



BRAINPORT EINDHOVEN REGION

Value chains from a regional policy perspective

Copenhagen, Denmark
26 November 2013

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CREATING THE INDUSTRIES OF THE FUTURE

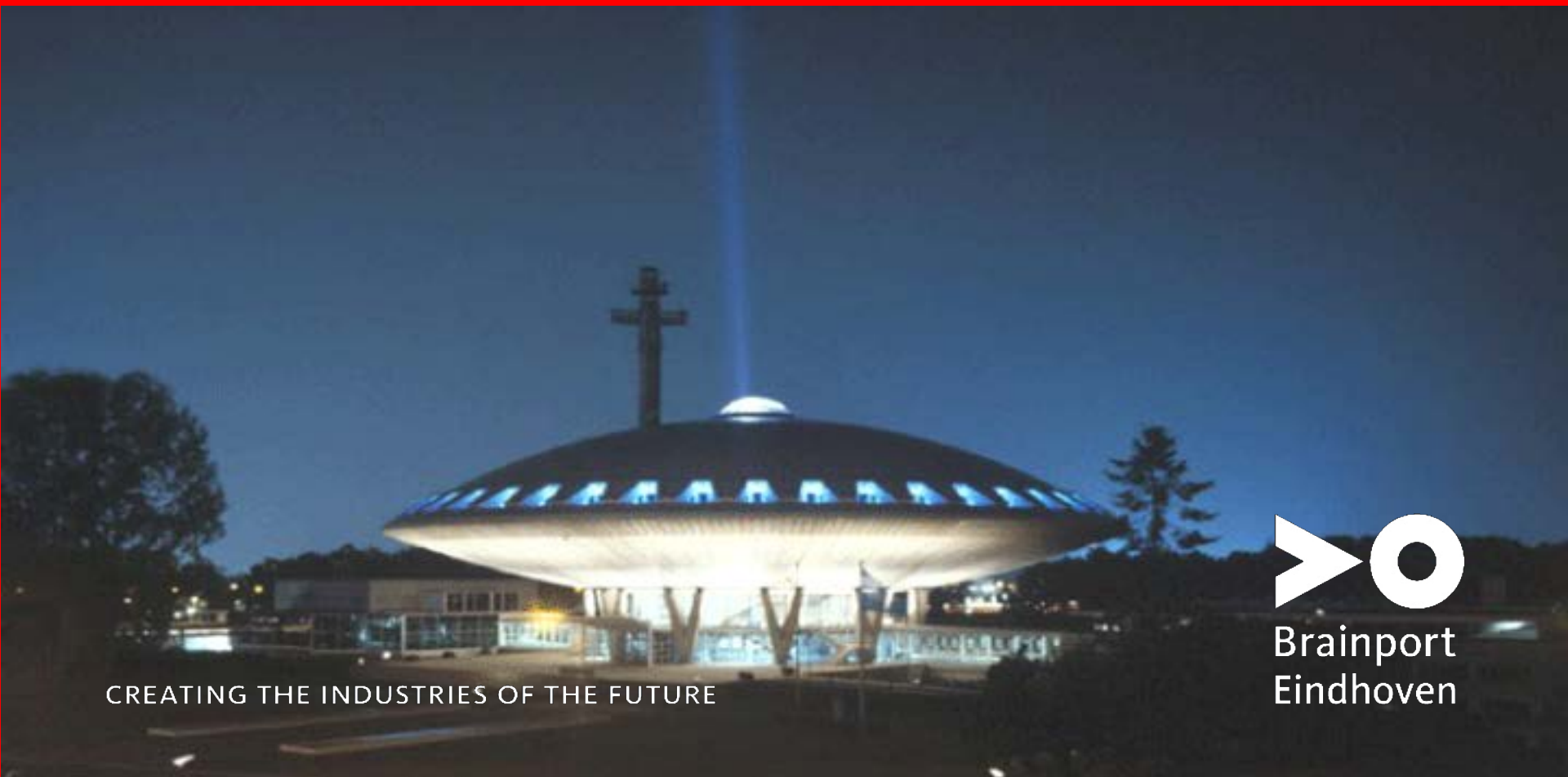


AGENDA

1. Brainport Eindhoven Region – supply chains as USP
2. Our philosophy – strengthen supply chains by improving all location factors
3. Fact based policies – the role of supply chain data

BRAINPORT EINDHOVEN REGION

supply chains as unique selling point



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BRAINPORT EINDHOVEN REGION

Smartest region of the world 2011-2012



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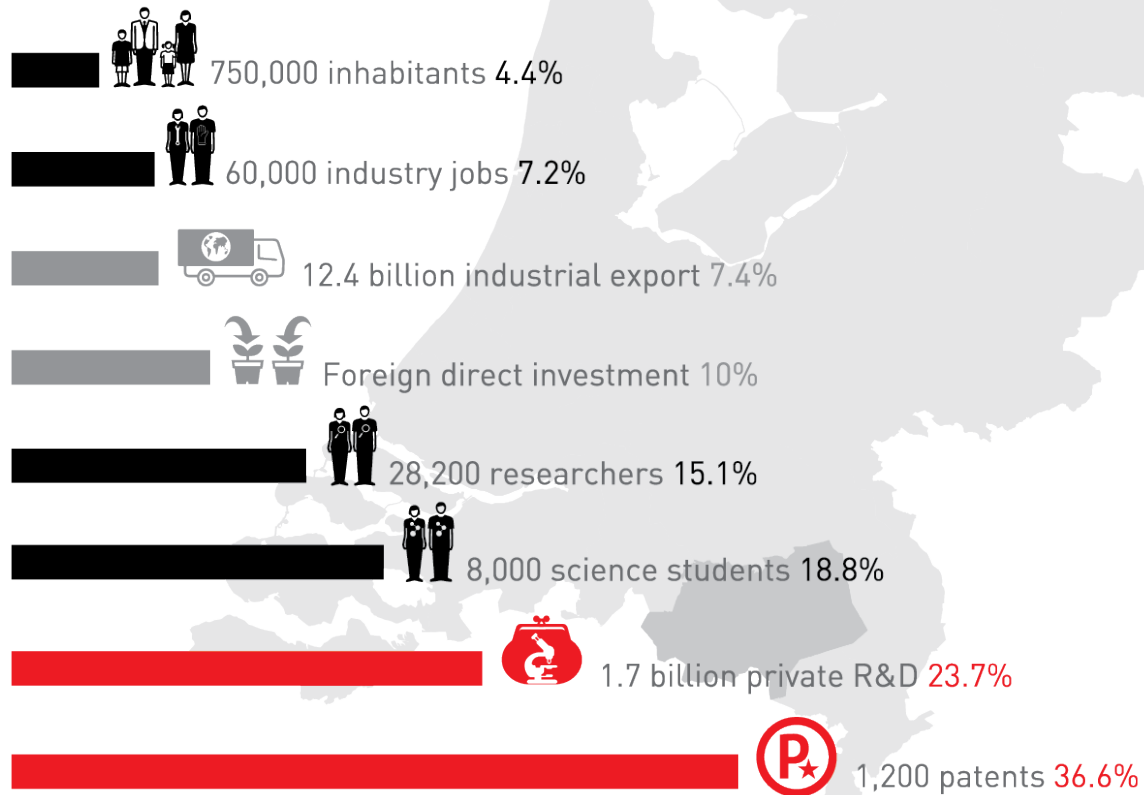
SEAPORT – AIRPORT – BRAINPORT

The three pillars of the Dutch economy



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SHARE OF BRAINPORT EINDHOVEN REGION IN DUTCH INNOVATION CAPACITY



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A supply base for high tech



SEMICON



MEDICAL



ANALYTICAL



PRINTING



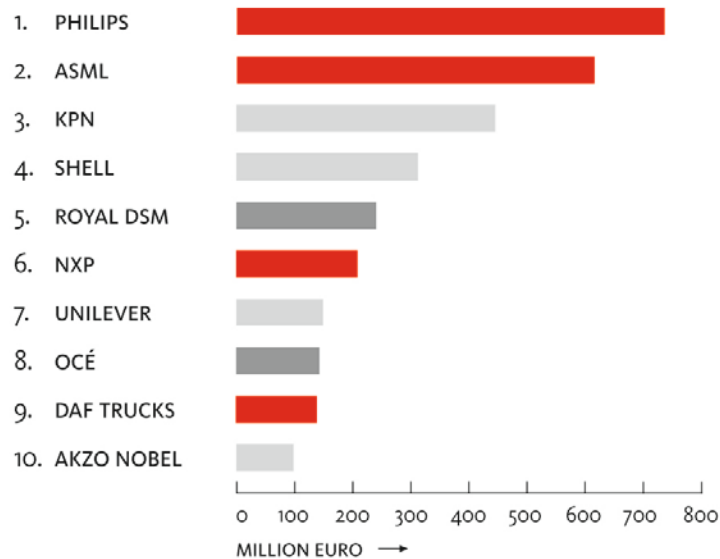
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TOP 10 CORPORATE R&D IN THE NETHERLANDS IN 2012



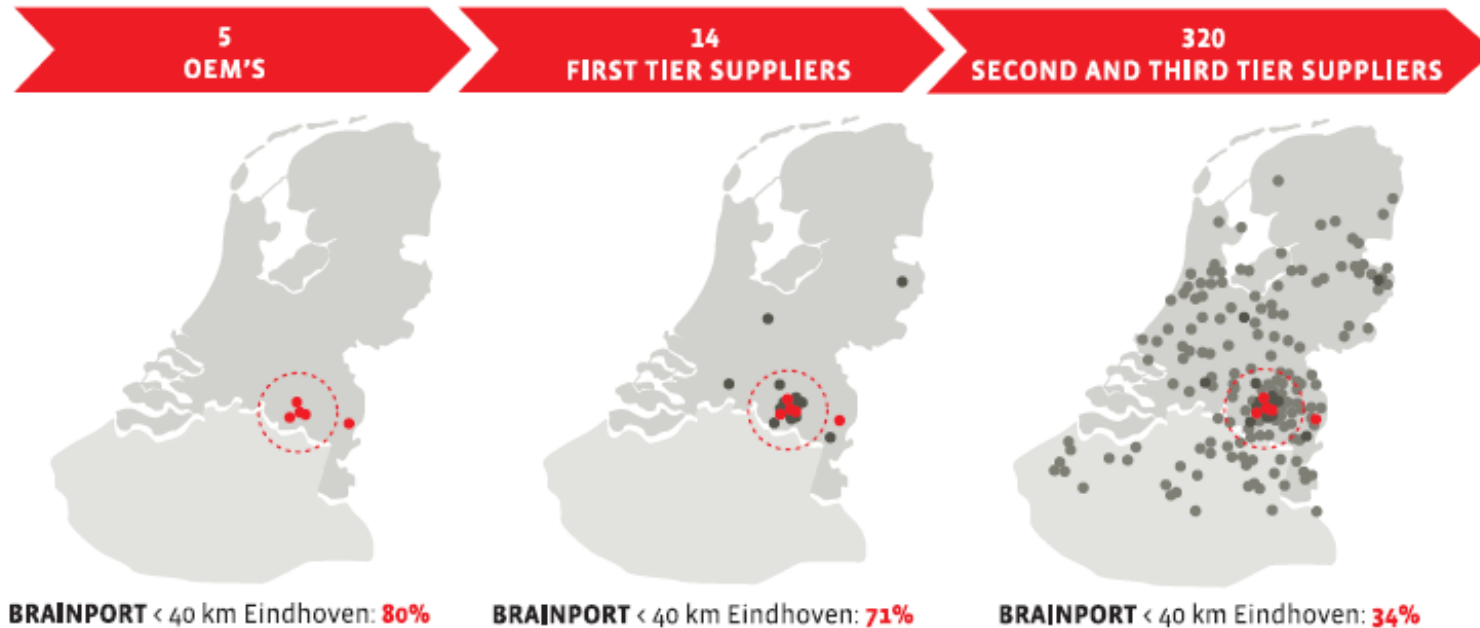
Other Brainport companies in top 30
 Technisch Weekblad Index:
 - VDL Groep (13)
 - Vanderlande Industries (22)

Other R&D companies in the region
 (no data available from Technisch
 Weekblad):
 zijn o.a.: Sioux, FEI, Neways
 Technologies, TomTom, Sabic,
 Dalsa, CCM, Roth&Rau.

SOURCE: Technisch Weekblad Index 2013,
 top 30 corporate R&D in the Netherlands.

Strong interrelated supply chains Create competitive advantage

Source: Brainport Industries, 2009



- ASML
- DAF
- FEI Company
- Océ Technologies
- Philips Healthcare

- Participating in two or more chains:
- Bosch Rexroth
 - GIS Europe
 - KMWE
 - Norma
 - Optiwa
 - Prodrive
 - VDL-ETG
 - Frencken Mechatronics
 - GL Group
 - Neways Electronics
 - NTS Group
 - Pezy
 - SKF
 - Wilvo

- Netherlands other 38%
- Belgium 12%
- Germany 7%
- USA 4%
- ROW 5%

Global customer proximity



Global customer proximity

Together, the 80+ companies of Brainport Industries create a unique ecosystem that is represented in over 30 countries around the world. A single company gives you easy access to extensive knowledge, competences and skills from design to production of cutting edge technology. Our global open supply chain gives you the flexibility you need to shorten your time to market and improve your performance.

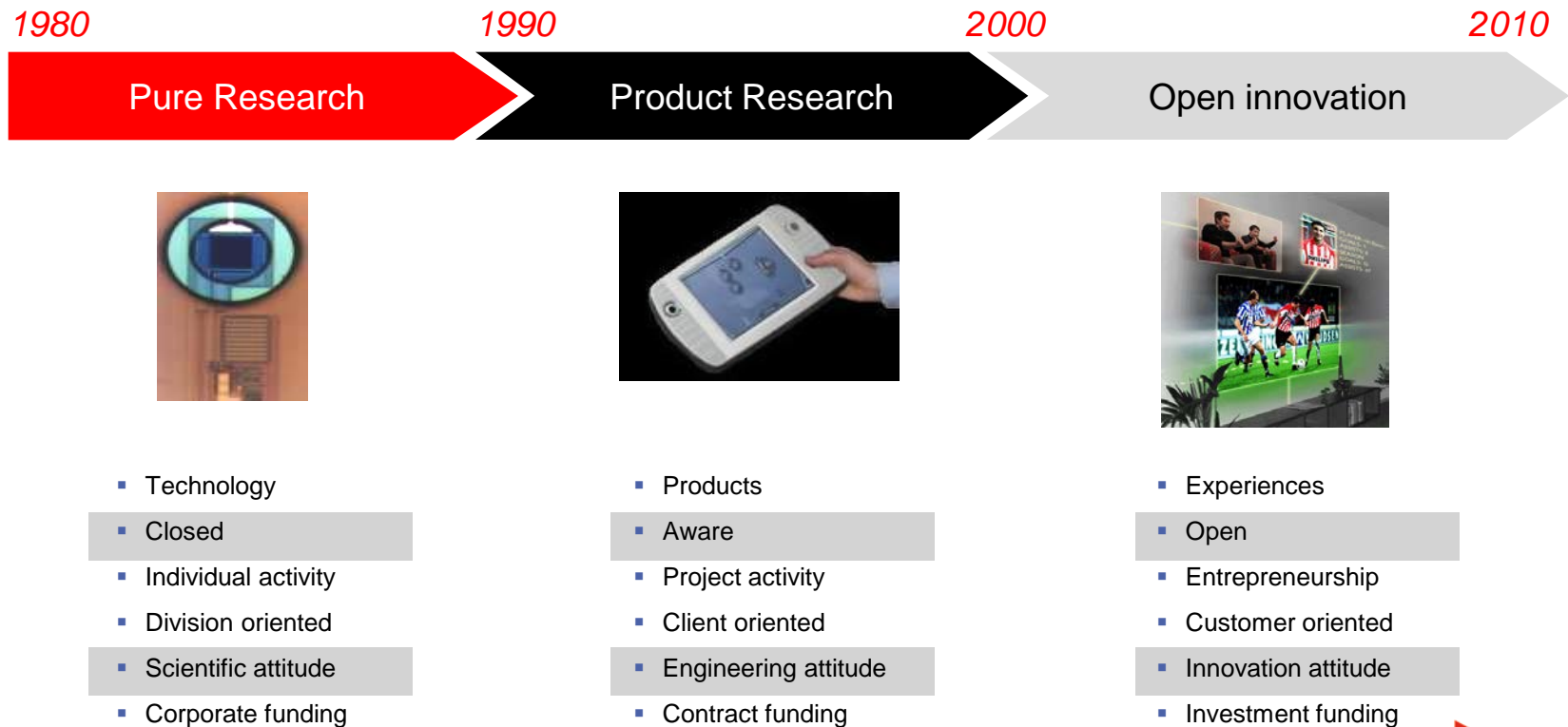
FACTS AND FIGURES (2012)

Turnover: €2 billion
Number of employees: 9,000
80+ members

SUPPLIERFINDER

The SupplierFinder is an easy way of finding a high-tech supplier in Brainport Industries' network. All you have to do is let Brainport Industries know what kind of supplier you're looking for and we will find one that matches your requirements. Go to www.brainportindustries.com/buyer and let us know how we can help.

Way of working: open Innovation



Bron: HTCE

OUR PHILISOPHY

strengthen supply chains by improving all location factors



Brainport 2020 the new regional innovation strategy



To maintain and improve our competitiveness in Europe and the world:
smarter, faster, better



People



Technology



Business



Basics

CREATING THE INDUSTRIES OF THE FUTURE

Brainport 2020

integral approach to strenghten supply chain



PEOPLE

- More technicians
- Life long learning
- More international knowledge workers
- More professionals



BUSINESS

- More fast growers
- More external companies
- More export
- Test beds



TECHNOLOGY

- More private and public R&D
- Strong international position



BASICS

- Attractive living climate
- Top work locations
- Accessibility
- Promotion

POWER OF COOPERATION

Brainport Eindhoven Region– success factors

Trust

- Networking
- Win-win-win
- Bottom-up

Leadership

- Triple Helix:
Industry – Educational and Knowledge institutes – Government
- Strategy and implementation
- Common agenda

Scale

- Not limited by boundaries of a public administration
- Based on functional networks
- Think Global, Act Local

Focus

- Clustering
- Competences
- Resources
- Partners
- Integrated programme

FACT BASED POLICIES

the role of supply chain data



Supply chain data

Required data

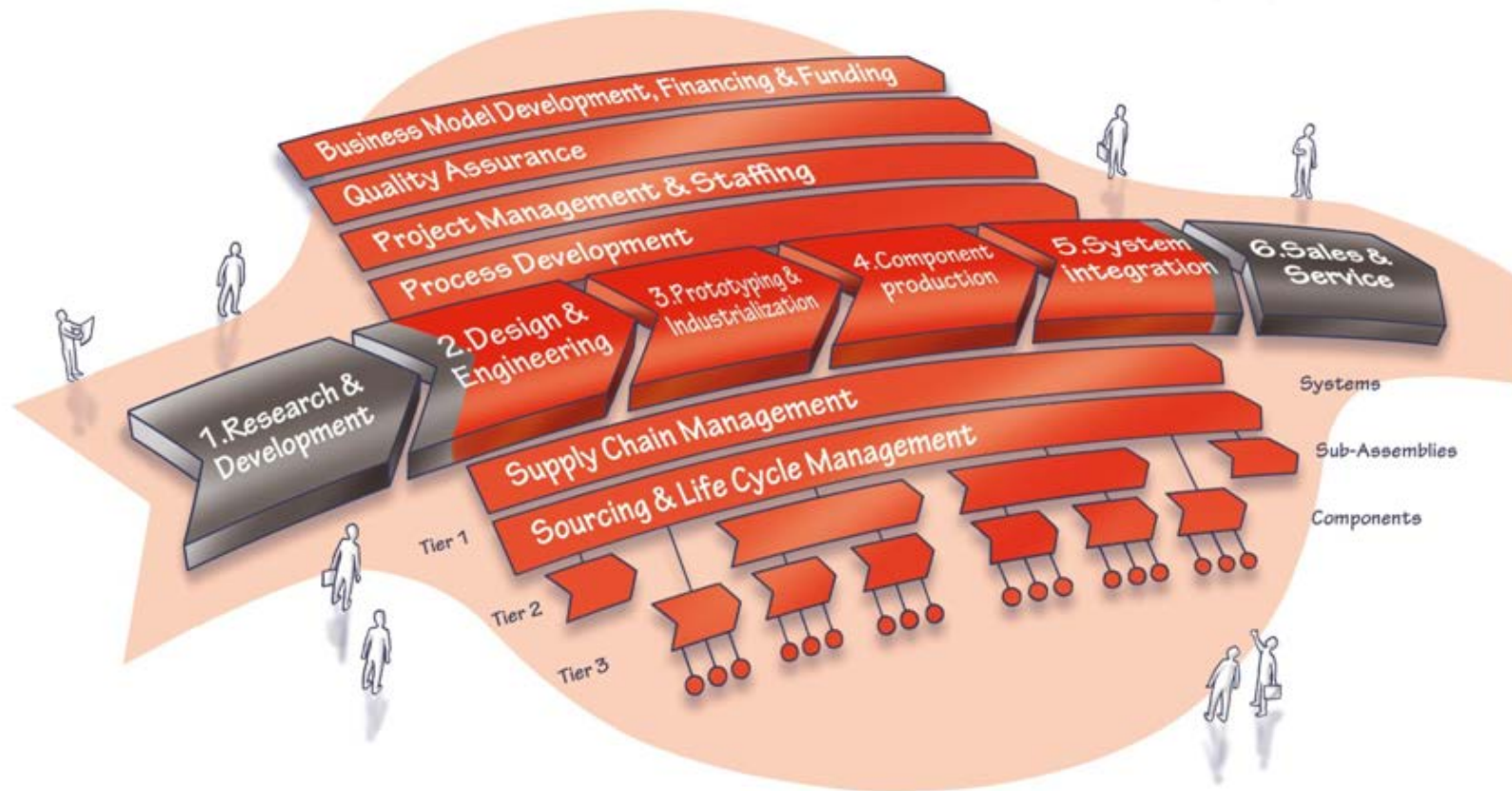
Regional data over time on:

- trade flows
- knowledge/R&D flows
- talent flows
- required skills
- talent shortage
- FDI (in and out)

Policy goals

- International agenda: structural collaboration between regions on trade, R&D, FDI, talent
- Int. accessibility profile
- Strengthen sup.ch. network
- Develop life long learning within supply chain
- Develop education infrastructure
- Accessibility (road)

Brainport Industries' Open Supply Chain

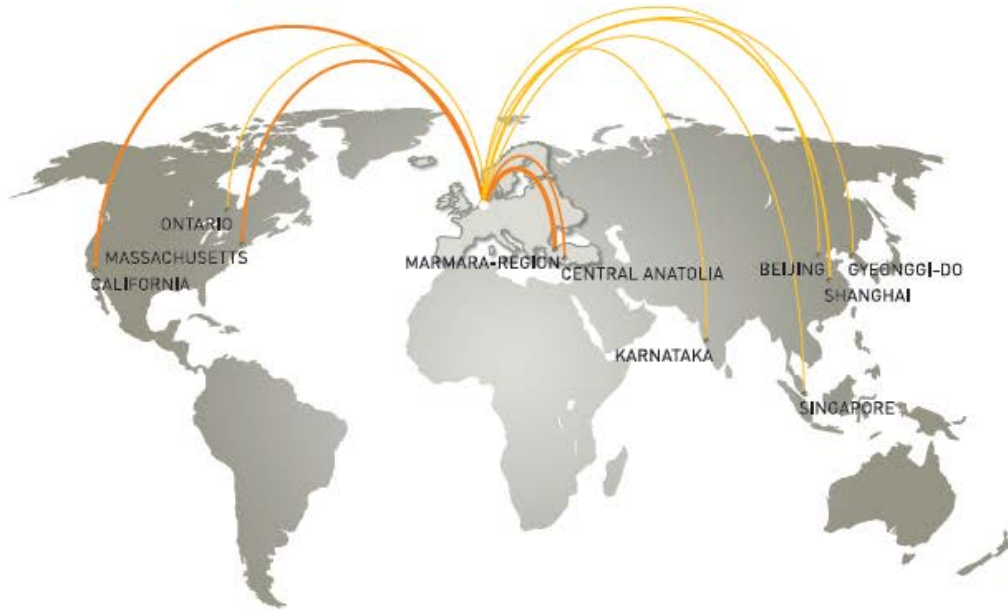


International agenda Brainport

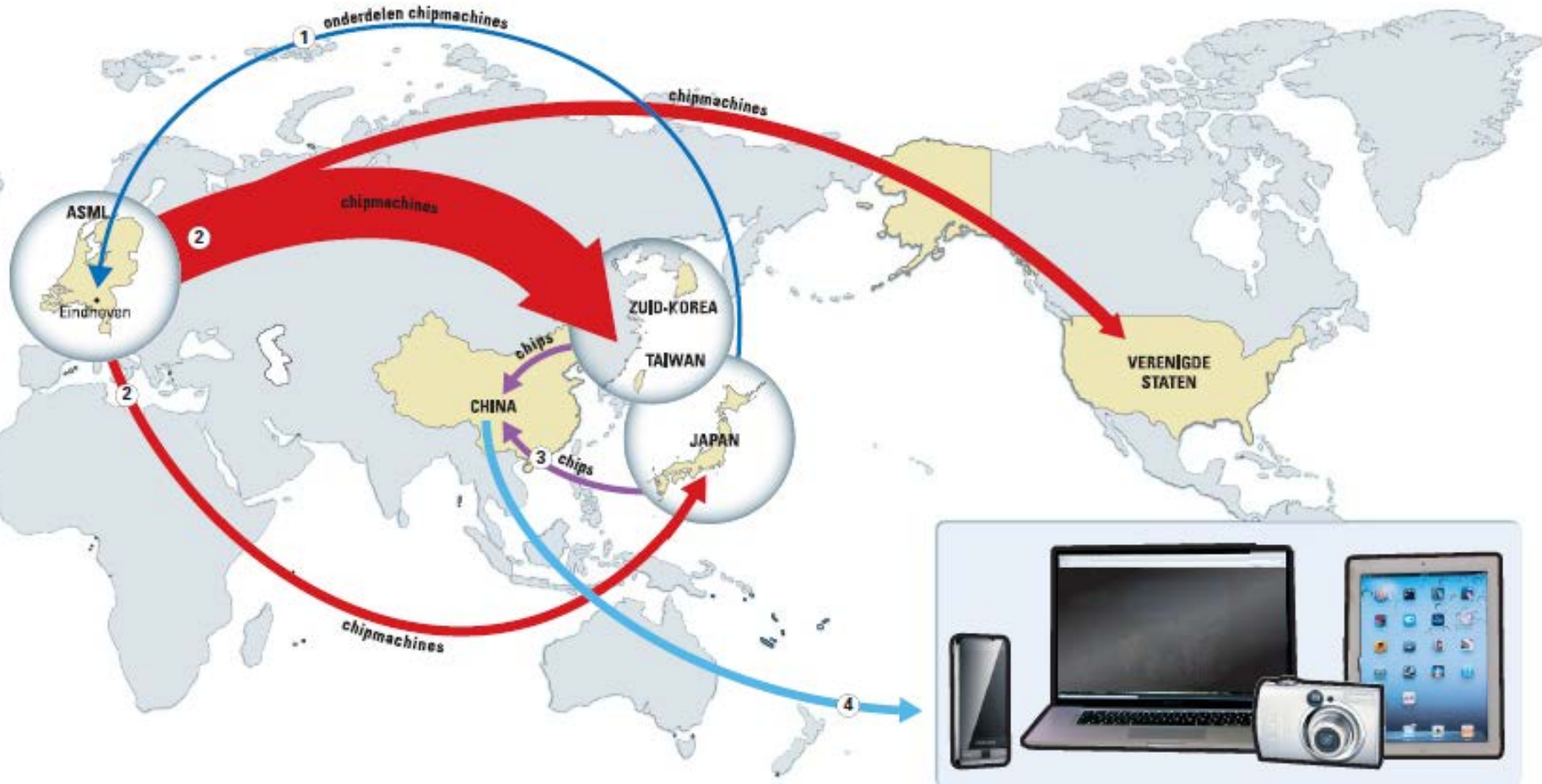
INTERNATIONAL NETWORK OF BRAINPORT EINDHOVEN REGION

TOP 15 PARTNERSHIPS WITHIN AND TOP 10 OUTSIDE EUROPE

- less than 25 partnerships
- 25 - 50 partnerships
- more than 50 partnerships



Supply chain Brainport: what is our added value?



COME TO THE MOST DYNAMIC TOP TECHNOLOGY REGION IN EUROPE.



website www.brainporttalentregion.com

FIND YOUR CAREER OR STUDY IN THE BRAINPORT REGION.

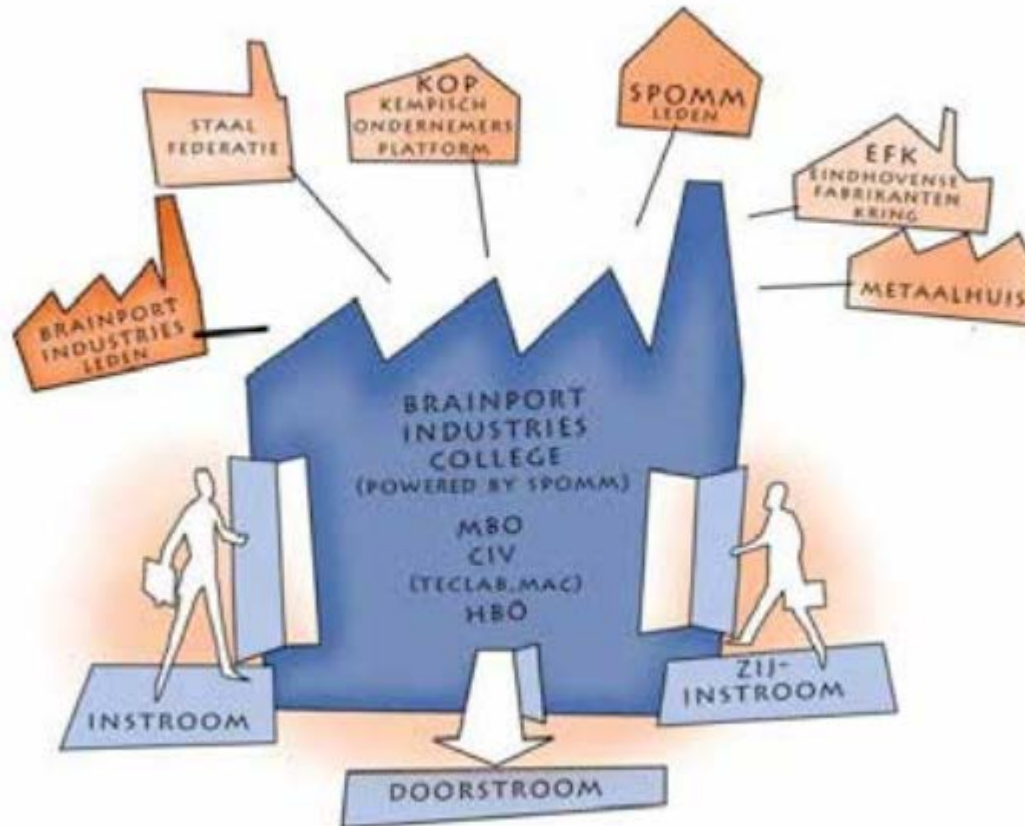
The smartest region of the world. [Read more](#)

The most promising, fast developing high tech region of Europe. Situated in the Southeast Netherlands. Top technology region Brainport is a breeding ground for innovation and the home base of world-class businesses, knowledge institutes and research institutions. Together they design and manufacture the technology of the future to ensure a safe, green and caring society and a sustainable economic development of the Netherlands.

Are you fascinated by technology? Are you looking for an outstanding study or career opportunity in Europe? If so, you should consider the southeast of the Netherlands. It could be one of the smartest moves you make...



Brainport Industries College



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