

Promoting entrepreneurship and cluster management in Economic Development and Innovation Operational Programme, Hungary

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Timeline of the Hungarian cluster history

First cluster established in Hungary

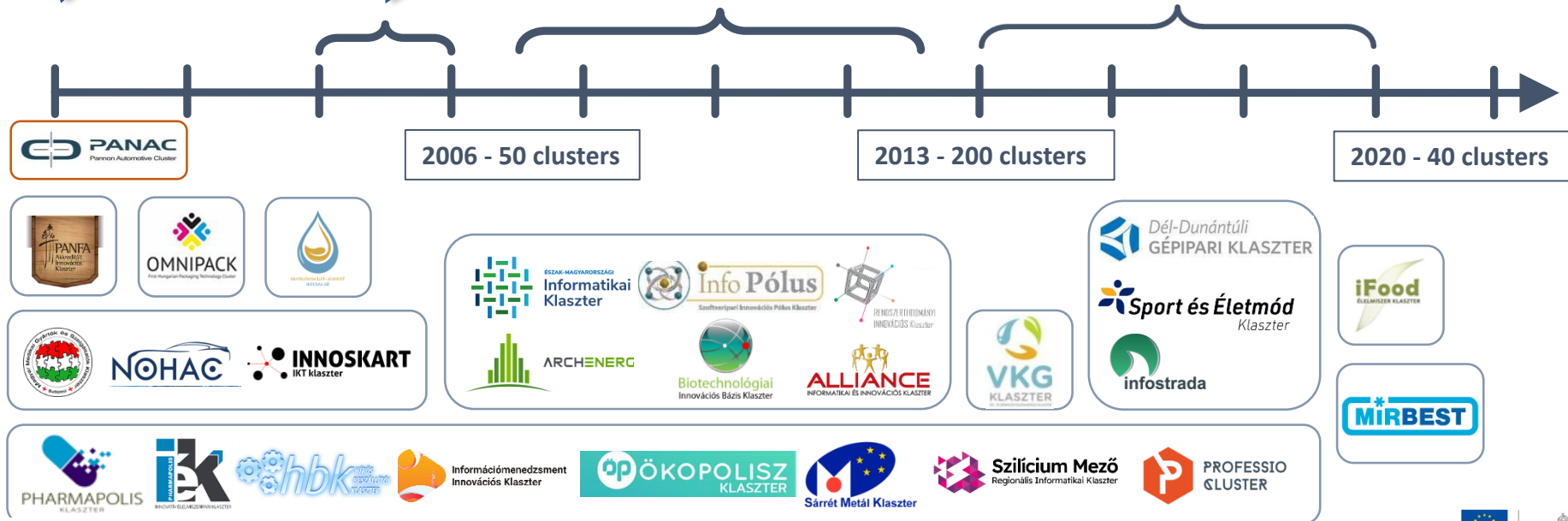
- Pannon Automotive Cluster (PANAC)

The ECOP (2004-06) has already given priority to support the development of business networks.

2007-2013: long-term consistent cluster policy possible

- Cluster accreditation
- 3 stage model

2014-2020: consolidation period – EDIOP – internationalisation – services of the cluster management



Composition of accredited clusters – 2022



1028 members



944 enterprises



23 universities



8 chambers



7 municipalities



7 research institutes



3 hospitals



1 trustee

Economic power of cluster member companies - 2020



Number of enterprises:

944; 0,4% of total enterprises (at least 1 employee)



Turnover:

3 407 bn HUF



Export:

2 091 bn HUF



Value added:

934 bn HUF– 2%



Employees

68 831



Paid out wages

501 bn HUF



RDI investment

54 bn HUF

(Hidden) values of clusters



Highly trusted business community



Great tools for mitigating territorial disparities



Catalysts for market-driven, business and/or innovation-focused cooperation.

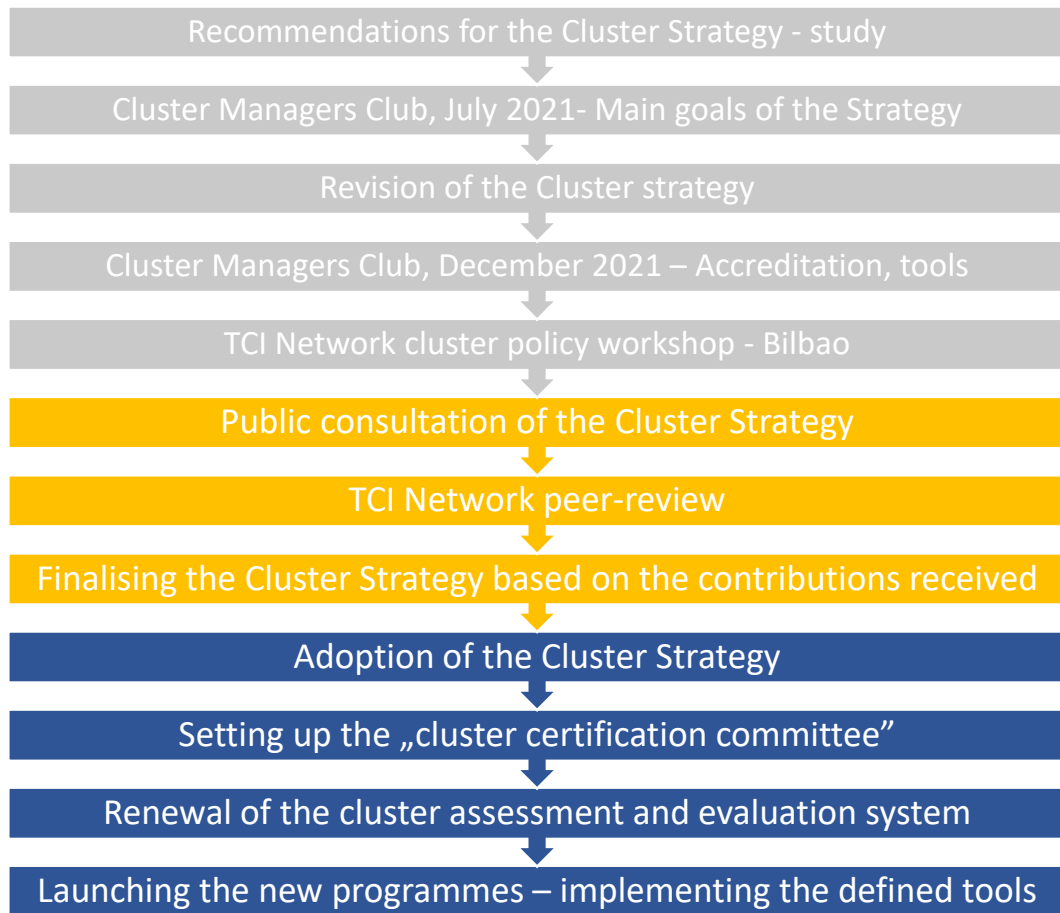


Technology and knowledge transfer to SMEs



Expand export opportunities for SMEs by creating international value chains.

Development of the Cluster Strategy



What is essential at a strategy?


Clear and well defined goals and concrete tools



Planned goals

1. There should be at least **1 cooperation with outstanding innovation capacity and international visibility** in Hungary's main **key industries**, bringing together the main players in the (sub)industry
2. By 2030, **10% of the total gross domestic value added** will be generated by **cooperating** economic players


Tools for reaching the main goals

A photograph of three people in an office setting. Two people are high-fiving, and a third person is clapping. They are all smiling and appear to be celebrating a success.

**To strengthen the culture
of motivation and
cooperation**

A close-up photograph of two hands shaking in a firm grip, symbolizing agreement, partnership, or cooperation.

**To make business
cooperation attractive**

A stylized illustration of a lightbulb. The bulb is filled with various colorful icons representing innovation, technology, and business, such as a rocket, a gear, a lightbulb, a bar chart, and a checkmark. The background is a soft, colorful gradient.

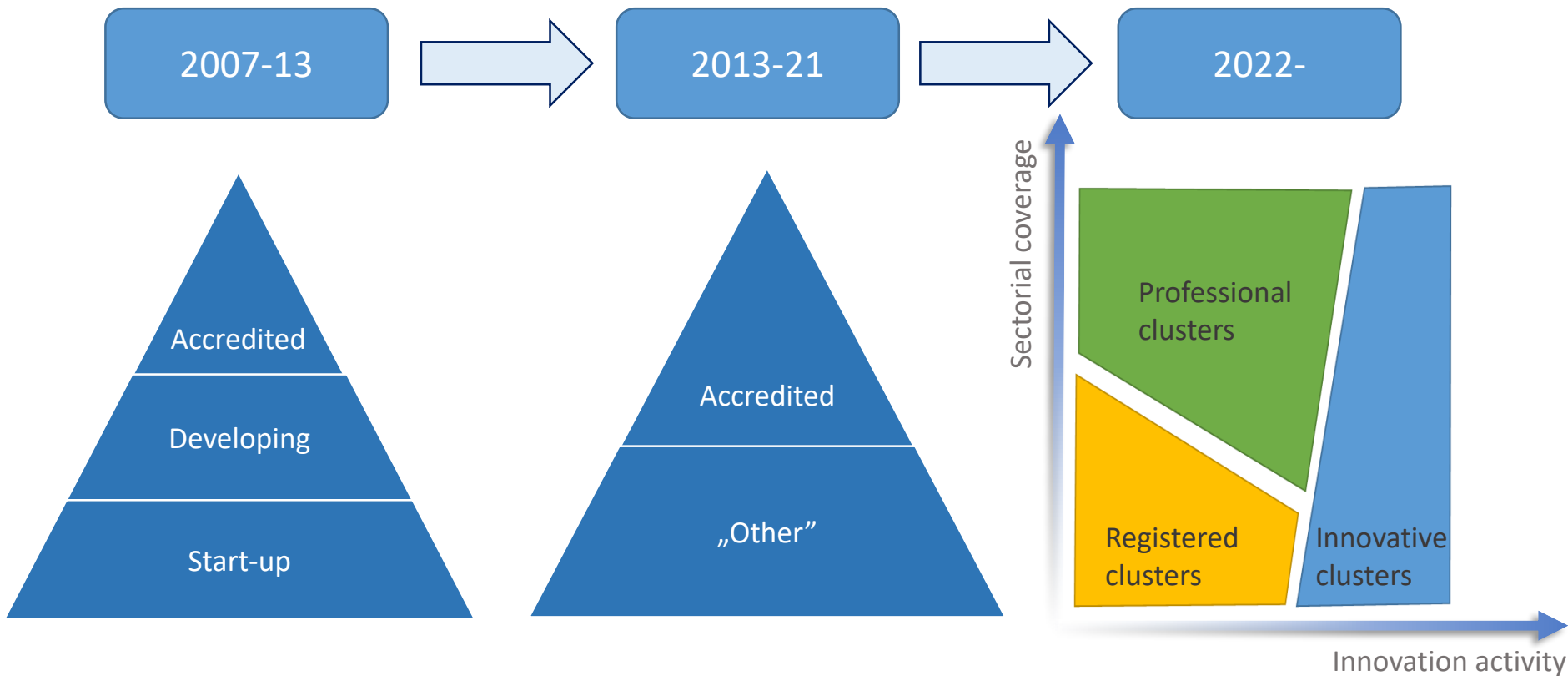
**To promote innovation
cooperation**

A photograph of a large stack of papers or documents, slightly out of focus, with a dark blue background. The papers are stacked in a way that shows their edges and some text, suggesting a regulatory or policy environment.

**To create the appropriate policy and
regulatory environment**

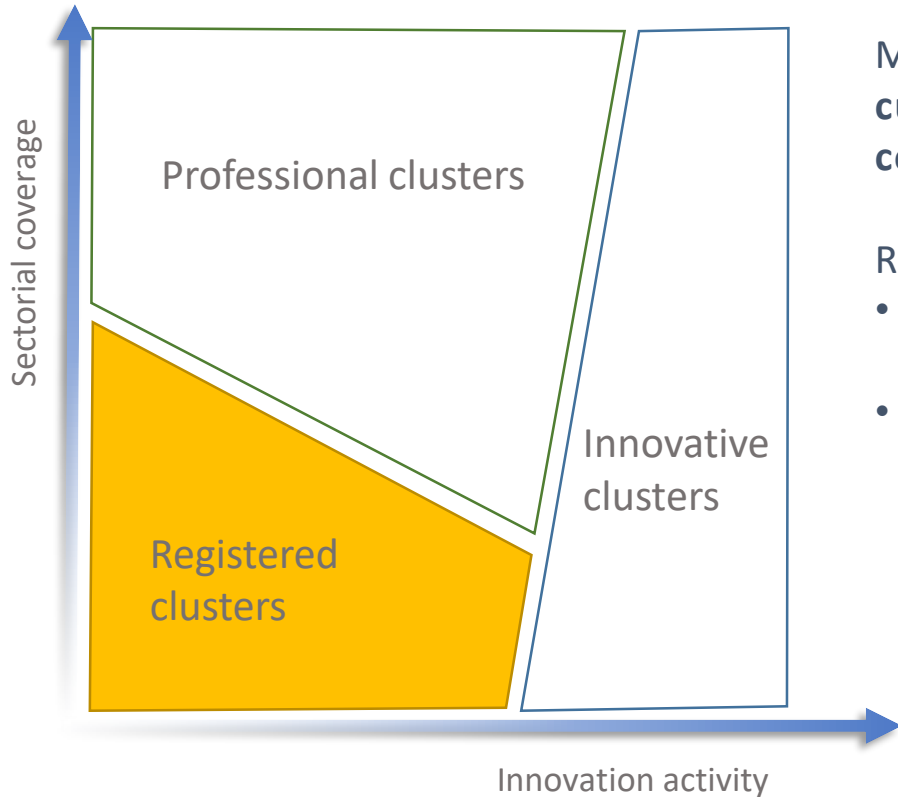
Re-defining the different type of clusters

Provide tailor-made services



Main features of different types of clusters

Registered clusters



Mission: to strengthen the culture of motivation and cooperation

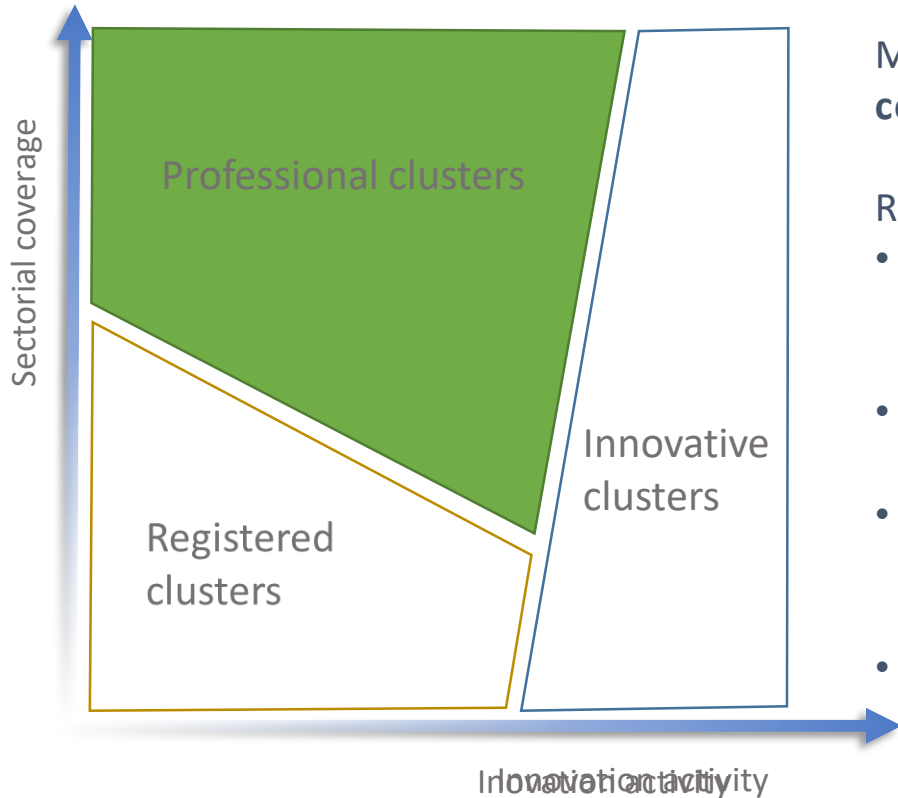
Requirements:

- Fulfil of some basic requirements
- Acknowledged as a cluster



Main features of different types of clusters

Professional clusters



Mission: to make business cooperation attractive

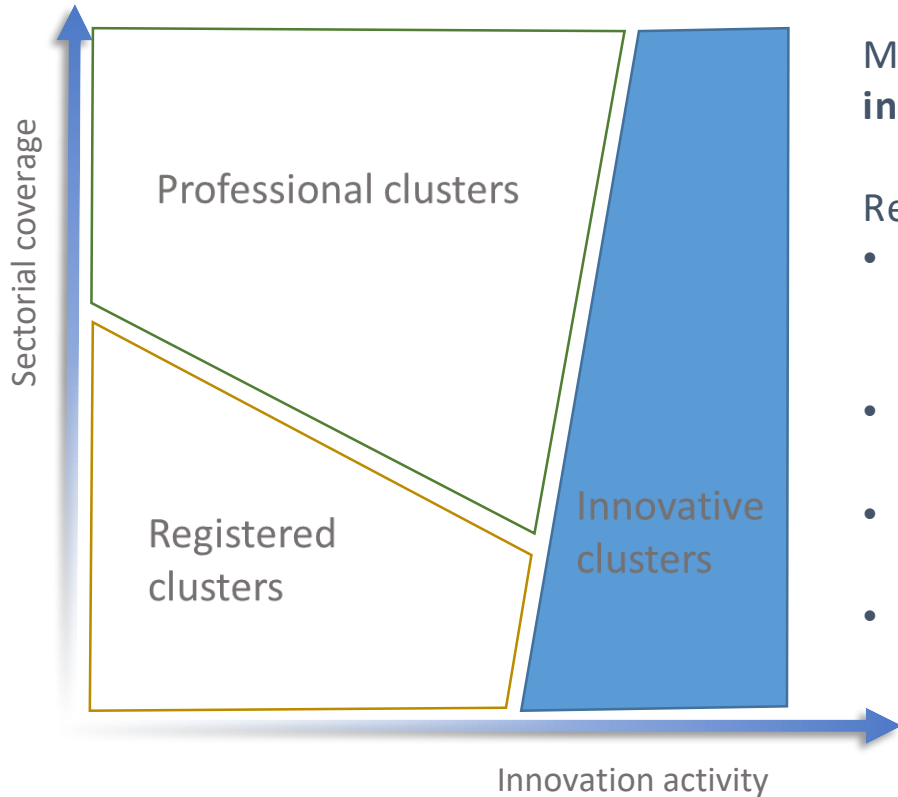
Requirements:

- (Local) players of in the sectors with the greatest growth potential
- Strong business driven cooperation
- Regional/ national level appearance (local specifics)
- Export based international activities



Main features of different types of clusters

Innovative clusters



Mission: to promote innovation cooperation

Requirements:

- Frontrunner companies in the sectors with the greatest growth potential
- At least national level appearance
- High innovative potential, existing cooperation in R&I
- International visibility



Examples from the diverse toolkit of the draft Strategy

Knowledge transfer among clusters

Cluster Manager Clubs, Cluster Conference, Cluster week, mentoring, international study visits

Continues

Rewarding cluster membership

Cluster membership is an advantage at SME competitiveness, R&D and cooperation projects

Introduced Q2 2021

Renewal of the website

Informative platform, administrative interface and up-to-date database

Planned Q4 2022

Renewal of accreditation system

- Registered
- Professional & Innovative

Planned Q4 2022

Cluster trademark

Indicator of quality of cluster products&services for better market visibility

Planned 2023

Developing the business competence of CMOs

Supporting CMOs

Planned 2023 & 2026

Thank you for your attention!

If you have any idea to shape our common
strategy don't hesitate to share with us!

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