

- Automobilový klaster -
západné Slovensko
(Slovakia)
- Comuniprese Societa'
Consortile a Responsabilita'
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- Universitatea Tehnică
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- Associazione CREATE-NET
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- Slovenská technická
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Fakulta v Trnave
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- Gospodarsko interesno
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- Automobilski klaster Srbija –
Fond za podršku
konkurentnosti proizvođača
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(Serbia)
- Automotive Cluster Vienna
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AUTOCLUSTERS Newsletter



The project's aim is to develop the network of existing SME facilities together with R&D or universities in automotive industry. The purpose of the project is to realize second level clustering activities with objectives to increase innovation capacities, increase effectiveness of technology transfer – improve the innovation circle in automotive industry, and through the project clearly address the global objectives – facilitating innovation, knowledge economy and information society.

The contribution into improving the attractiveness of the region should be taken in account as well. The invitation of the partners from EU-15, NMS and IPA countries together with proposed activities including intensive cooperation and knowledge-exchange is a clear contribution to EU cohesion policy by diminishing the gap between participating regions.

Project meeting in Serbia

After meetings in Milano (Italy) and Győr (Hungary), partners have met within the third project meetings in metropolis of Beograd in Serbia. Serbian automotive cluster organised a visit in FIAT production plant (previously ZASTAVA plant), which is going to be reconstructed and in one and a half year they are expecting the start of new model production.



Planned project meeting was focused to clarification of WP6 project realisation approach, where new ideas for possible cooperation between partners and countries were born. Partners were discussing the cooperation in four fields (Plastics and non metal materials, Metal Press Parts & Welding, Technology and electronics, Green technologies).

Partners also concluded and evaluated studies created within the work packages 3 and 4 on:

- Study of European Union Policies and Business Strategies on the Development of the Automotive Industry in South East Europe
- Summary of Best Practices Across Regions and Swot Analysis
- Innovation Trends and Challenges and Cooperation Possibilities with R&D in Automotive Industry

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It is an international cooperative network of educational and research institutions with subcontractors and other bodies active in automotive industry.

The second level clustering activities proposed by the project are strictly oriented on the activities, which are improving the innovation capacities in the region and improve technology and know-how transfer – improving the innovation circle.

The project in the first stage analyses the cluster's development and best practices across the regions as well as creating the connection with other existing European activities in the automotive clustering. The project focuses highly towards producing concrete results and addresses the main challenges that are particularly specific for South-East Europe region.

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AIMS

There are three main issues we would like this project to focus on:

- Requirements for implementations of new technologies, particularly according to new European strategies and policies
- Innovation capacities - Lack of labour on the market mainly in the area of highly qualified workforce for automotive industry
- Innovation circle - Lack in cooperation between R&D (universities), SME's and car (part producers)

In the case of NMS (New Member States), candidate countries, potential candidate countries and neighbouring countries there is still cooperation between industries and universities at lower level, an issue which is negatively affecting the sustainable development of the automotive industry in South-East Europe.

WP 4 Summary

WP 4 was very interesting package because we were focused on identification, mapping and analysing of automotive R&D centres in PPs' countries/regions in SEE. Target groups of our analysis were innovation organizations, R&D institutes, universities, centres of excellence, automotive suppliers, OEMs and other organization related to automotive industry. Our outputs and results were:

Implementation of national educational seminars

Study on Innovation trends and challenges and cooperation possibilities with R&D in automotive industry

Web based **Database** describing the innovative capacities potential in South East Europe

(<http://www.autoclusters.eu/index.php/rad-database>)

We did analysis of more than 200 innovative capacities from October 2009 to February 2010.

We have analysed that in area of 9 PPs' countries/regions were produced 2 551 261 cars in 2008 what represents **3.62% of worldwide production** (Source: ACEA). We have identified **42 automotive assembly plants and 12 other small local car producers**. It is a big opportunity for next automotive development mainly in the area of R&D and innovation activities in SEE. We have pointed on the main actual trends in automotive industry: **cost reduction; acceleration innovation cycles; development of new technologies and products; building of collaborative networks and clusters; energy and environment**. These trends could be the main drivers for organizations and institutions and other players working in R&D in the automotive world.

Analysis findings about R&D and innovation capacities are:

Actual orientation of R&D centres in SEE is focused on: Electrotechnical and electronics industry; Material Research; Mechanical Engineering + Manufacturing technologies; Vehicle Design, Development + Prototyping

Missing types of R&D centres in SEE are centres with focus on: Environmental and green technologies; ICT + car intelligent systems + software; Safety systems centres.

Based on analysis results we can say that good potential for next development of cooperation in automotive R&D have Technological development centres (mainly foreign investors centres), University centres and Research centres/institutes (institutions of academy of sciences or public R&D institutions).

More about analysis you can find: www.autoclusters.eu

South East Europe

– Regional News

Automotive industry in Hungary gets serious subsidies

Audi Hungaria announced that the company would receive some HUF 15 billion (EUR 55.13 million) in direct support for the creation of 100 jobs at its site in Győr, as well as an unspecified tax break from the state. The total investment amount is reported to be some HUF 150 billion (EUR 551.25 million), which would mean that the state will provide around 10 percent of the outlay of a highly-profitable company.

EU probing

The EU, however, has initiated a probe into the subsidy. Competition

Commissioner Neelie Kroes said that the European Commission had

launched an investigation since the Volkswagen Group - of which Audi Hungaria forms a part - has a considerable market share, so it is necessary to examine whether the support is really necessary and if the new investment will have a market-distorting effect.

Behind the scenes lobbying by the company and the state has already yielded success: the EC earlier established that the project is welcome, since in the western Transdanubia region "the quality of life is extremely low and there is considerable unemployment." In the past Audi Hungaria has received state subsidies and tax breaks through aggressive negotiating and undisguised threats of abandoning Győr in favour of a new factory abroad. It became known that the Investment and Trade Development Hungary (ITD Hungary) is subsidising two expansion projects with a total value of HUF 12 billion (EUR 44.12 million).

Full article at www.autoclusters.eu



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PRIMARY OBJECTIVES

The project is built up on experience from previous activities in Automotive industry (NEAC, Automotive Clusters, Belcar, TCAS, I-CAR-O) and in line with EU policies, especially in clustering and automotive industry. The framework's project aims to:

- Create the first sustainable network in automotive industry in SEE region with specific focus on innovation activities
- Create partnerships which consist of institutions from New Member States, non-EU members as well as well experienced institutions from EU-15
- Invite in the network not just clusters and other SME supporting facilities but directly also R&D institutions and universities
- Improve innovative capability by realizing studies of innovation capacities, exhibition in universities and dissemination outputs of our activities, exchange studies and networking activities
- Prove the concept by realizing the project samples and by generating of the proposals to FP7

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INNOVATIVE CHARACTER

The projects main contribution is to increase innovation capacities and innovation circle in the automotive industry in SEE. As project output, the project intends to establish the first permanent network in the automotive sector in the SEE region.

The method of dissemination of the project's outputs includes the creation of the first web-based interactive database describing innovation capacities across the SEE.

The project would like to contribute towards cooperation between researchers, SMEs and car producers by finding the new innovative ways of cooperation. As the project result the 3 joint innovative pilot projects will be realized. The project as a result proposes the preparation of 3 proposals for the FP7 as well as focusing on the promotion of other non-funded projects identified by working groups which will help them to find other financial sources. All the methods used in the project will be described in the project's common methodology.

Kia Motors Slovakia will produce engines in the Slovak Republic

The total amount of investment including manufacturing technology will reach over EUR 100 million and will create more than 270 direct job positions in the Zilina region. The capacity of the new engine shop will be 150,000 units per year. The produced engines will be exported to the Czech Republic, where the company Hyundai Motor Manufacturing Czech will assemble them in to the vehicles such as Kia Venga, Hyundai i30 and another planned model. The new production hall, whose construction work will start in April 2010, will be located near the first engine shop.



"I am very pleased that we were able to obtain for Kia Motors Slovakia another investment in the amount of over EUR 100 million to build a new engine shop and thus to expand our overall capacity up to 450,000 engines per year. We confirm our long-term intention of Kia activities in the Slovak Republic. Our goal is the positive impact on employment in the Zilina region as well as the economic growth of Slovakia," said In-Kyu Bae, President and CEO of Kia Motors Slovakia...

Full article at www.autoclusters.eu

Fiat completes initial investment for the joint venture with Serbia

Fiat S.p.A. has completed its initial investment of the 2008 agreed EUR 1 billion joint venture with Serbia by paying a 100 million euro payment at the end of December 2009, that the Italian carmaker took over the Balkan nation's Zastava automobile factory located in Kragujevac, Serbia's fourth largest city, about 140km south of Belgrade.

According to the annex agreement, signed by Fiat Group Vice-President Alfredo Altavilla, Fiat Automobili Srbija CEO Giovanni De Filippis and Serbian Deputy Prime Minister Mladjan Dinkic at the end of December 2009, Fiat will pay another EUR 100mn during 2010, of a total EUR 700 mil. that is planned. Fiat is now the majority owners of the joint company with 67 percent of the capital, while the Serbian government retains 33 percent.



The production of two new Fiat models for European and US markets is expected to begin in the fall of 2011 in the Kragujevac-based Zastava factory, which already manufactures 15.000 Fiat Punto per year for regional markets in SEE, worth 27 million euros,. The annual output of the factory is expected to reach 200,000 cars by 2011 with expected export earnings of around EUR 2 billion. The new company will employ about 2,500 workers.

All articles at www.autoclusters.eu

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IMPACT

Innovation activities in the automotive industry should be generally considered as activities with positive impact on environmental sustainability.

This concrete project defines 4 major areas where joint innovative pilot projects and proposals will be selected. Finally 3 of them will be realized and for 3 others the proposals for FP7 will be prepared.

One of the most important areas with positive impact on environmental sustainability is "Green technology" but, the pilot projects or proposals from areas "Plastics and non-metal materials" and "Technology and electronics" will contribute to this EU policy as well.

New opportunities for automotive industry in Bulgaria

China's largest sport utility vehicle maker, Great Wall Motor Co, plans to start manufacturing cars under its badge in Bulgaria. The company is the first Chinese producer who certified their products for sale in EU members.

The assembly factory covers an area of over 430,000 square meters with designed annual production capacity 50,000 units, including welding, painting and assembly workshops.

The building work start at the end of May and for the next 24 months it has to be finished.

The assembling of car models will start in 2011.

According mutual agreement between China producer and Bulgarian company Litex the first four models that will be produced are Florid, Coolbear, Hover SUV and pickup Wingle.

The investments are about 40 millions Euros. The project, which will employ about 1,500 people. The employers in producing vehicles will be more than 3000.

No more incentives for new cars in Italy

The Italian Minister of Economic Development Claudio Scajola announced that the incentives for buying new cars and by 2011 the market will be returned to normality. Instead, the support for research and innovation in automotive sector will be intensified. According to Scajola, the offers from car manufacturers are much more than the market can absorb. Now there is a different demand that requires different production. There is already a process for transforming the sector at a global level.

According to Centro Studi Promotor (CSP) without incentives the sales expectations now are changed; instead of 2,160 million cars 2,100 will be sold. The share of the ecological cars sales will be 1,750 million instead of the 1,850 million that have been planned.

Magnetti Marelli and Iveco Considering Investments in Serbia

Italian automotive component manufacturer Magneti Marelli has expressed serious interest in acquiring the former Zastava Trucks factory in Kragujevac. Magneti Marelli intends to use this space to supply FIAT with components through which roughly 1,000 new jobs will be created if negotiations between Magnetti Marelli and the government of Serbia are successful.

Magneti Marelli is one of the world's three largest companies dealing with automobile part production. Although owned by Fiat, Magneti Marelli also cooperates with other automobile companies. The company manufactures everything from spark plugs to steering mechanisms, suspensions, and exhaust systems. Italian automotive company Iveco is interested in establishing a brand new, 30 hectare factory in the industrial zone in Korman Polje. If this plan comes to fruition, this factory would utilize cutting-edge technology and manufacturing processes.

All articles on www.autoclusters.eu

Indian Company Reva Probing Slovakia for Production of Electric Automobiles

Bratislava 12 (TASR) - Reva Electric Car Company (India) is interested in having a factory in the European Union from which to launch its Reva electric car and the company is exploring Slovakia, the Economy Ministry reported on Friday following Reva's representative Ravi K. Rishi's meeting with Economy Minister Lubomir Jahnatek on Thursday.



If it opts for Slovakia, Reva would prefer the

area around Banovce nad Bebravou (Trencin region) as its mother company Vectra Group already has a production facility there that makes, among a host of other things, trucks.

Vectra Group is the main shareholder in Banovce nad Bebravou-based company Tanax, which, together with Indian company



Beml Limited, is a key business partner to Trencin-based firm called Konstrukta Defence.

Jahnatek said that Slovakia is highly interested

in value-added investment projects in which the so-called green technologies are involved. Rishi told Jahnatek that his company has had a positive experience doing business in Slovakia.

As far back as 2001, the company launched production of the first Indian electric car which is fully-automatic, with zero emissions, designated mainly for urban traffic use.

Full article on www.autoclusters.eu

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