



Clusters in the EU and the USA: Opportunities for Collaboration and Growth

Best Practices and Experiences on Transatlantic Cluster Collaboration

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What is Automation Alley?

Automation Alley is Michigan's leading technology business association, connecting companies and organizations with talent, resources and funding to accelerate innovation and fuel Southeast Michigan's economy. Since its founding in 1999, the nonprofit has grown to include nearly 1,000 tech-focused members in businesses, education and government. Automation Alley focuses its efforts in five areas: advanced manufacturing, defense, entrepreneurship, international business and talent development.

Our Mission:

Enhance the global competitiveness of Southeast Michigan through entrepreneurial, advanced manufacturing, international trade, and workforce development initiatives designed to advance our region as a high-tech powerhouse at the forefront of innovation worldwide.





Successes in Global Trade

Automation Alley received the President's "E Star" Award from President Obama in 2013 and the President's "E" Award from President George W. Bush in 2008---the nation's highest, most prestigious international trade awards granted to organizations in recognition of their accomplishments in global trade and economic development (\$558M in export sales and 3101 new jobs)



Successes in Business Attraction

Since 2012, 20 high-tech companies have been attracted to Southeast Michigan using our soft landing international business center as the gateway into our region



Automation Alley "best practices" in the areas of international trade and foreign direct investment were ranked among the nation's top ten in a 2013 study commissioned by the Economic Development Administration of the U.S. Department of Commerce

Companies Attracted

- Sunlogics (Canada) 
- Van Rob Inc. (Canada) 
- Elbit Systems of America, LLC (Israel) 
- e-Xstream engineering, LLC (Luxembourg) 
- Heck + Becker Corporation (Germany) 
- Kingfa (China) 
- APAG (Switzerland) 
- Cosworth 
- Bylogix 
- Bmax (France) 
- Inphodrive US Inc. (Israel) 
- Stola NA (Italy) 
- Reply (Italy) 
- ED USA, Corp. (Italy) 
- ATeVi North America (Germany) 
- Alten (France) 
- Bluewrist (Canada) 
- Fooke (Germany) 
- Fuji Assembly Systems, Inc. (Japan) 
- Peter-Lacke GmbH (Germany) 

The Detroit Region Is The Epicenter Of The Global Automotive Industry



- Number 1 vehicle producer in the U.S. (19.5%)
- 330 R&D and technical centers
- 76% of automotive R&D in NA is concentrated in Michigan
- Home to 23 assembly plants and 63 of the top 100 auto suppliers in NA
- Michigan has 1,741 motor vehicle and motor vehicle parts manufacturers employing 134,161 skilled workers
- Michigan employs 65,430 industrial, mechanical, electrical and materials engineers



Michigan is also home to other specialized industrial clusters with cross-industry applications including:

Health care/life sciences

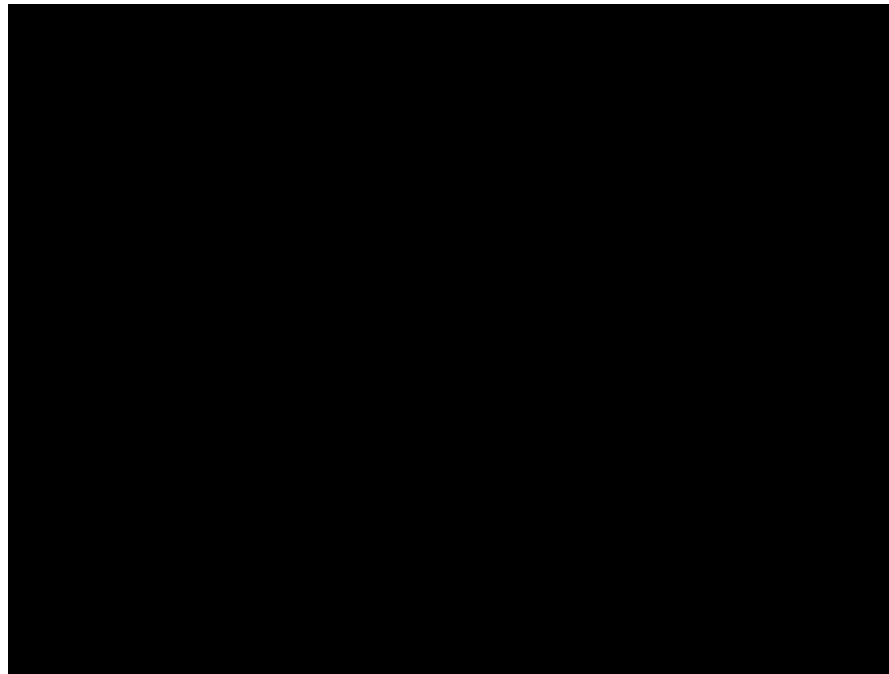


Macomb County Defense Corridor



Information technology





Michigan put the world behind the wheel and continues to pursue innovations that redefine the auto industry



Global Partnerships



Benefits of Cluster Collaboration

- *The Competitive Advantage of Nations* (Michael Porter)
- *The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations* (James Surowiecki)
- Cross pollination of ideas and the whole being greater than the sum of its parts
- Reduces costs associated with R&D
- Collaboration compresses product development cycles while accelerating speed to market of new products, services and technologies
- Quickens the pace of new market entry overseas
- Reduces blind spots and enables you identify cross-industry applications for your technologies



What's worked

- Collaborative partnerships must be meaningful and realistic with clearly expressed performance metrics
- Define success in advance both internally and externally to your organization
- Mutually beneficial to both parties vs. a one-way street
- Understanding of cultural idiosyncracies and business practices
- Trust requires patience and a focus on long-term relationship building and regular communications
- Due diligence/background check on potential partners (SOEs)
- Understanding of rules and regulations regarding dual-use technologies (e.g. EAR and ITAR)
- Best way to protect your IP is to continually out innovate your competitors
- Failing upward

What Hasn't

- Feel good MOU's for press and public relation purposes only
- Hidden agendas and not truly knowing who your 'partners' are
- Not protecting your IP and other trade secrets from poachers.
Failure to manage expectations
- MOU in writing
- Expecting instantaneous results
- Lack of follow through

Final Thought

The opportunities to collaborate with
overseas partners are
far outweighed by the challenges



Thank You!



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