&D phase
- ⑩ Bring the Hungarian Innovations in the ENoLL



Project and Technology level:

- ◆ ENGINEERING FULL SERVICES
 - ◆ PRODUCT DEVELOPMENT
 - ◆ PRODUCT- AND PRODUCTION SIMULATIONS
 - ◆ DIGITAL FACTORY
- ◆ TESTING & LABORATORY
- ◆ RAPID MANUFACTURING
- ◆ VIRTUAL REALITY

Education level:

- ◆ According to the needs of the Industry