



An initiative of the European Union

# EUCLUSTERS



# MATCHMAKING EVENTS

IN THE FRAMEWORK OF  
CLUSTERS MEET  
REGIONS

18-19 June 2024

Graz, Austria  
18 June 2024



# Styria's Cluster Strengths

## Innovation through tradition

**Michael Liebming**

Clustermanager  
Styrian Business Development Agency (SFG)



# Styria's Cluster Strengths

## Innovation through tradition



**1996**

Was brauchen wir,  
einen Cluster?  
Her mit dem Zaster!

(Anonym)

**1999**

Drei Kärntner sind ein  
Gesangsverein.  
Drei Steirer ein Cluster!

(Anonym)

**1996**

What do we need a  
cluster for? Just  
hand over the cash!

(Anonym)

**1999**

Three Carinthians are a choir.  
Three Styrians are a cluster!

(Anonym)



# Styria's Cluster Strengths

## Innovation through tradition

### Styrian Cluster DNA

I

**Public Private  
Partnership as a  
model for the  
organization**

II

**Limited  
Liability  
Company"  
(LLC / GmbH)**

III

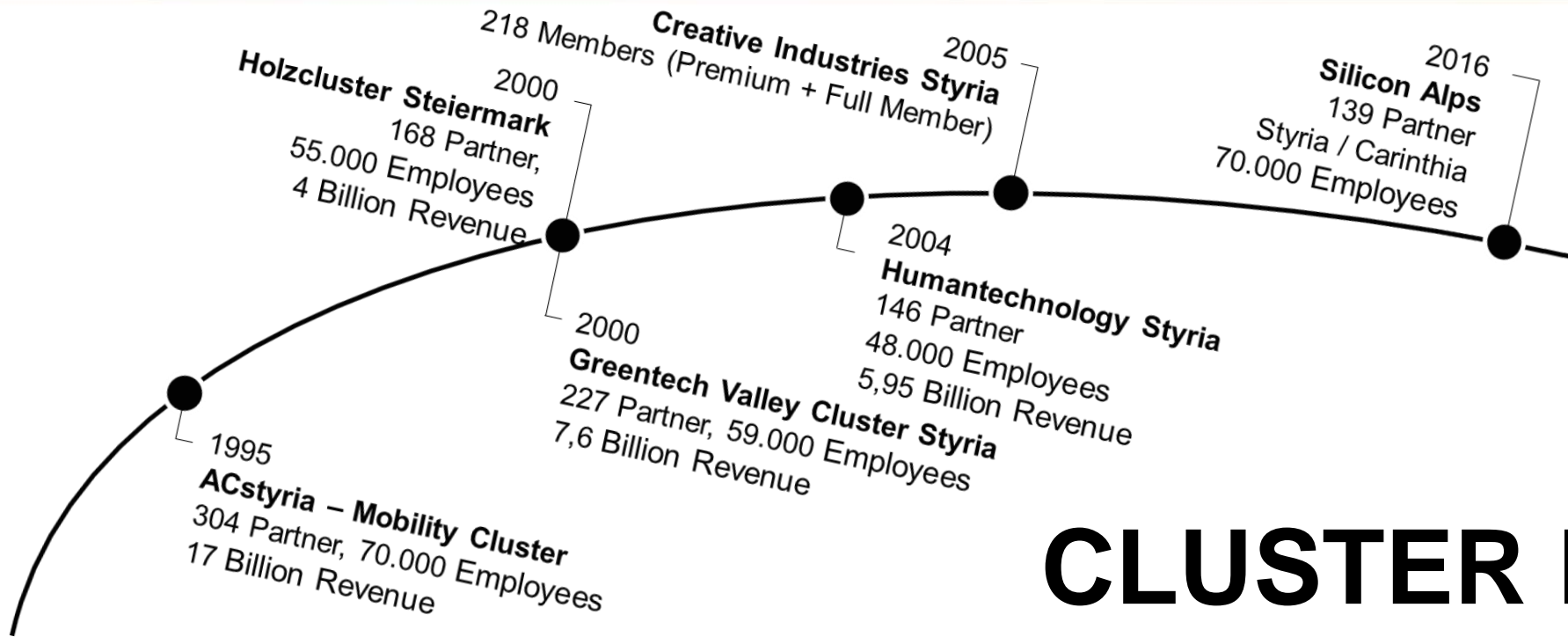
**Contribution  
models for partner  
companies scaled  
according to  
company size**

IIII

**The public  
sector as a  
strong initiator  
in the startup  
phase**

# Styria's Cluster Strengths

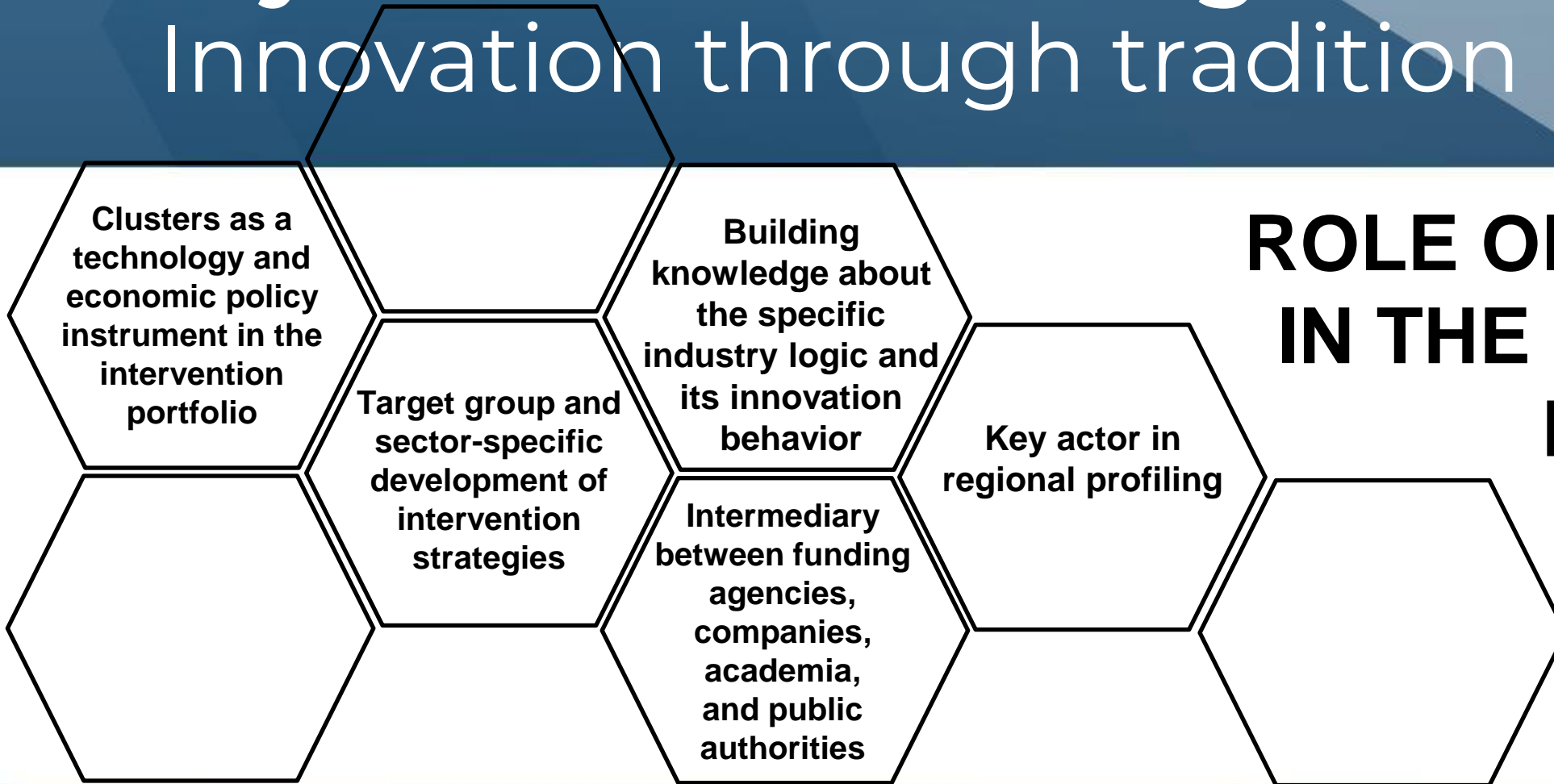
## Innovation through tradition



# STYRIAN CLUSTER LANDSCAPE

# Styria's Cluster Strengths

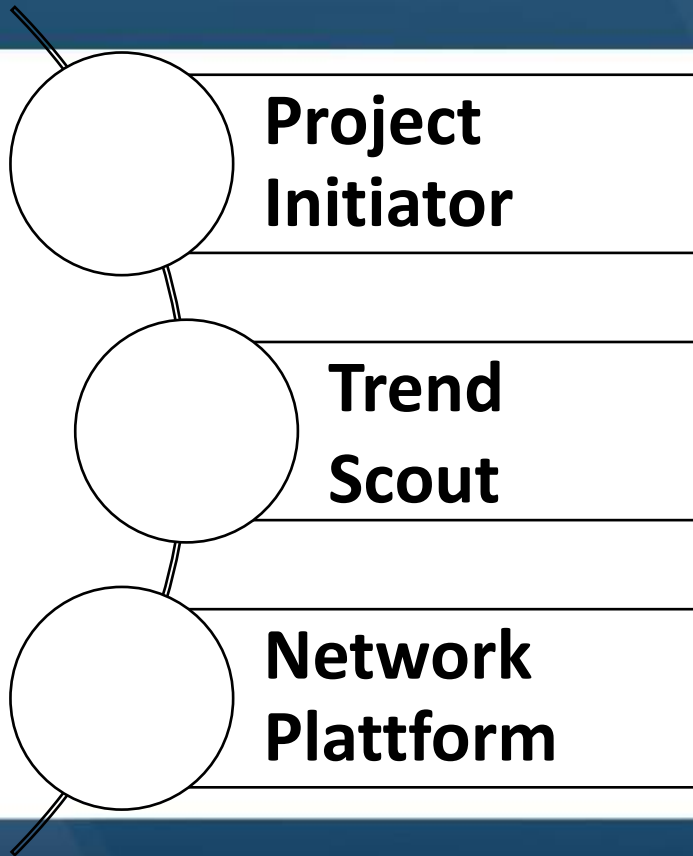
## Innovation through tradition



## ROLE OF CLUSTERS IN THE INNOVATION ECOSYSTEM

# Styria's Cluster Strengths

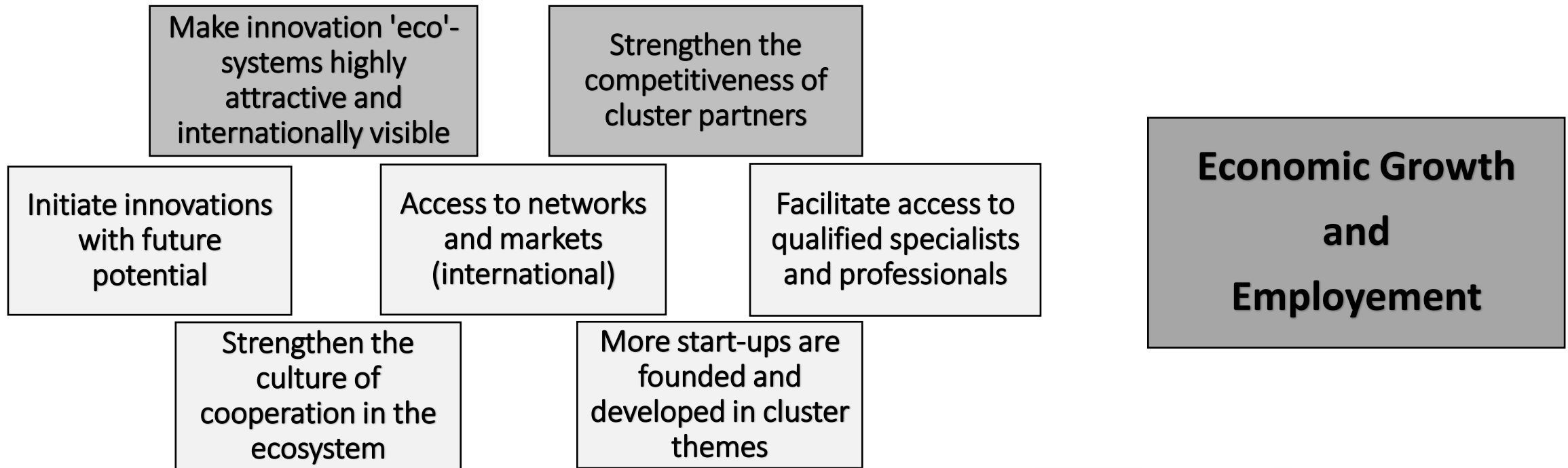
## Innovation through tradition



## ROLES OF CLUSTERS FOR THE PARTNER NETWORK

# Styria's Cluster Strengths

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## Innovation through tradition



**OUTLOOK**  
**CROSS CLUSTER**  
**META CLUSTER**  
**AND BEYOND ....**

**“Successful regional economies are those that combine competition and cooperation in a unique way. Companies compete intensely but also collaborate on common goals, creating an environment that fosters innovation and growth”**

**ANNALEE SAXENIAN**

UNIVERSITY OF CALIFORNIA, BERKELEY

# CLUSTERS MEET REGIONS

