

Erlangen AG

—

Position Erlangen sustainably

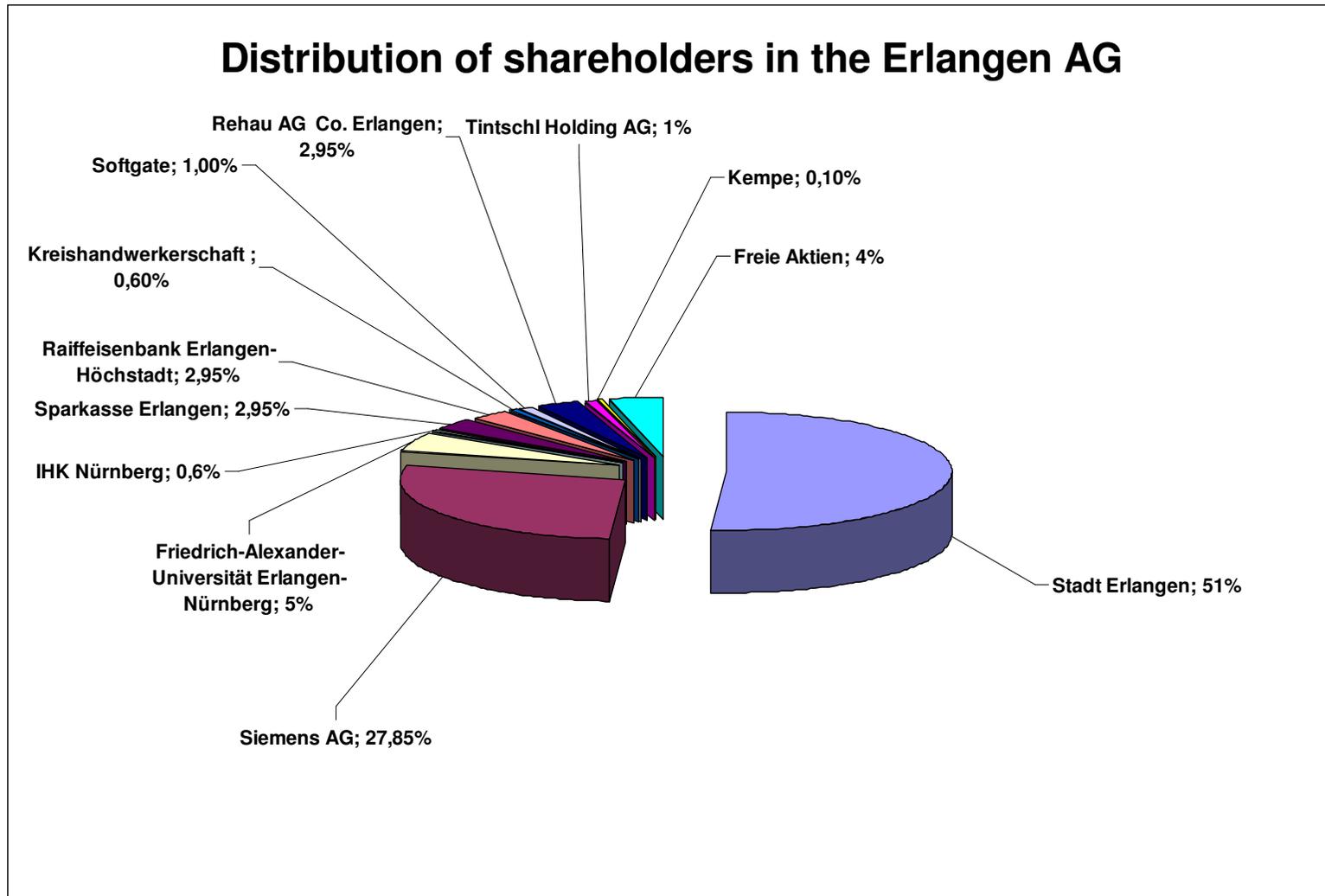
Invest in Bavaria

03.07.2008

What is our Vision?

The Erlangen AG wants to position the location Erlangen as an internationally long-term and effectively acting technology and science location until 2010.

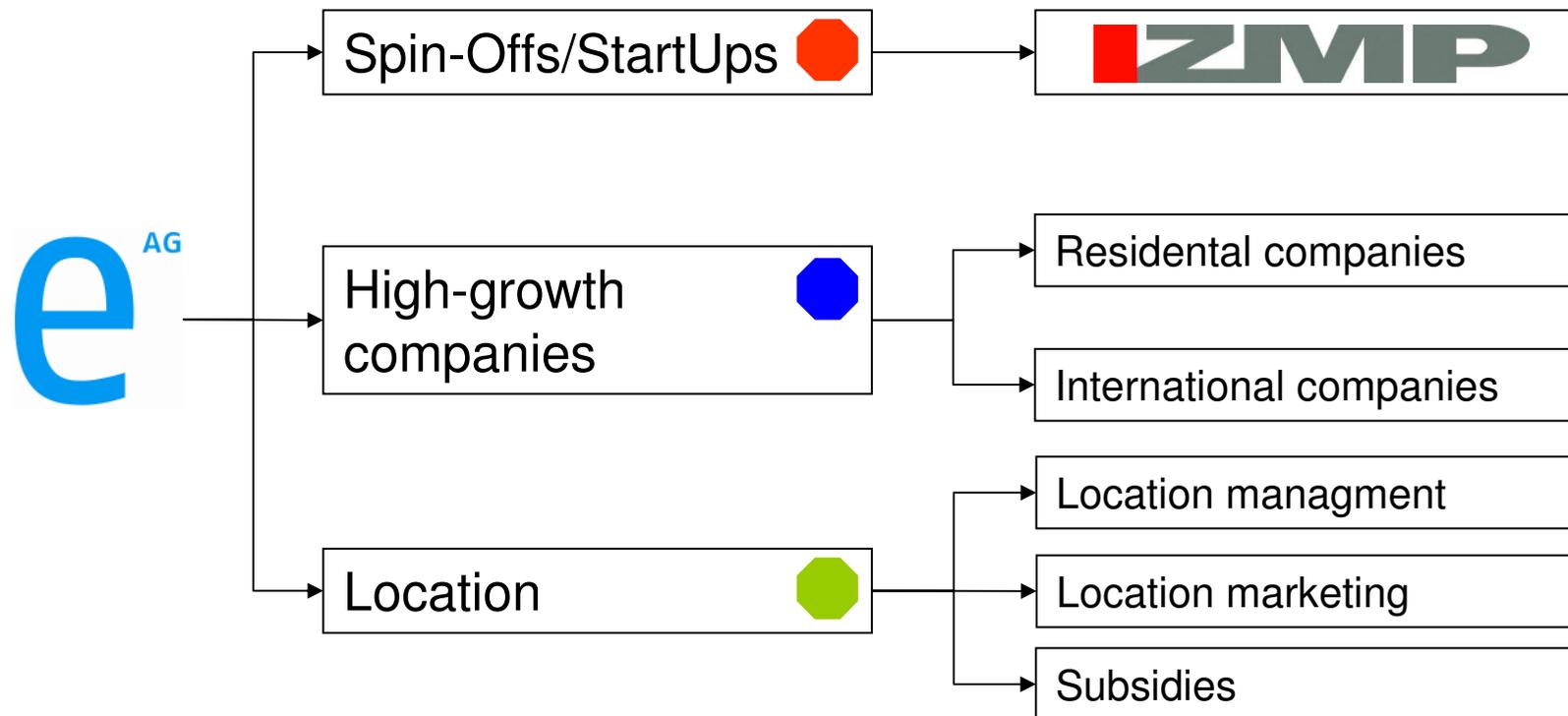
Who are we?



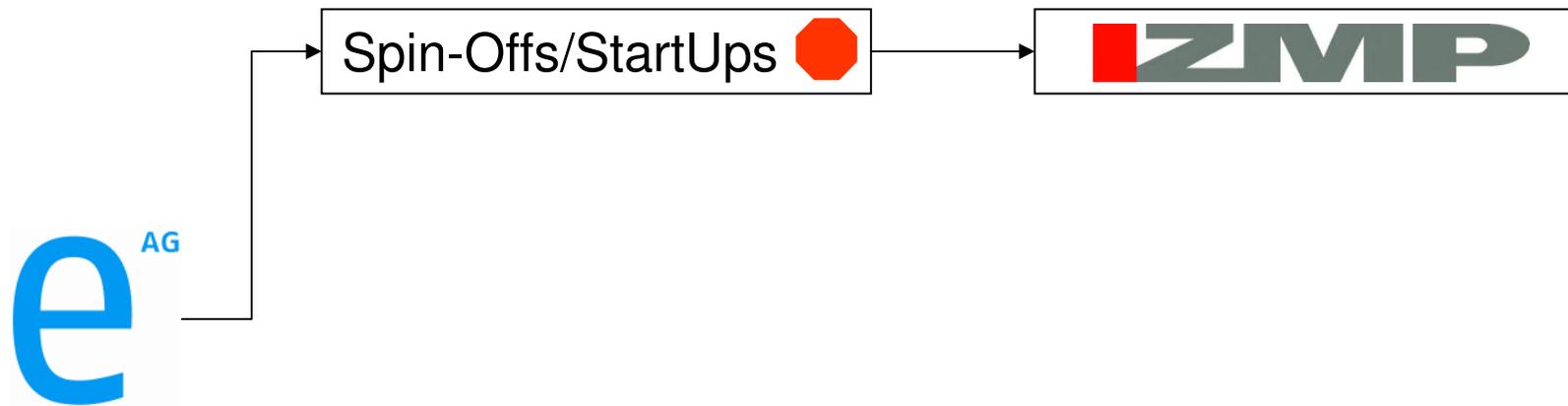
We...

- ...force **Spin-Offs** from the FAU!
- ...help **StartUps** in their development phase!
- ...offer **SMEs** comprehensive services!
- ...give **Companies** incentives for settlements over specialized services!
- ...initiate **Location** enhancing projects!
- ...market the **Location** project-based on international level!

Target groups?



Target groups?





Target group: Spin-Offs/StartUps

Innovationszentrum **M**edizintechnik und **P**harma Erlangen

Total Area: 9000 m²

Rental Area: 5250 m²

Construction costs: 14,24 Mio. Euro

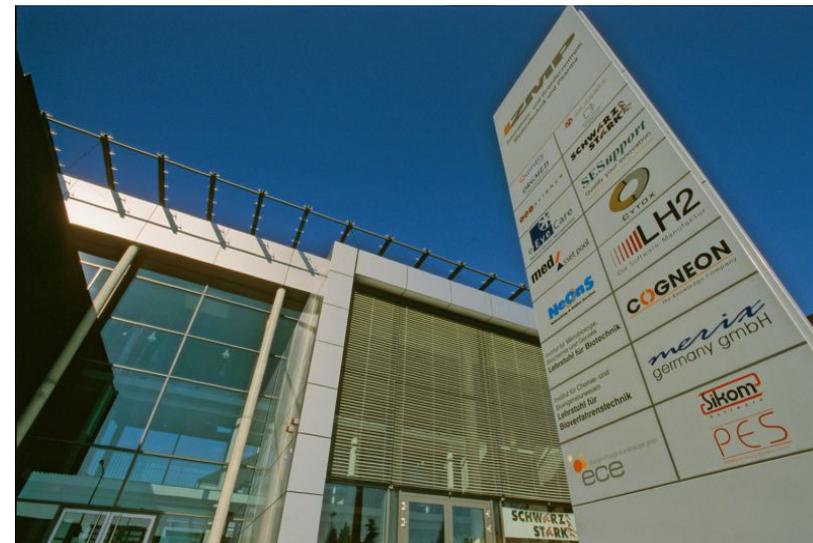
Opening: Januar 2003

2004: 20 Companies and
2 University Chairs

2008: 32 Companies

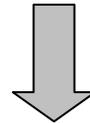
2 University Chairs

Altogether about 200 jobs.

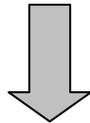




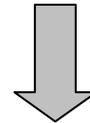
Target group: Spin-Offs/StartUps



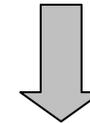
Betriebsgesellschaft IZMP
Innovationszentrum Medizintechnik und Pharma Erlangen mbH
Associates: Stadt Erlangen,
Stadt- u. Kreissparkasse Erlangen,
IHK Nürnberg in Mittelfranken



Facility Management:
Commercial and technical
building management



Marketing:
Public Relations
Administrative organisation
Tenant acquisition



Services:
Founder consultancy
Event management
Sales support



Target group: Spin-Offs/StartUps

Activities:

- „Lange Nacht der Wissenschaften“ - „Long Night of the Sciences“
- „We are IZMP“
- „Scientreprenneur“
- „International Development and Sales Unit“
- „Delegation visits“
- „Financial advise“



Target group: Spin-Offs/StartUps

Impressions:



Scient**repreneur**
Science ▶ Entrepreneurship





Target group: Spin-Offs/StartUps

3D-SHAPE GmbH develops and markets optical sensors and software for touchless three-dimensional measurements and 3D image processing.



- Software and sensors, service measurements, and customer-specific software and hardware developments
- Circumferential measurements and area measurements
- Objects with dimensions from micrometers to meters can be measured
- Processing, analysis and visualization



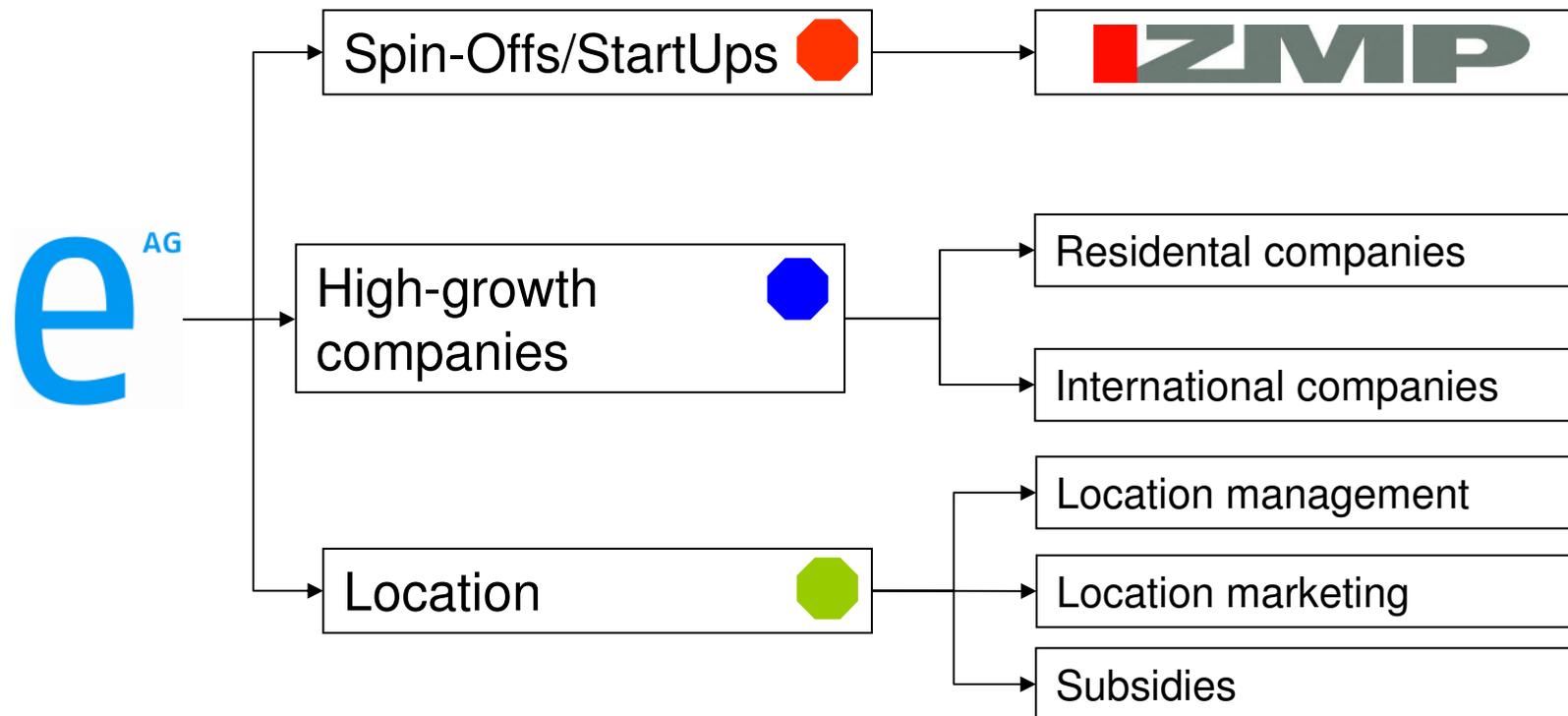
Target group: Spin-Offs/StartUps

Corscience GMBH & Co. KG regards itself as an F&E service provider for medical diagnostic and therapeutic devices. For instance:

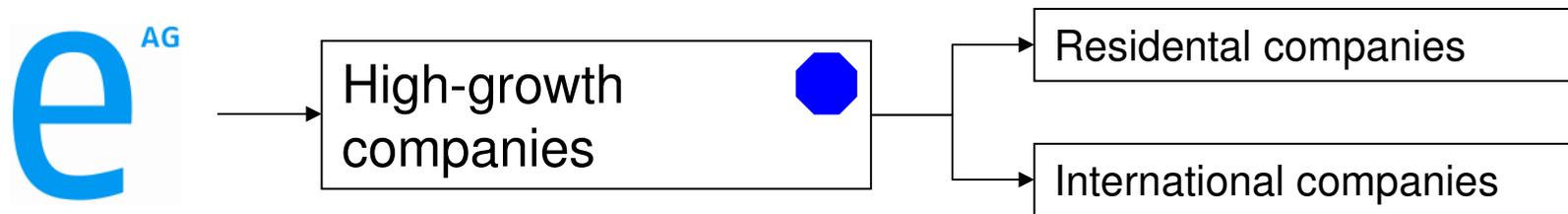
- for “Automatic External Defibrillators” (AED)
 - especially sensitive and specific EKG evaluation algorithms
 - user-friendly web-based data application.
- innovative technologies for the wireless networking of sensors on a Bluetooth base



Target groups?



Target groups?





Target group: High-growth companies

Residential companies:

- Outbound-Services
- A rough assessment of products and their development status
- Analysis of marketing potential (national potential and production potential)
- Drawing up possible marketing proposals with network partners.
- Initiating business with possible sales partners.
- Supervising the development of business



Target group: High-growth companies

Residential companies:

- Network-Activities
 - Purposeful support of delegation visits
 - Targeted workshops (Market Entry China, Market Entry Arabic World, n2-early Business Brunch, Co-operation Forum Medical Technology)
 - IMTT Wuhan (www.go-to-wuhan.eu)
 - Regiolog.com





Target group: High-growth companies

International companies:

- Inbound-Services
 - Support in choice of location
 - Administrative and licensing procedures
 - Developing contacts
 - Co-operation partner search
 - Check of financing and funding possibilities
 - Market analysis, Market research
 - Registration and certification
 - Advise in marketing and sales



Target group: High-growth companies

International companies

- Activities
 - Delegation visits
 - Delegation visit to (Wuhan)
 - Specialized Actions (Canada E-Health Day)
 - Corporate relations service (WanTeFu, Eyemaginations, Sentinelle Inc.)
 - Eurooffice Services



Target group: High-growth companies

All companies:

- EU-Office
 - Aim: Raise EU-funds for the location Erlangen
 - Target group: Innovative SME s; but also research and municipalities
 - Consultancy and support from the idea up to the successful realisation of EU-funded projects

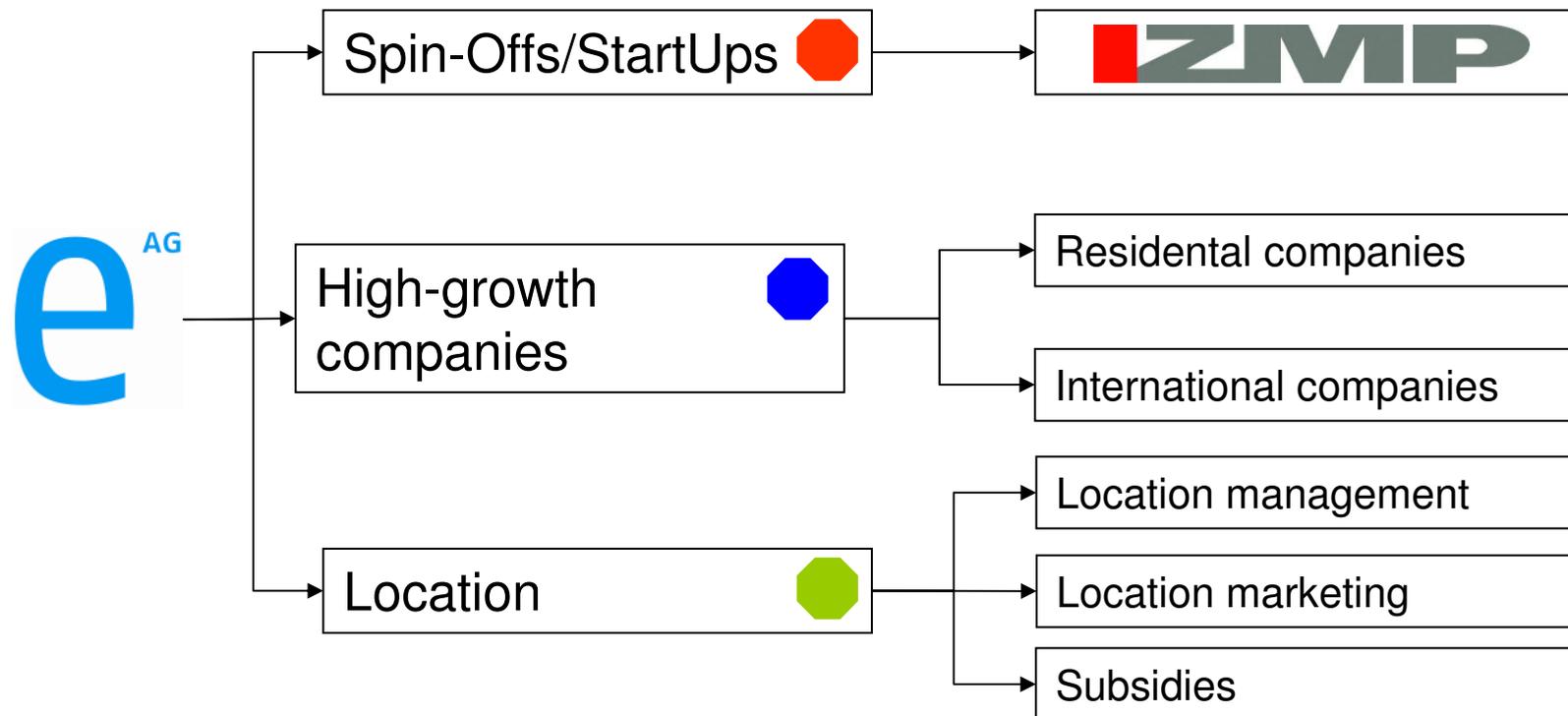


Target group: High-growth companies

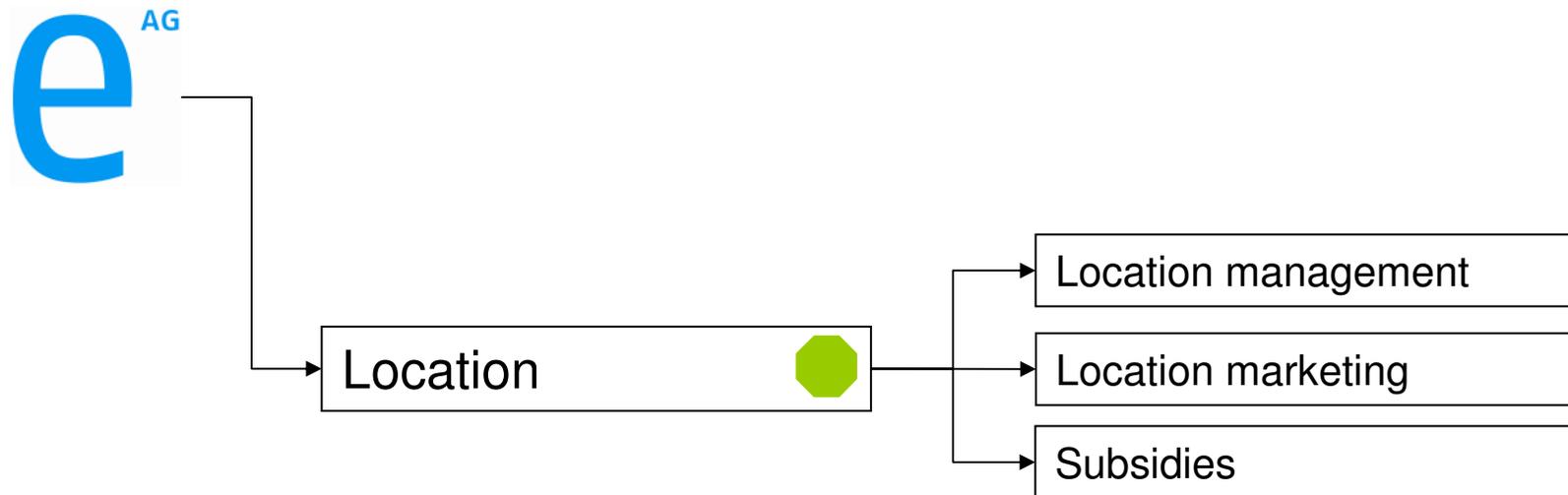
All companies:

- EU-Office
 - The services include:
 - Individual consultancy to EU-Programmes and current Calls
 - Matching of project and programme
 - Targeted takeover of administrative duties in EU-funded projects
 - Support in the project management of EU-funded projects
 - Placing project partners in EU-Member States
 - The EU-Office offers comprehensive consultancy and support in EU-funded

Target groups?



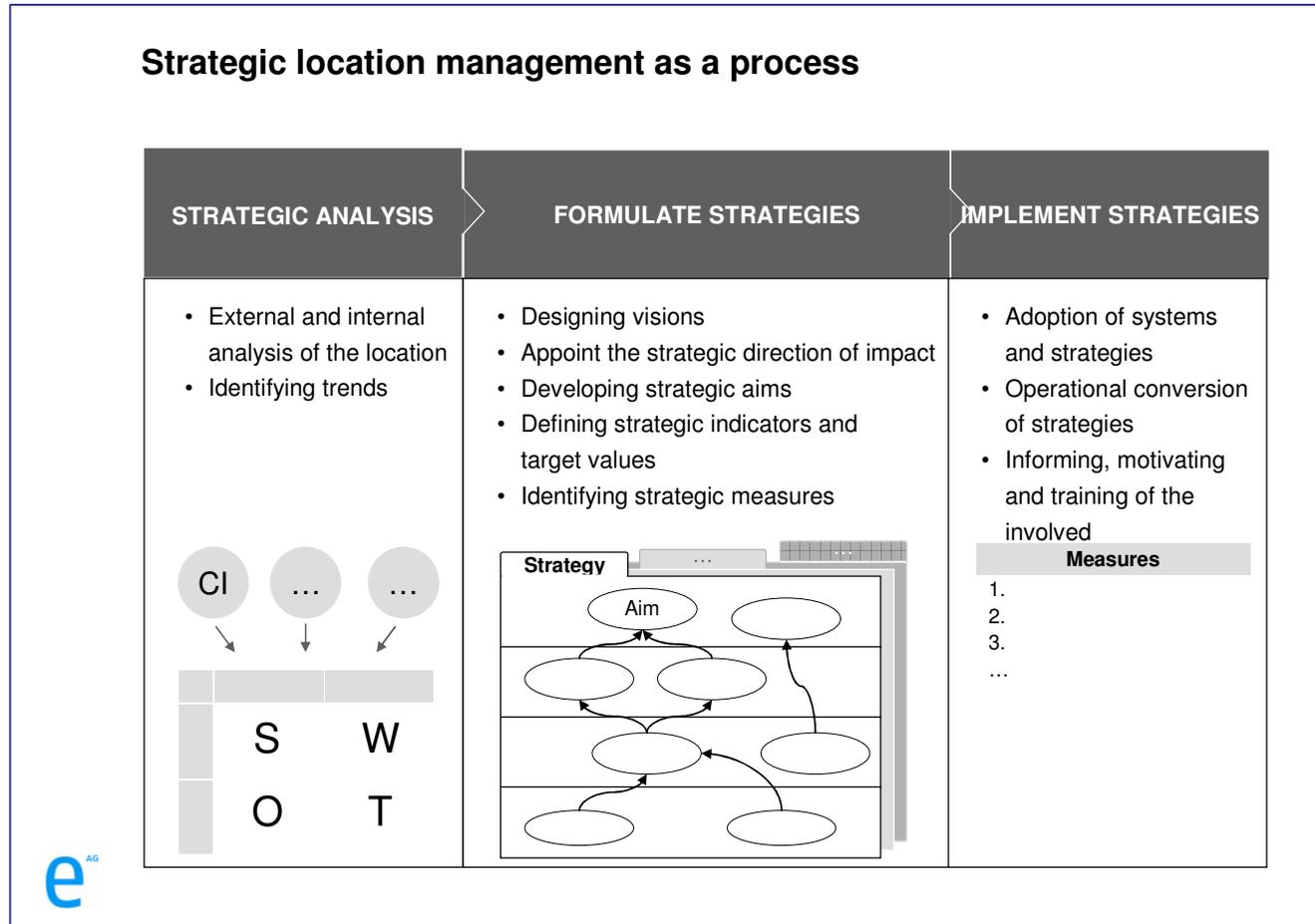
Target group: Location





Target group: Location

Location management:

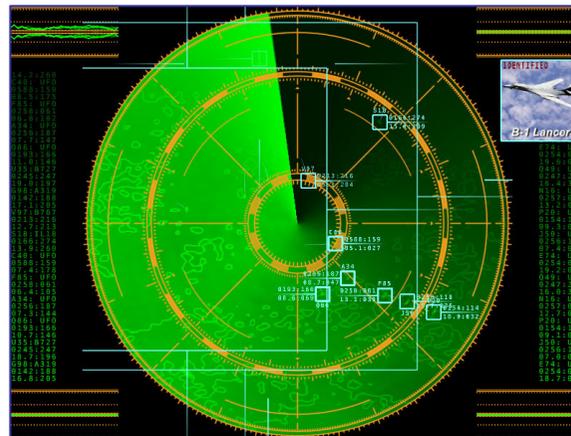


Target group: Location

Location management

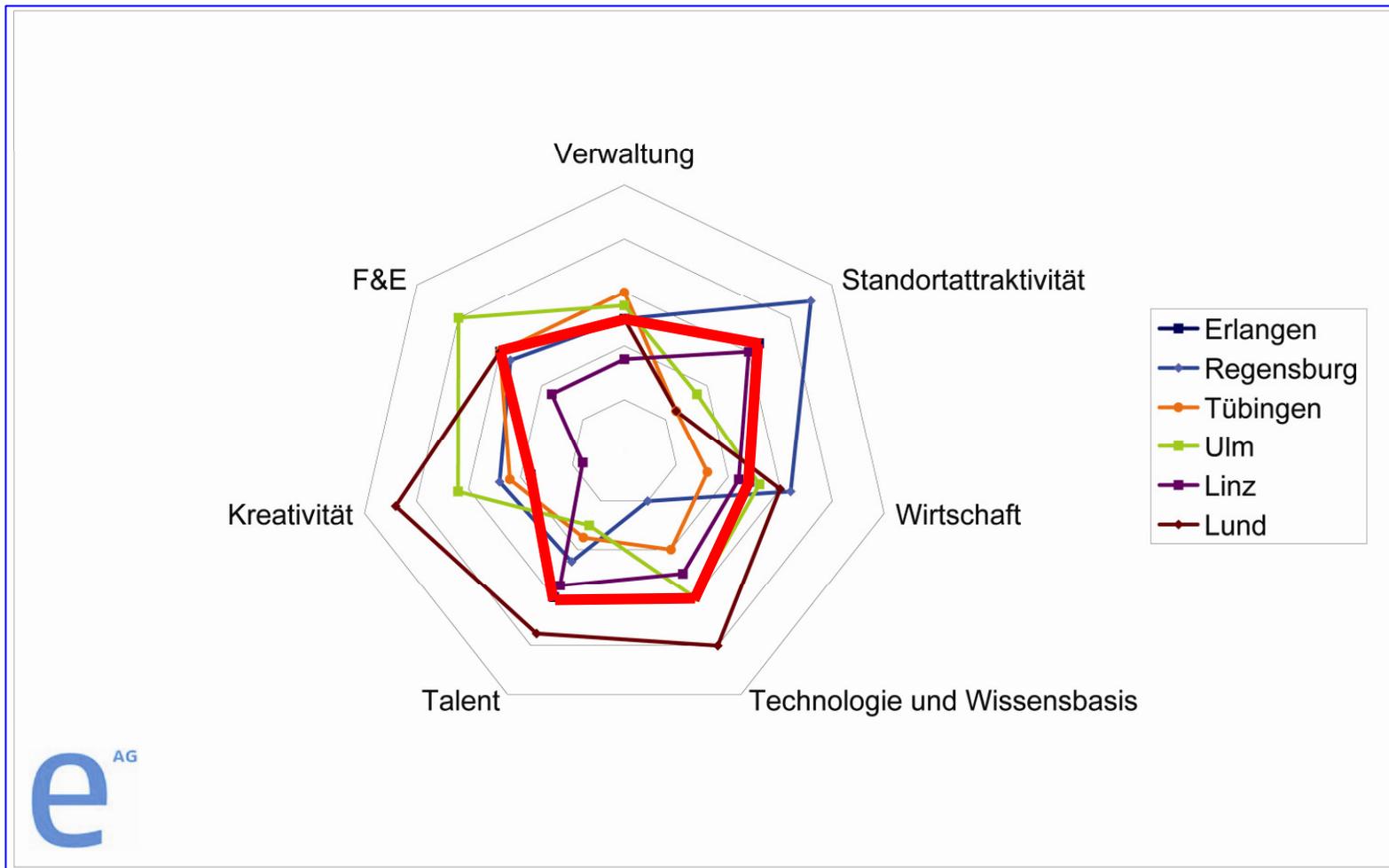
→ Competitive Intelligence

- Identify best-practices
- Transformation into own strategy
- Controlling-function for the sustainable positioning of the location Erlangen





Target group: Location





Target group: Location

Location management

→ Balanced Scorecard, Strategy Map, ICR

- Currently conversing this approach into the EU project StratMan4Regions
- Project with KU Eichstätt, Öresund University, Universität Valencia, Atlantis Group Heraklion, MR Universität Vilnius, Amt für Innovationen Südtirol, BIC Bratislava



Target group: Location

Location management

- Project-based international marketing
- Workshops
- Presentations (Conferences, visitor-groups)
- Fairtrade visits
- Brochures, Internet, Mailings, Publications,
- Delegation visits (in- and outbound)



Target group: Location

Subsidies

- Location enhancing projects
- Promotion of international integration and networking
- European experience exchange
- Support and re-financing of the business model Erlangen AG



Target group: Location

Subsidies

- GEOFAR
 - Develop solutions for problems in the first financing stages of geothermal projects
 - Common solutions of industry and financial institutions
 - Initiate geothermal projects on European scale



Target group: Location

Subsidies

- StratMan4Regions
 - Convey corporate management instruments on regions
 - Interaction between the City, University and Companies
 - Common strategy development and implementation controlling
 - Partners: Denmark, Italy, Lithuania, Slovakia, Spain, Greece, Germany



Target group: Location

Subsidies

- EMES
 - Distribution and sales support network for SMEs
 - Standardised market entrance hubs
 - Shorten time-to-market of innovative products
 - Export support and settlement impulse
 - Partners: Austria, Italy, Sweden, Estonia, Greece, Germany, Spain and Poland



Target group: Location

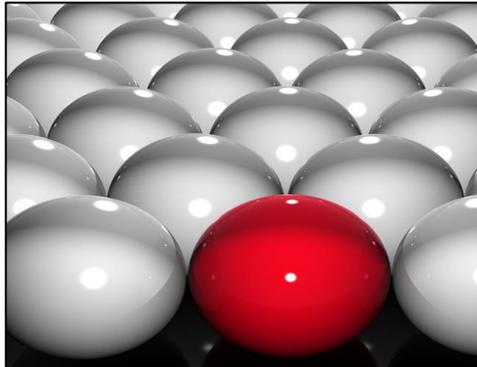
Subsidies

- IntraMed-C2C
 - Innovation workshops in hospitals with operators
 - Investigation of need for optimization in exchange of SMEs and clinics
 - Initiating co-operation projects
 - Partners: Austria, Italy, Germany

Summary



Optimising exchange processes



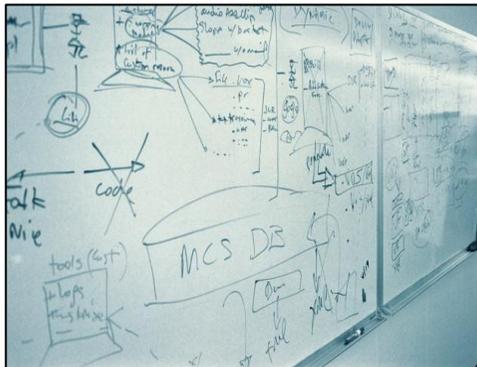
Regional branding



Optimising inbound resources



Increased competitiveness

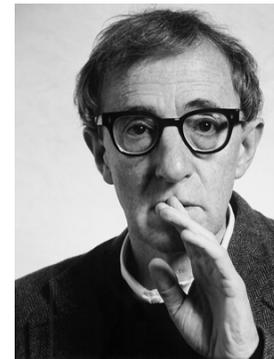


More sustainable concepts



Faster decision making process

„I think a lot about the future because that is the place
where I will spend the rest of my life“
Woody Allen



Thank You
For Your Attention !!!

www.erlangen-ag.com
www.regiolog.com