

NORDRHEIN WESTFALEN / ZENIT

THE CLUSTER

NEW MATERIALS: POLYMER INDUSTRY, PLASTICS AND CERAMIC SECTOR,
METAL MATERIALS AND TEXTILE SECTOR

FIELDS OF ACTIVITIES

- * Support to industrial change
- * Support to the use new technologies and innovations in SMEs
- * Innovation oriented consultancy in technology, innovation management, policy approaches and policy evaluation
- * Technology Transfer and Innovation

NRW is an important business location for new materials: with 10,154 companies standing for 26% of all German suppliers

INTRAREGIONAL PARTNERSHIP

Various networks and intraregional partnerships already exist in the fields of:

- * Polymer industry
- * Metal material and metal research
- * The textile sector

The various networks and intraregional partnerships mostly aim to:

- * Support collaboration between enterprises
- * Exploit synergy potential
- * Technology transfer and innovation potential for SMEs
- * Internationalisation

NEEDS⁽¹⁾ FOR STRATEGIC INTELLIGENCE

Improvement of knowledge and skilled labour are relevant factors inside SMEs as well for the development of new products and the identification of new markets

(1) Survey 2004-05

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THE PILOT STRATEGIC INTELLIGENCE PLATFORM – PSIP

Software tool: Bazaar 42

- * Virtual network of experts to promote knowledge oriented dialog between knowledge carriers
- * Common benefit / utility potential
- * Common method for knowledge transfer
- * Synergies potential

