

# The role of Universities in Regional Development

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## Regionalisation and Globalisation

Wolfgang Dorner





*It's a paradoxon, that the sustainable competitive advantages of a global economy are situated in local circumstances – knowledge, relations, motivation – distant rivals can not compete with*  
Michael Porter 1998 – Harvard Business School

# Theory of clusters

Professor

Chip

# Theory of clusters

Professor

Producer

Chip ————— Robot

# Theory of clusters

Professor

Producer

Producer

Chip

Robot

Car

# Theory of clusters

Professor

Producer

Producer

Chip

Robot

Car

Customer

# Theory of clusters

Worker  
↓ ↑  
Professor

Worker  
↓ ↑  
Producer

Worker  
↓ ↑  
Producer

Chip ————— Robot ————— Car ————— Customer

# Theory of clusters

Worker  
↓ ↑  
Professor

Worker  
↓ ↑  
Producer

Worker  
↓ ↑  
Producer

Chip ————— Robot ————— Car ————— Customer

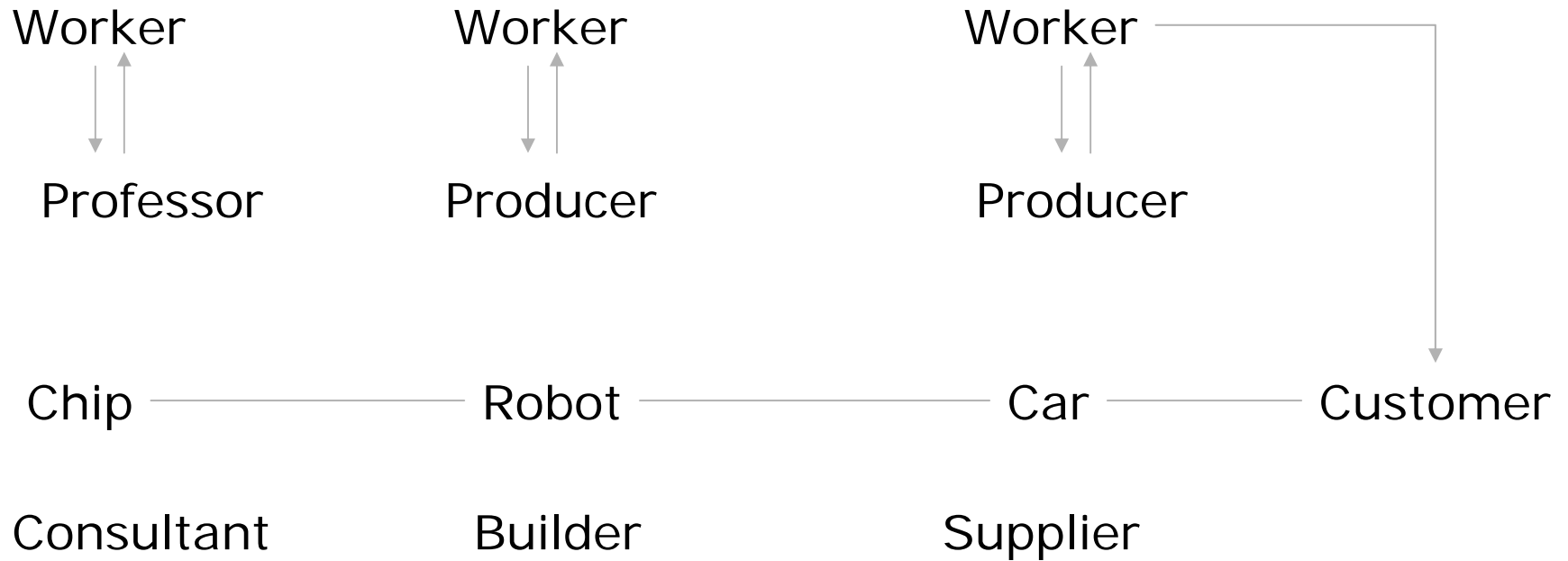
Consultant

Builder

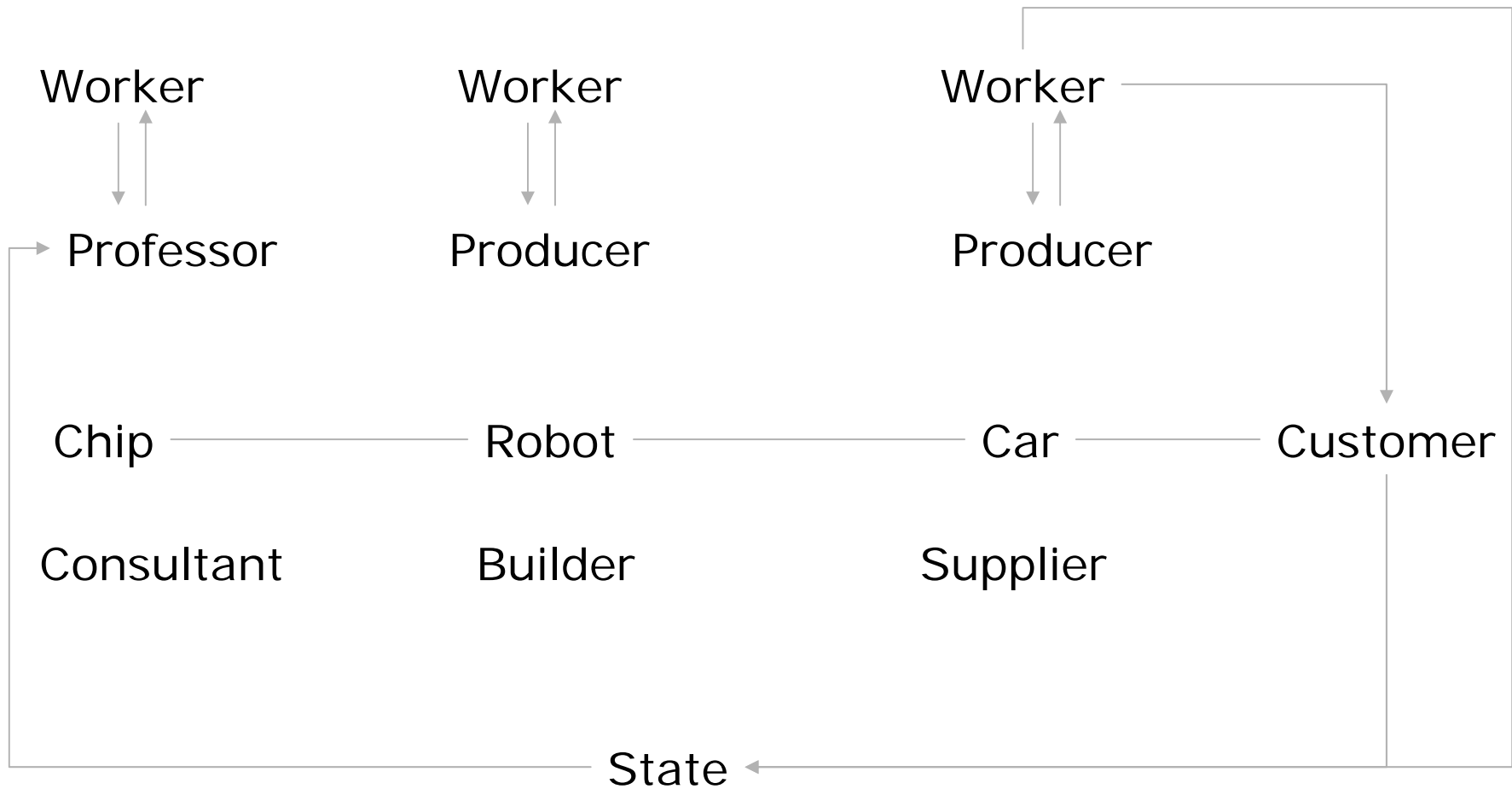
Supplier



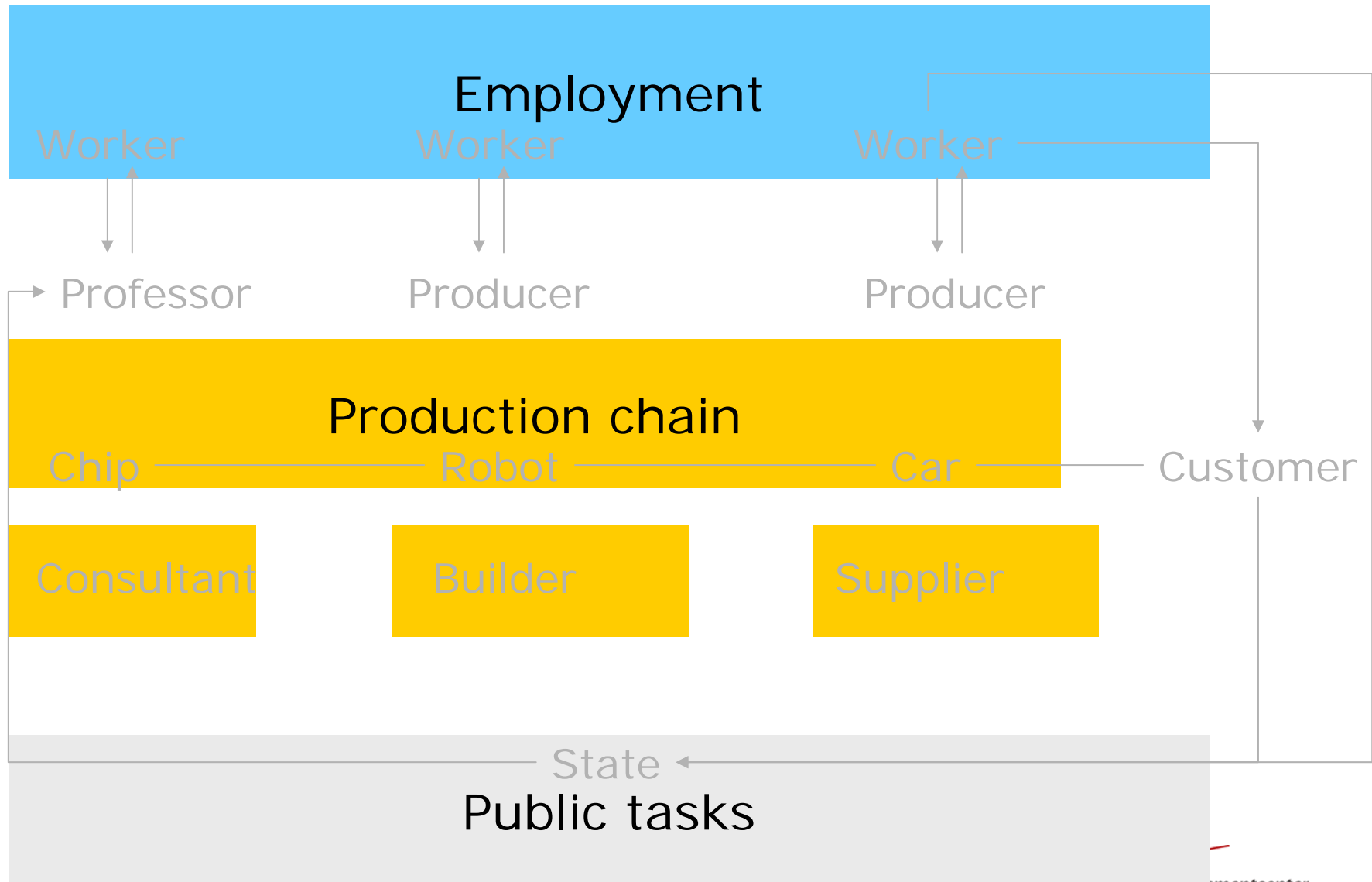
# Theory of clusters



# Theory of clusters

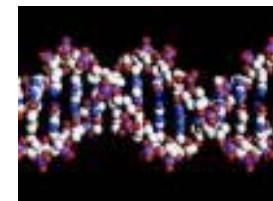
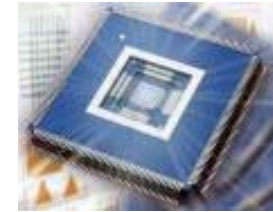


# Theory of clusters



# Who did it?

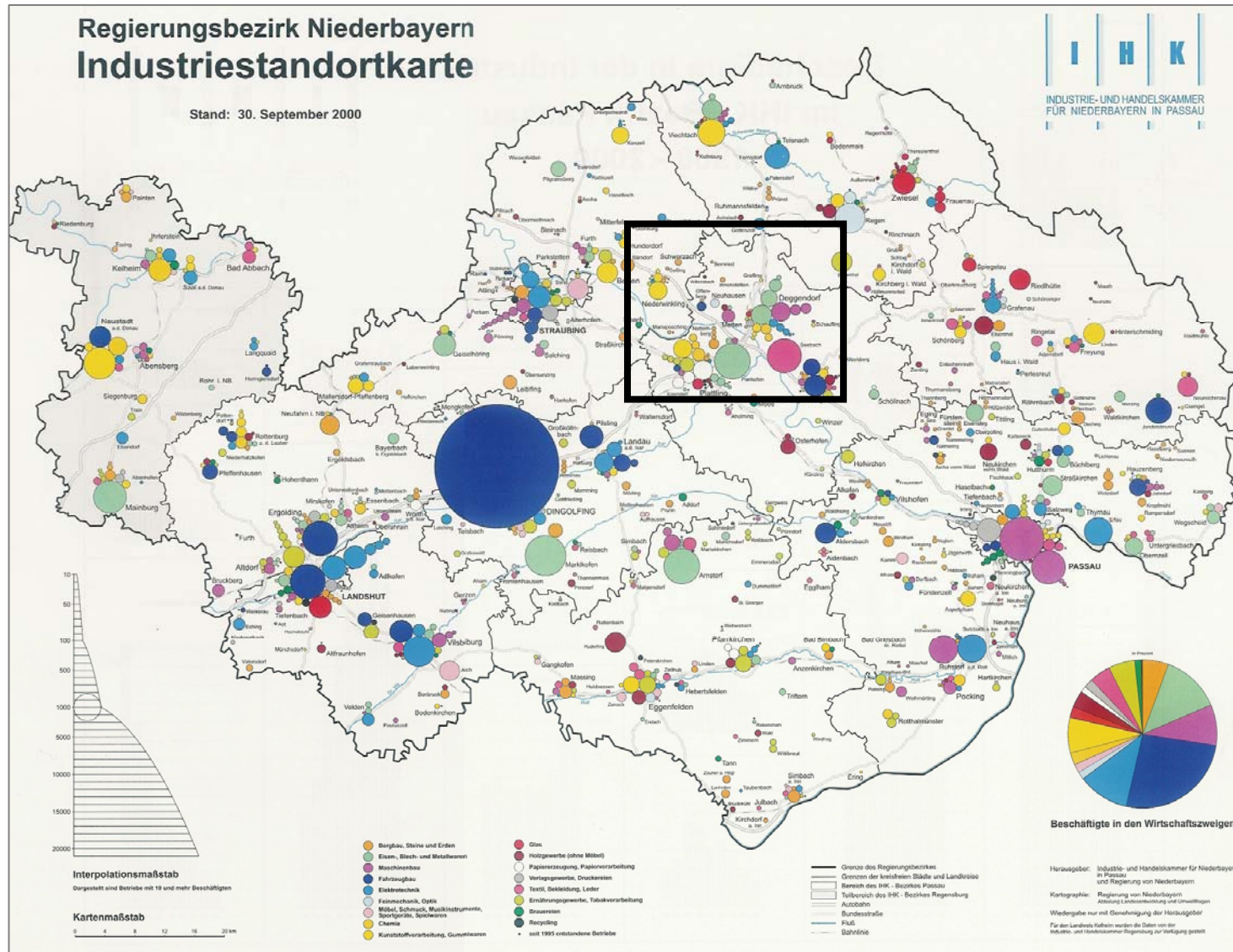
- Venedig – Glas (about. 1200 till now)
- Bavarian Forest – Glas (about. 1500 till now)
- Ruhr area – steel and coal (1820 – 1970)
- Silicon Valley - IT(since 1980)
- Bangalore – Software (since 1990)
- California Vine (since 1990)
- Linz – Automotive (since 1999)
- Southern Germany – Cars



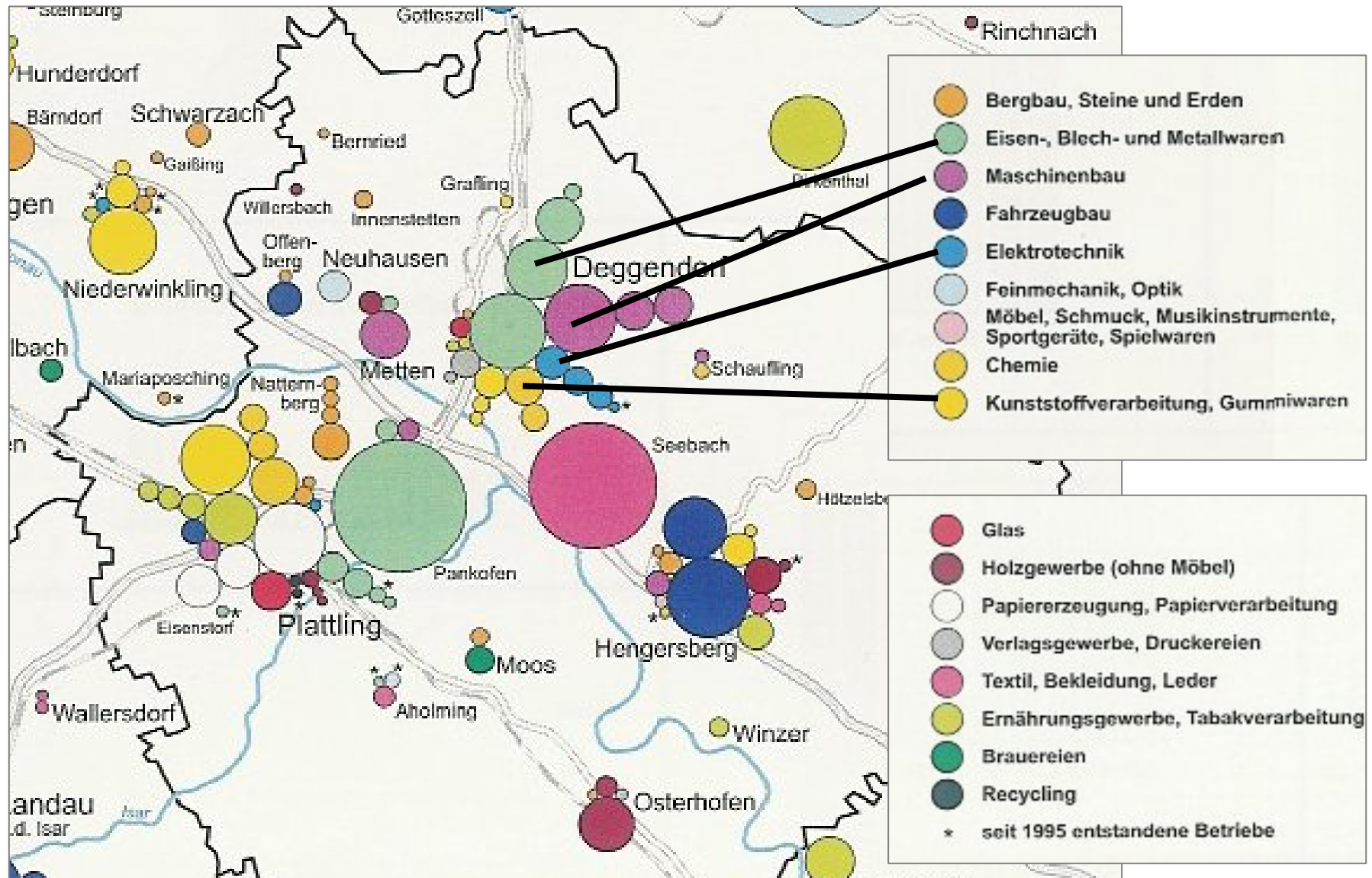
# Cluster policies in Bavaria– where are the rural areas?

- Automotive (Munich)
- Environment (Augsburg)
- Energy (Nürnberg)
- Biotech (Munich)
- Electronics (Munich)
- ITC (Munich)
- Automation and Mechatronics (Munich)
- Renewable Resources (Straubing)
- ...

# Concentration of businesses

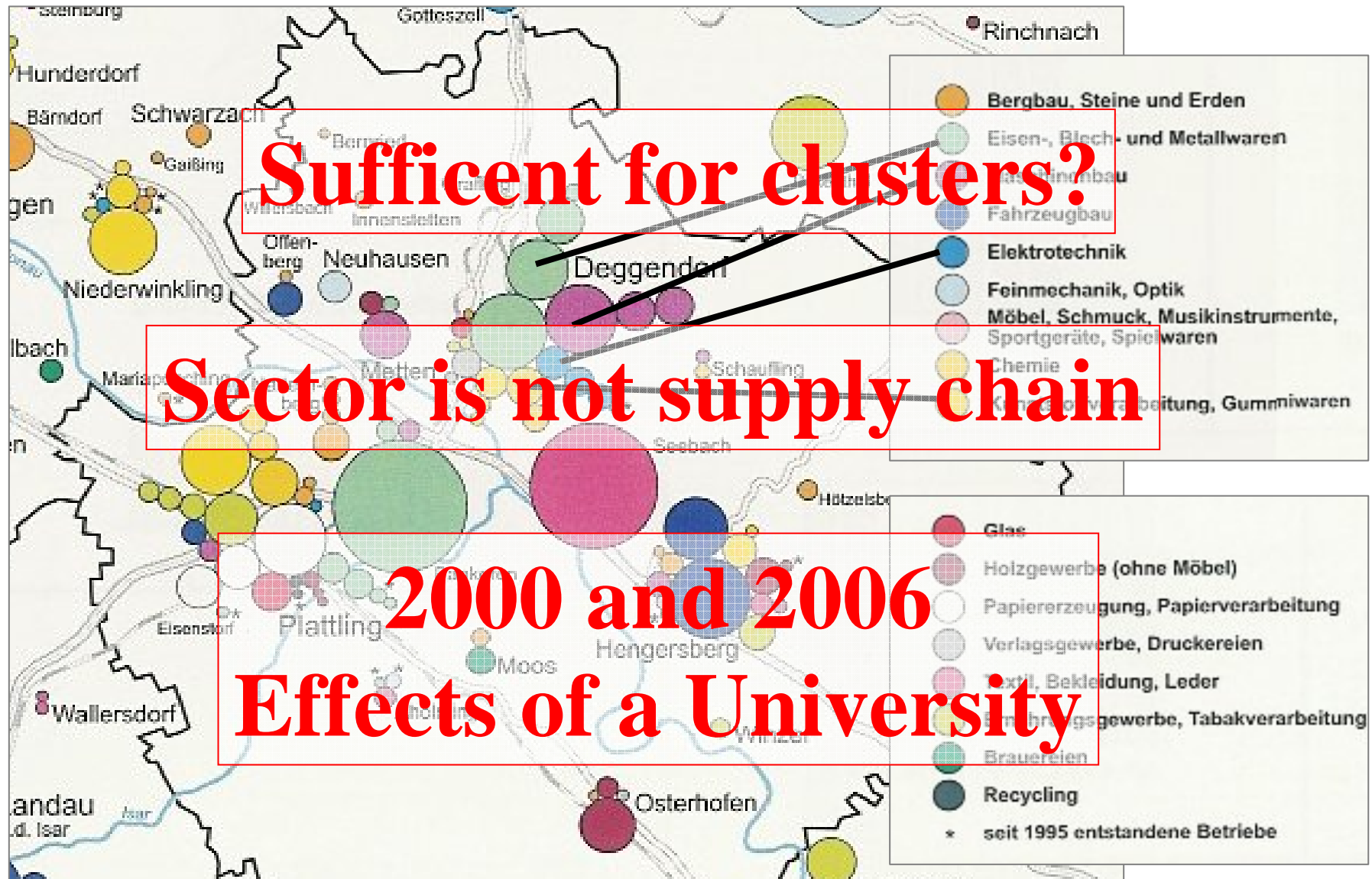


# Concentration of businesses per sector





# Concentration of businesses per sector





# County Deggendorf – Strategies for a globalized world

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Topical networks of the economy

Wolfgang Dorner



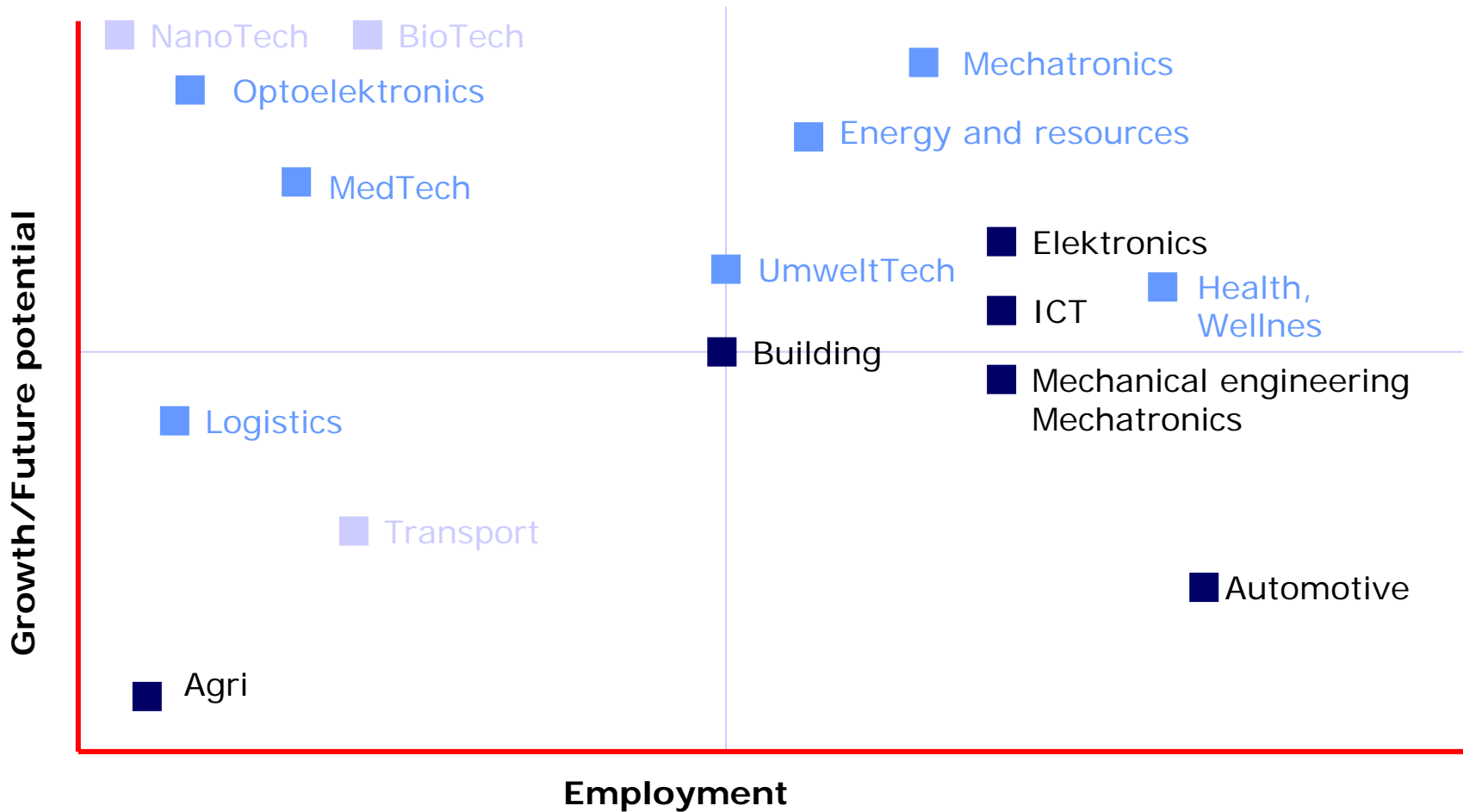
# Methodology

- Interviews with experts
- Interviews with CEOs
- Analysis of other regions(CH, A)
- Statistical analysis
- SWOT – Analysis
- Strategy

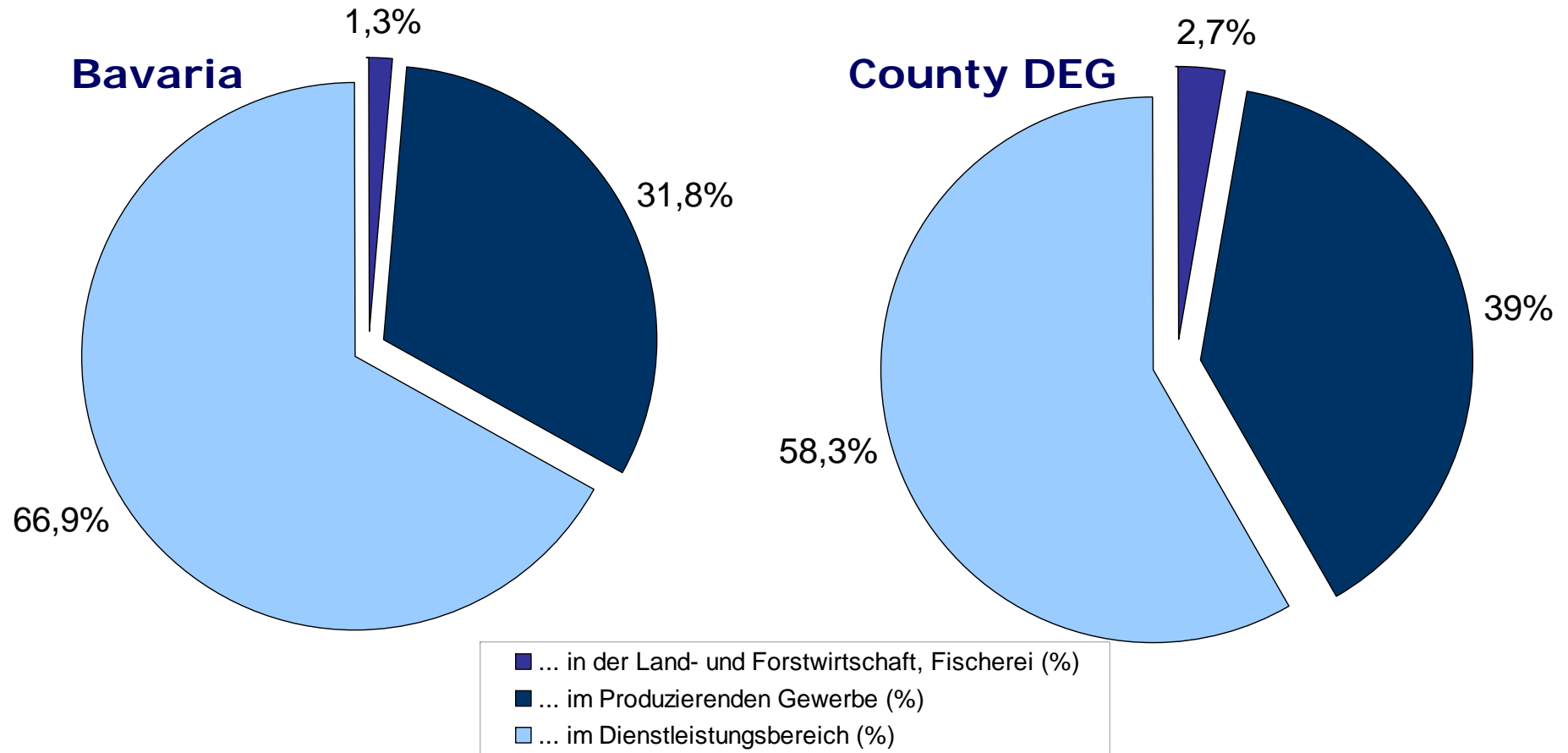
# Focal areas

- Mechanical engineering
- Automotive
- Microelektronik (Embedded and Optoelektronics!)
- Nutrition, agriculture and forestry
- Materials
- ICT

# Topics: Relevance for the county

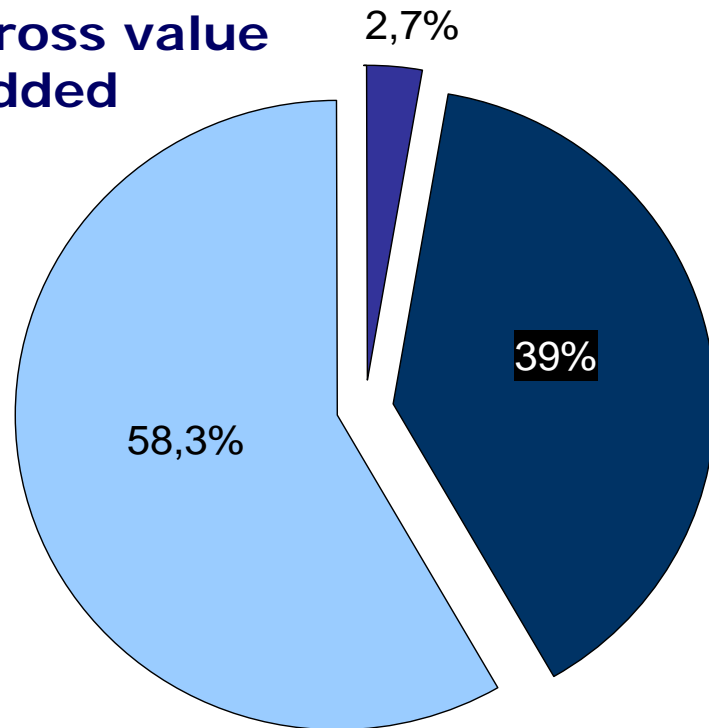


# Gross value added



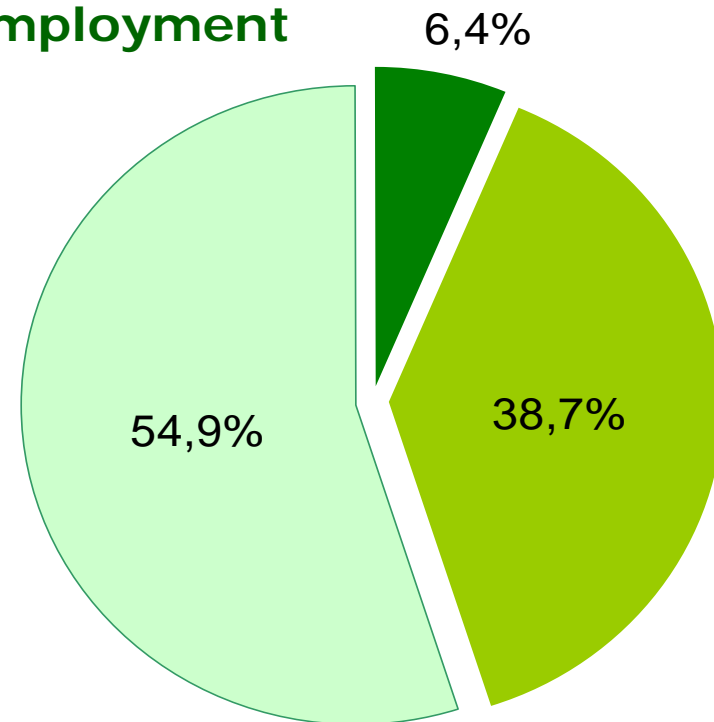
# Gross value added and employment

**Gross value added**



- ... in der Land- und Forstwirtschaft, Fischerei (%)
- ... im Produzierenden Gewerbe (%)
- ... im Dienstleistungsbereich (%)

**Employment**

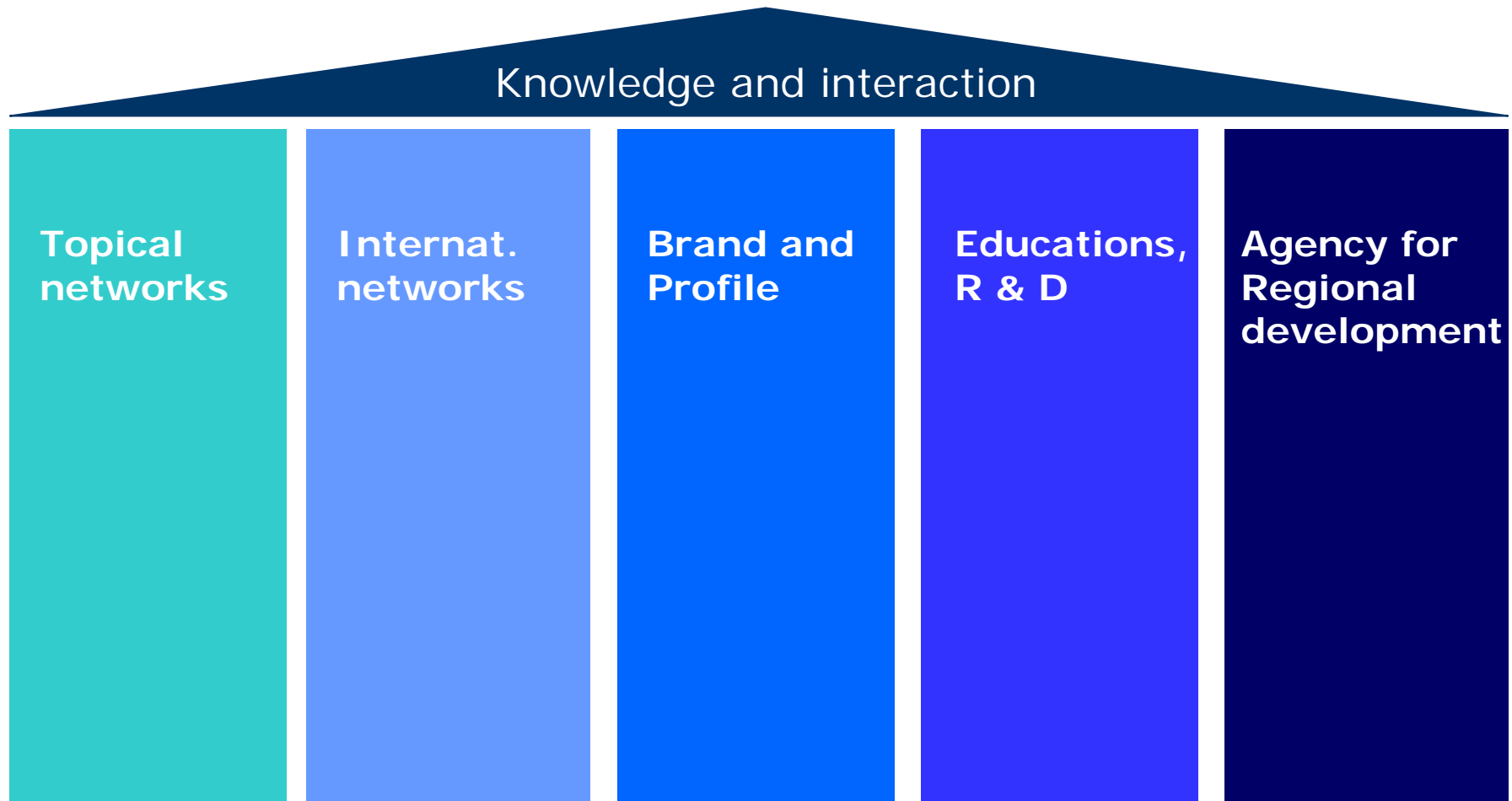


- ... in der Land- und Forstwirtschaft in %
- ... im Produzierendem Gewerbe in %
- ... im Dienstleistungsbereich in %

# SWOT Analyse

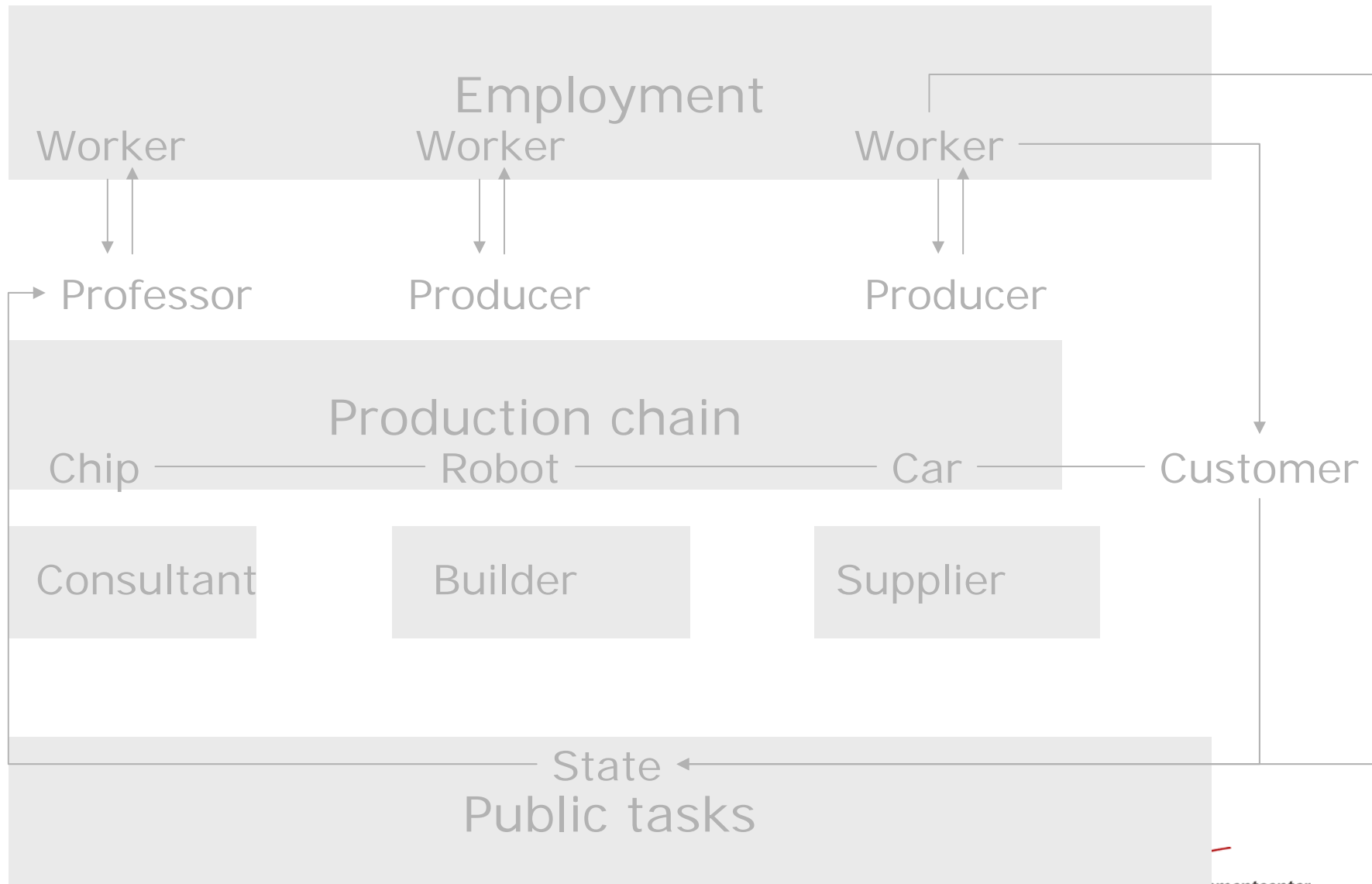
<b>Strengths</b>	<b>Weaknesses</b>
Durch den Teilraum selbst beeinflussbar -> <b>Ansätze für eigene Initiativen, Verbesserungsprozesse ...</b>	
<b>Chances</b>	<b>Risks</b>
Externe Entwicklungen (politisch, gesetzlich, ökonomisch...) -> <b>Aktives Chancen und Risikomanagement, um Entwicklungen erkennen und gezielt nutzen oder vermeiden zu können</b>	

# Keys for the county

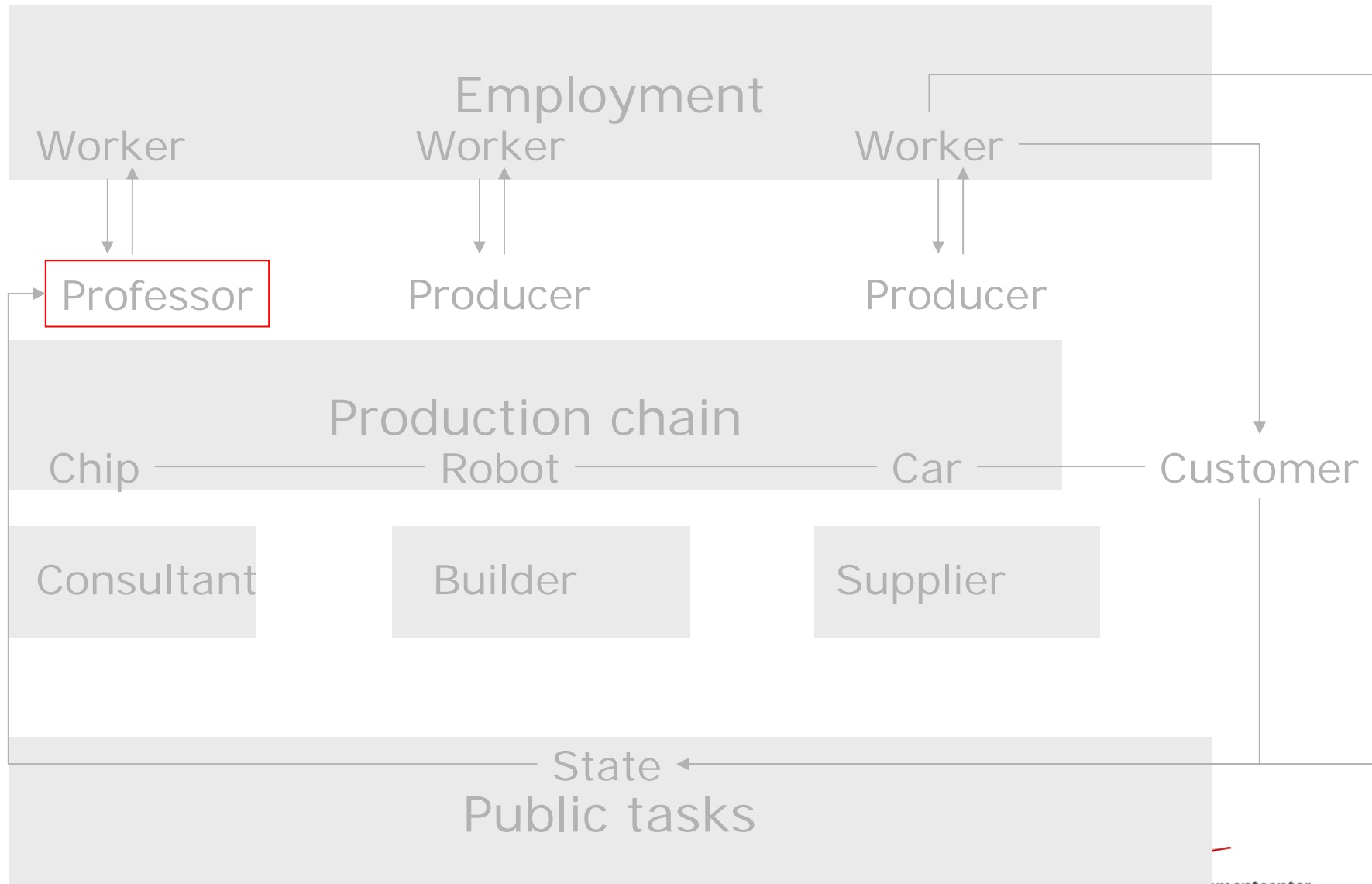




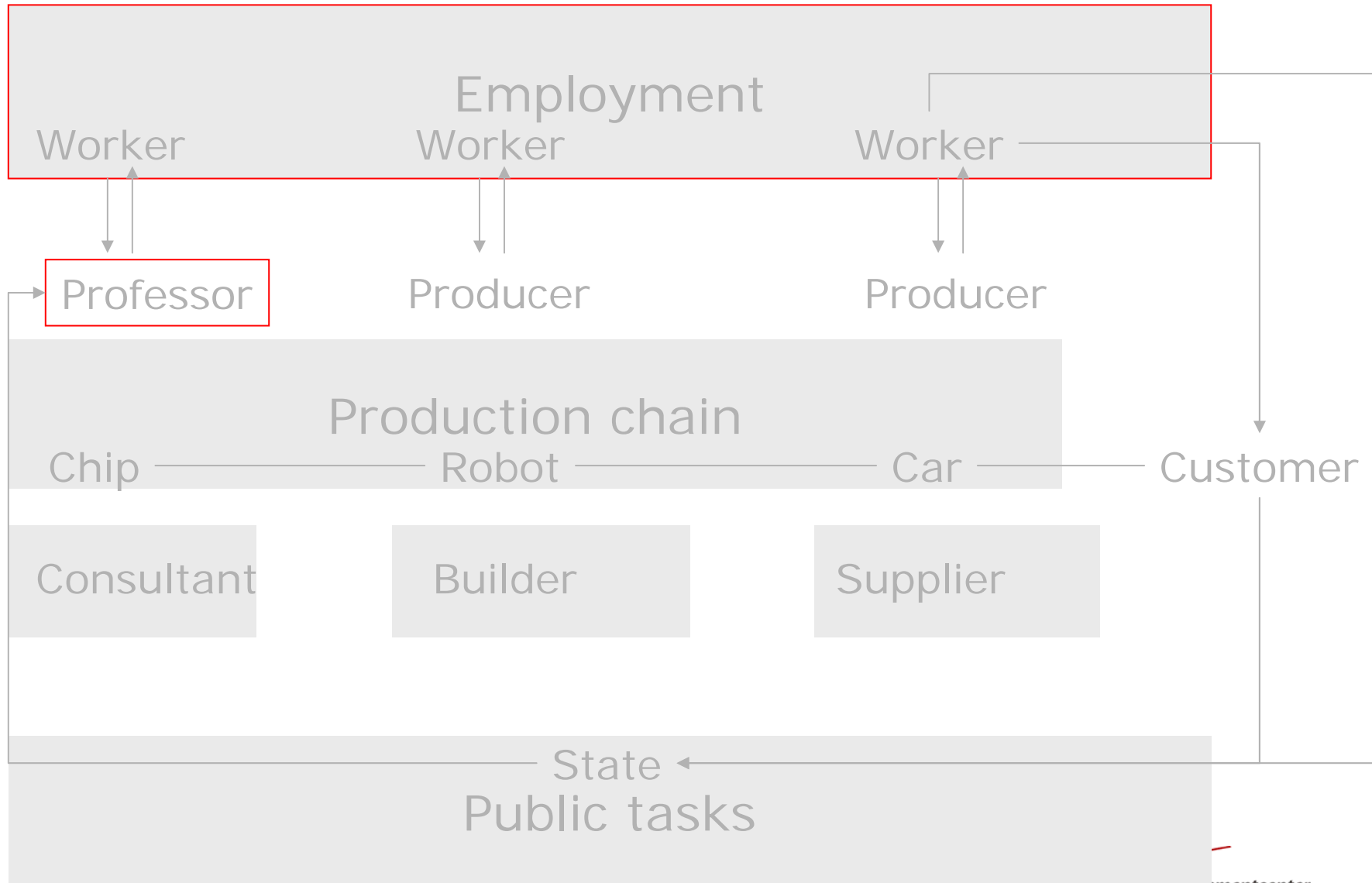
# Theory of clusters



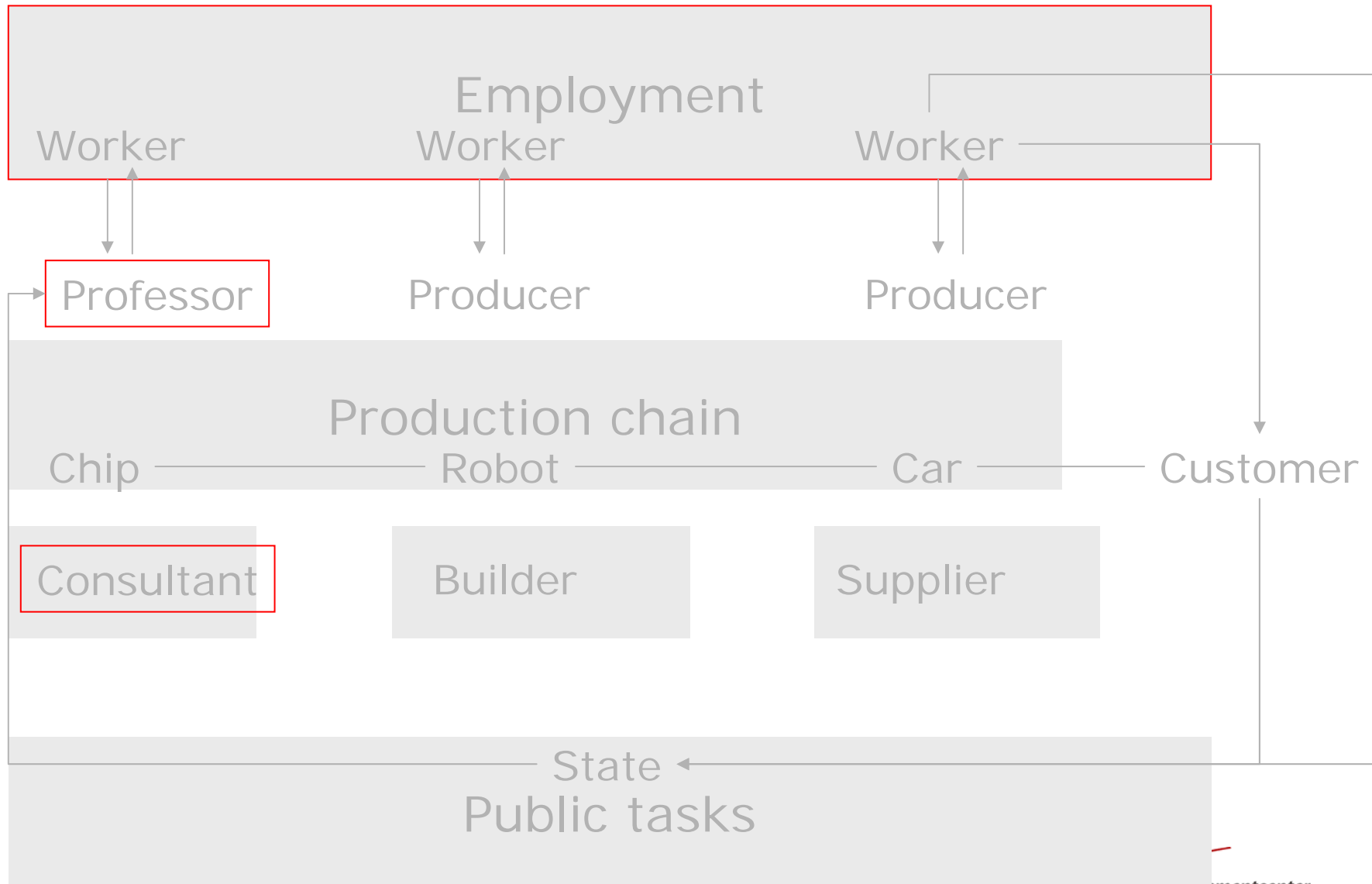
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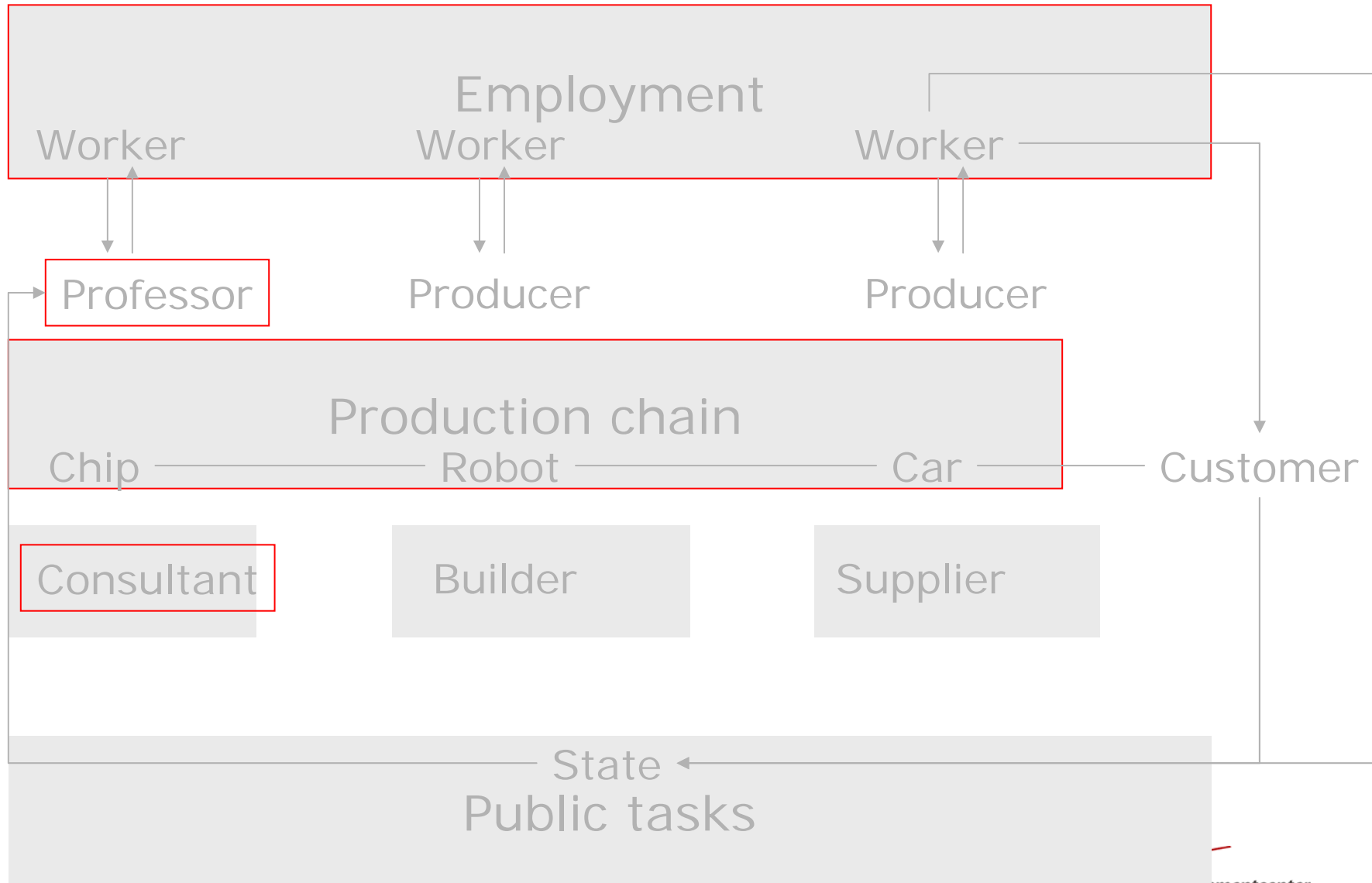
# Theory of clusters



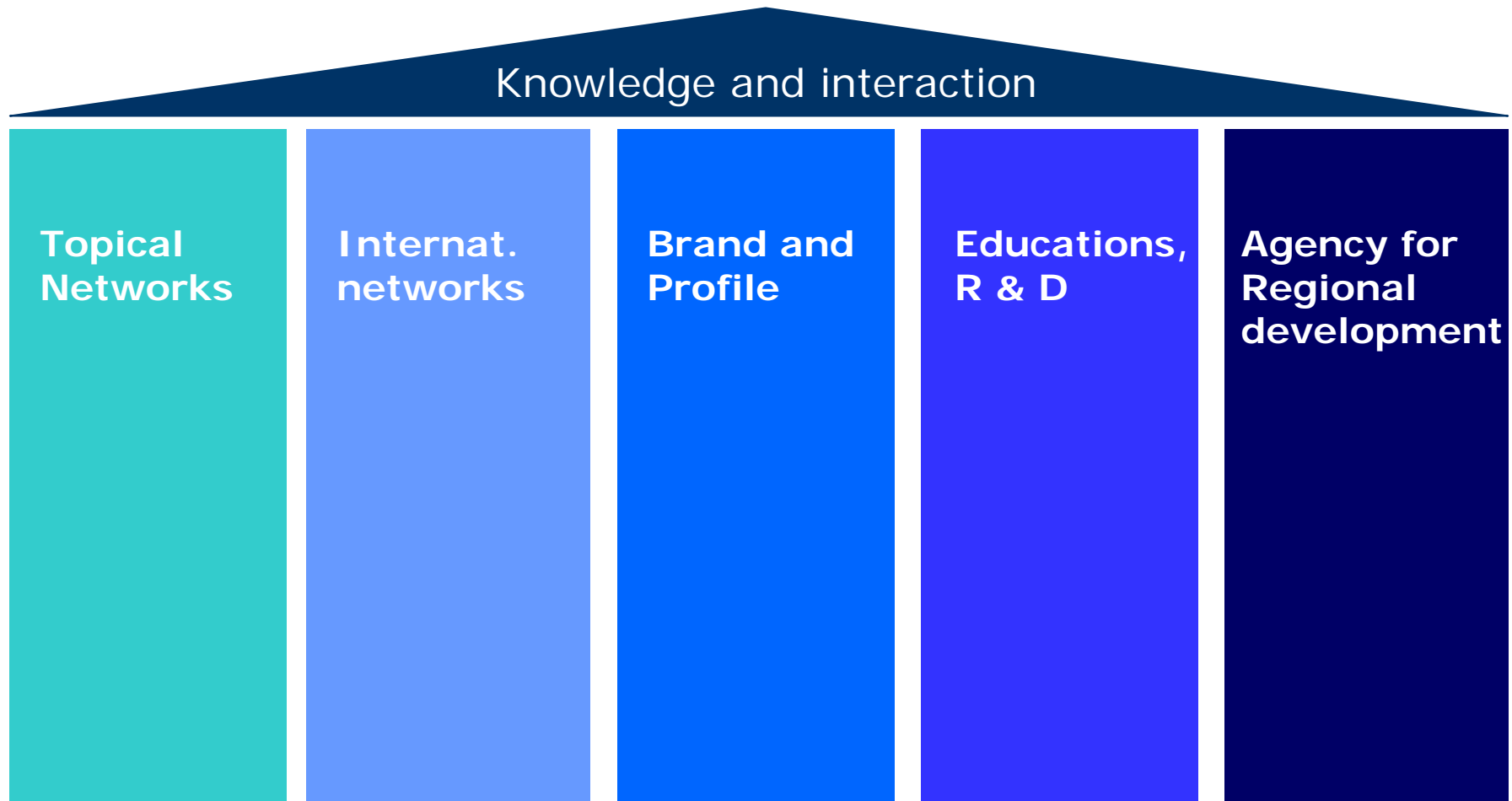
# Theory of clusters



# Theory of clusters



# Keys for the county



Ein Projekt des Teilraums Deggendorf-Plattling  
Durchgeführt im Rahmen des Interreg IIIC Projektes

## **RISE**

Regional Identity and Culture,  
Strength development & Environment action



Finanziert mit Mitteln der Europäischen Union



