



SMART SPECIALISATION

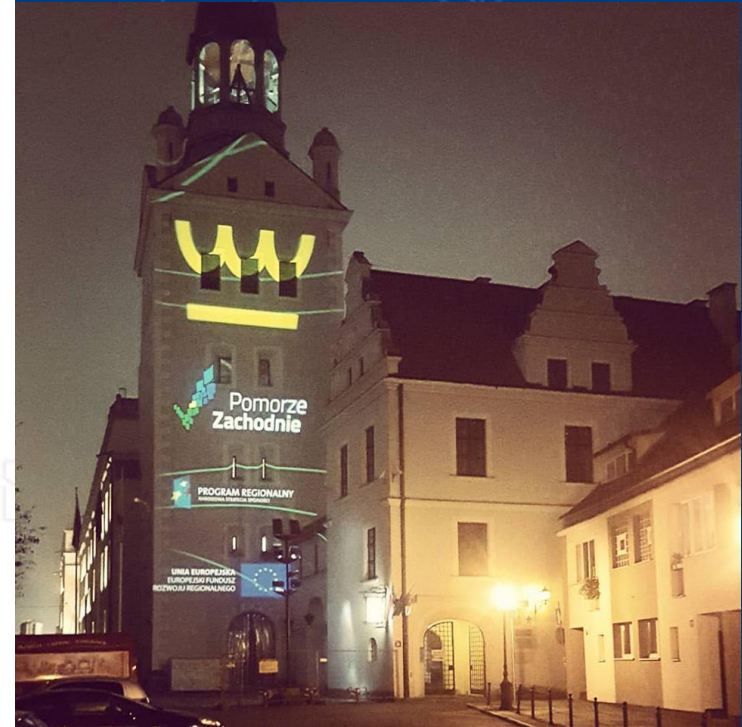


The Marshal's Office of the Westpomerania Region

Strategic Managing Department

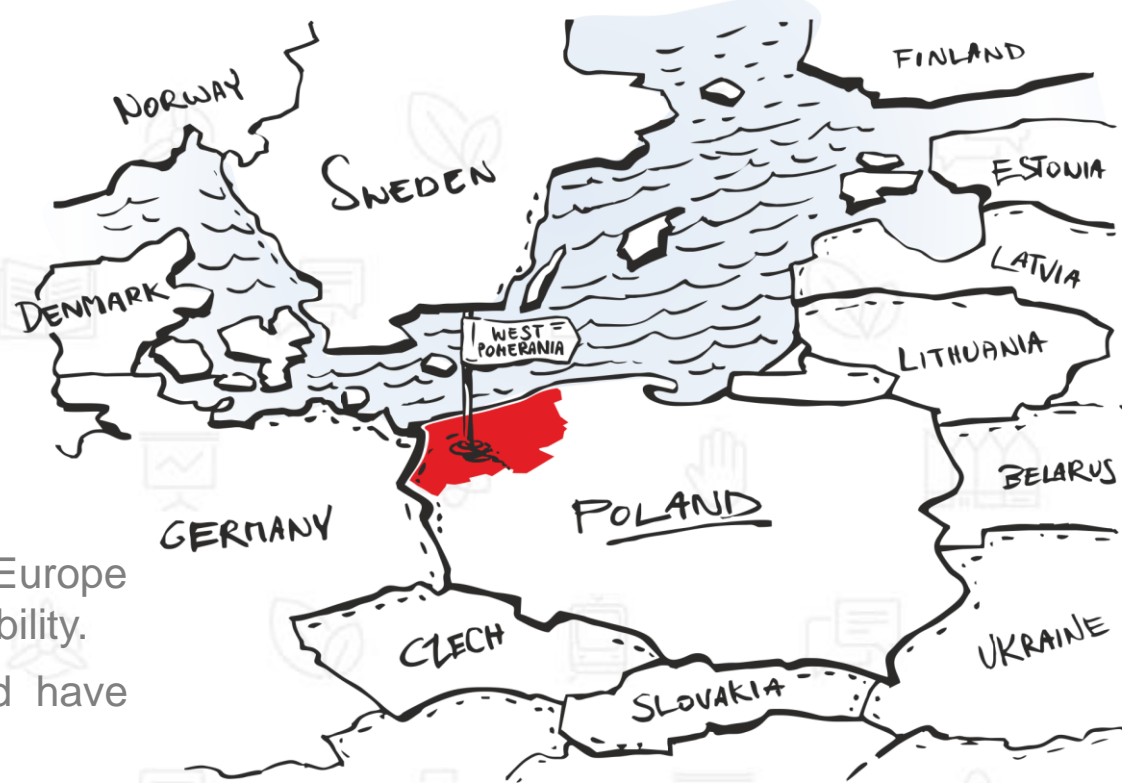
- **Regional Development Strategy**
- **Regional Innovation Strategy**
- **Regional Operational Programme**

**Cooperation with business
support institutions**





Pomorze Zachodnie



- Its location right in the heart of Europe and an excellent transport accessibility.
- Investors from all over the world have found their place in our region.
- Every night, lorries leave the Goleniów Industrial Park, transporting wind turbine blades, manufactured by a Danish company, LM Wind Power Blades.
- In Goleniów itself, the Swedish concern Swedwood, operating within the wood and furniture industry and collaborating with Ikea, located its headquarters.
- The Danish manufacturer of *probably the best beer in the world* located its investment in the region's capital.
- In the High Technologies Industrial Park in Stargard Szczeciński, Japanese Bridgestone manufactures tyres for lorries and buses.
- Cargotec, a world leader in the production of transport and trans-shipment machines and equipment, established a facility right next door.

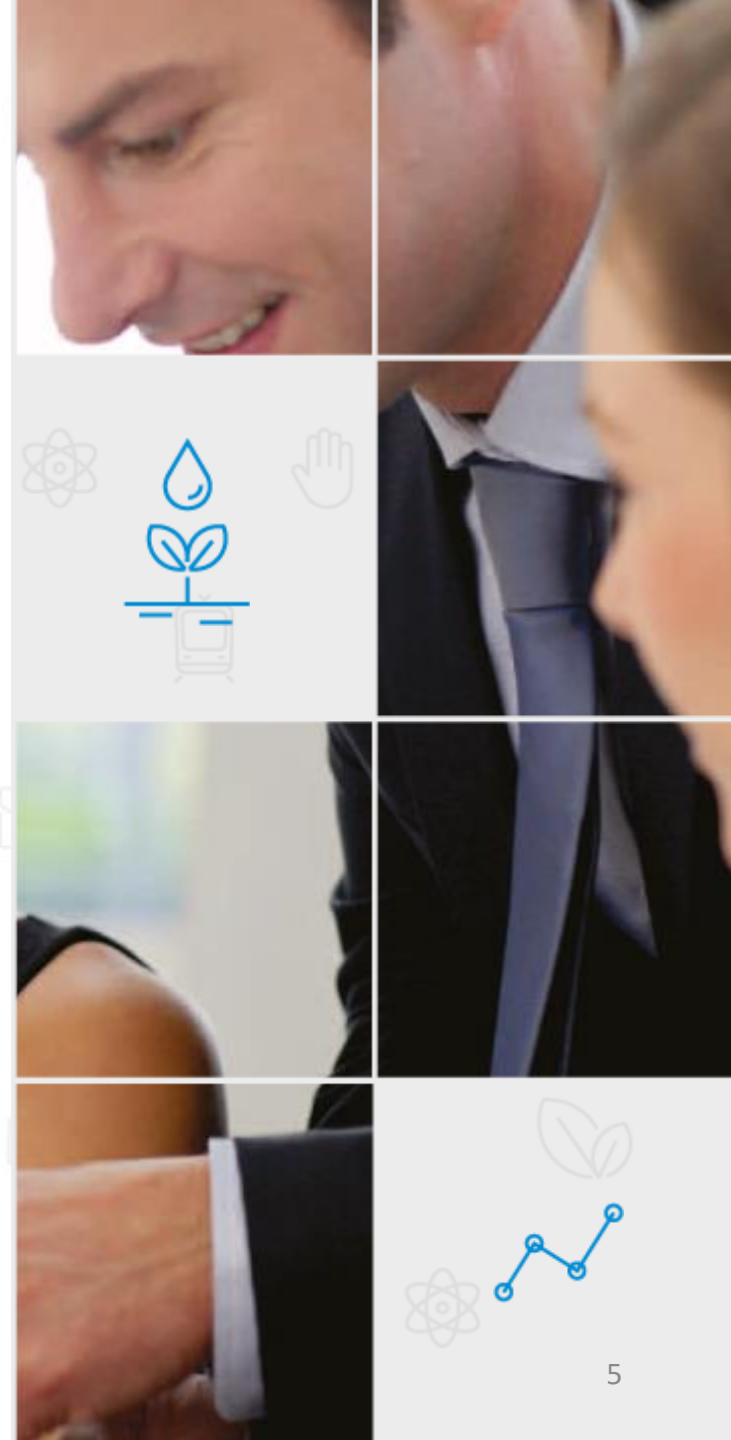


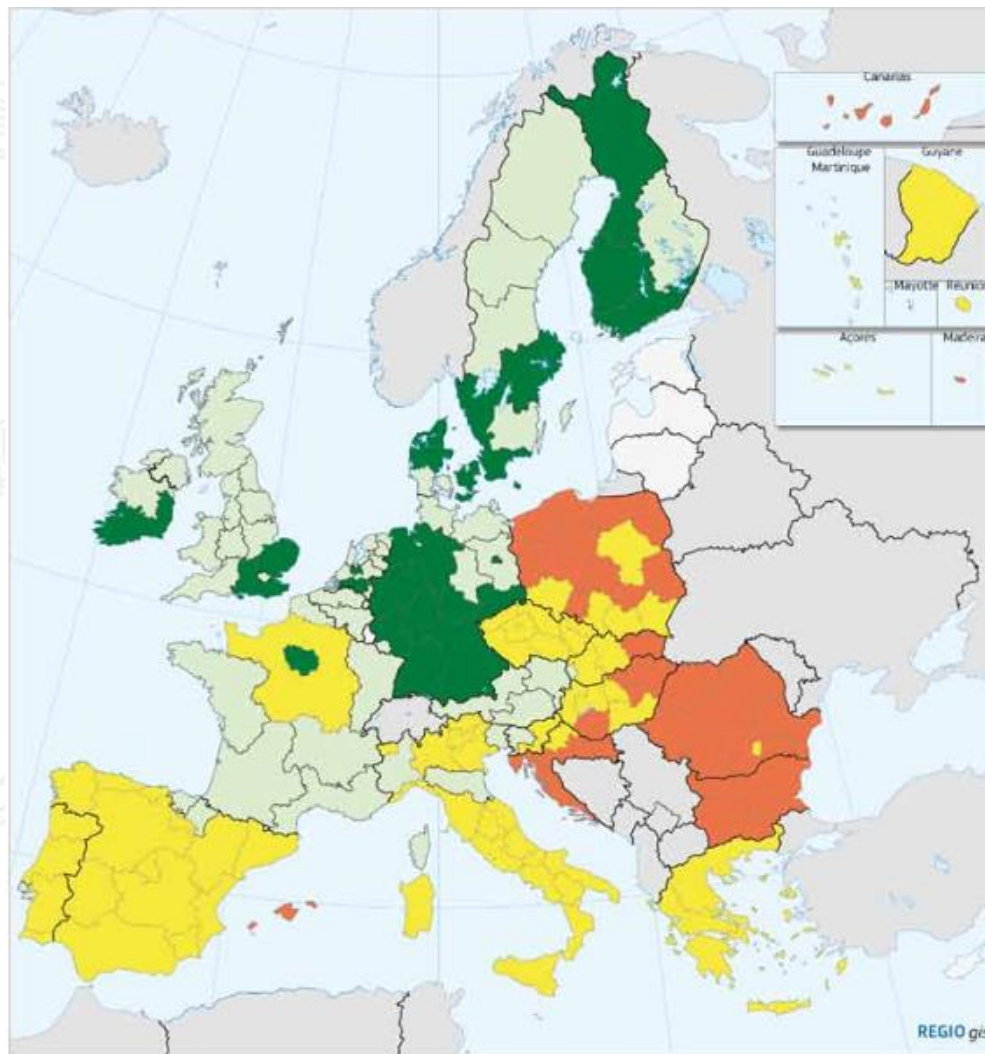
**Over 99% of companies in
Westpomerania region are
micro-, small and medium-sized
enterprises...**

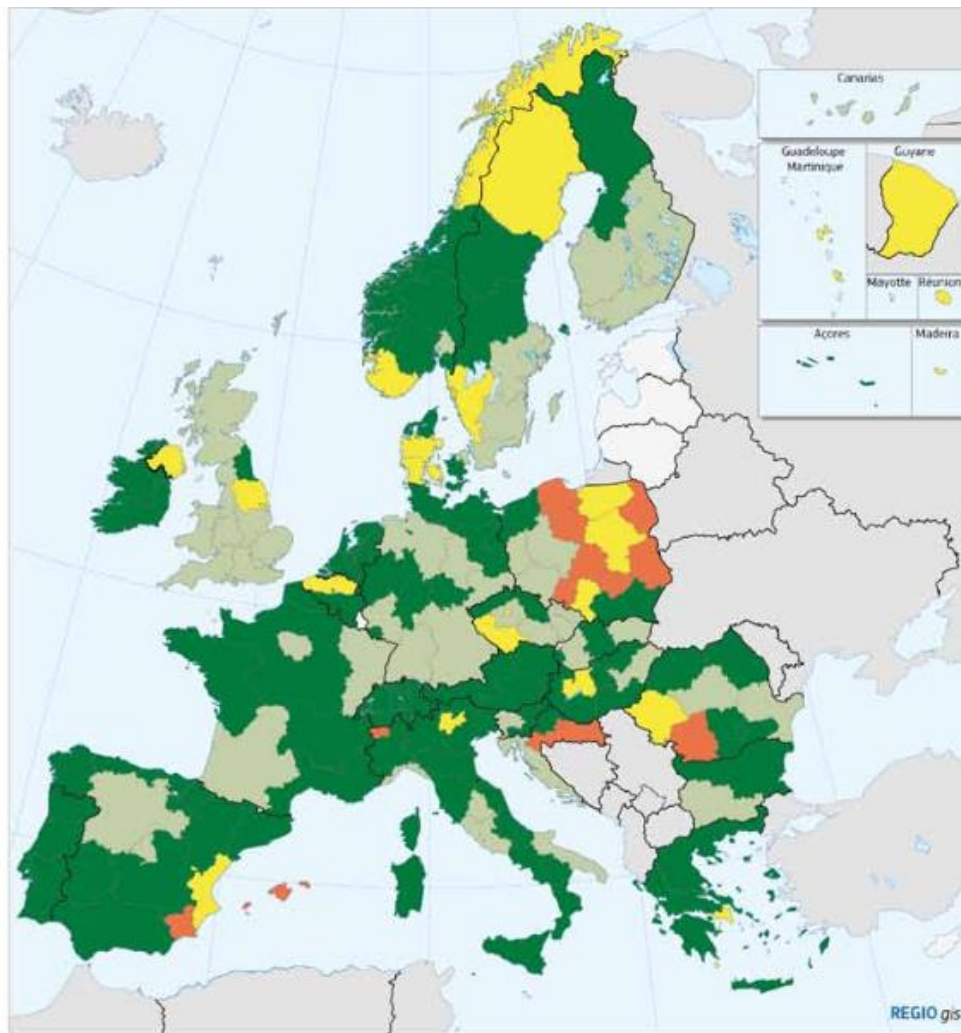




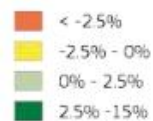
...and more than a half of employees is working in the Knowledge-Intensive Services







Map 1.14 Regional innovation growth performance, 2008–2014



Source: Maastricht Economic and Social Research Institute on Innovation and technology

0 500 Km

© EuroGeographics Association for the administrative boundaries.





- The presence in Western Pomerania sectors such as: food, metal, construction, logistics with the production of means of transport, chemical, or wood and furniture, let in the past twenty years to build a broad competence in this field in the area of education, research and production.





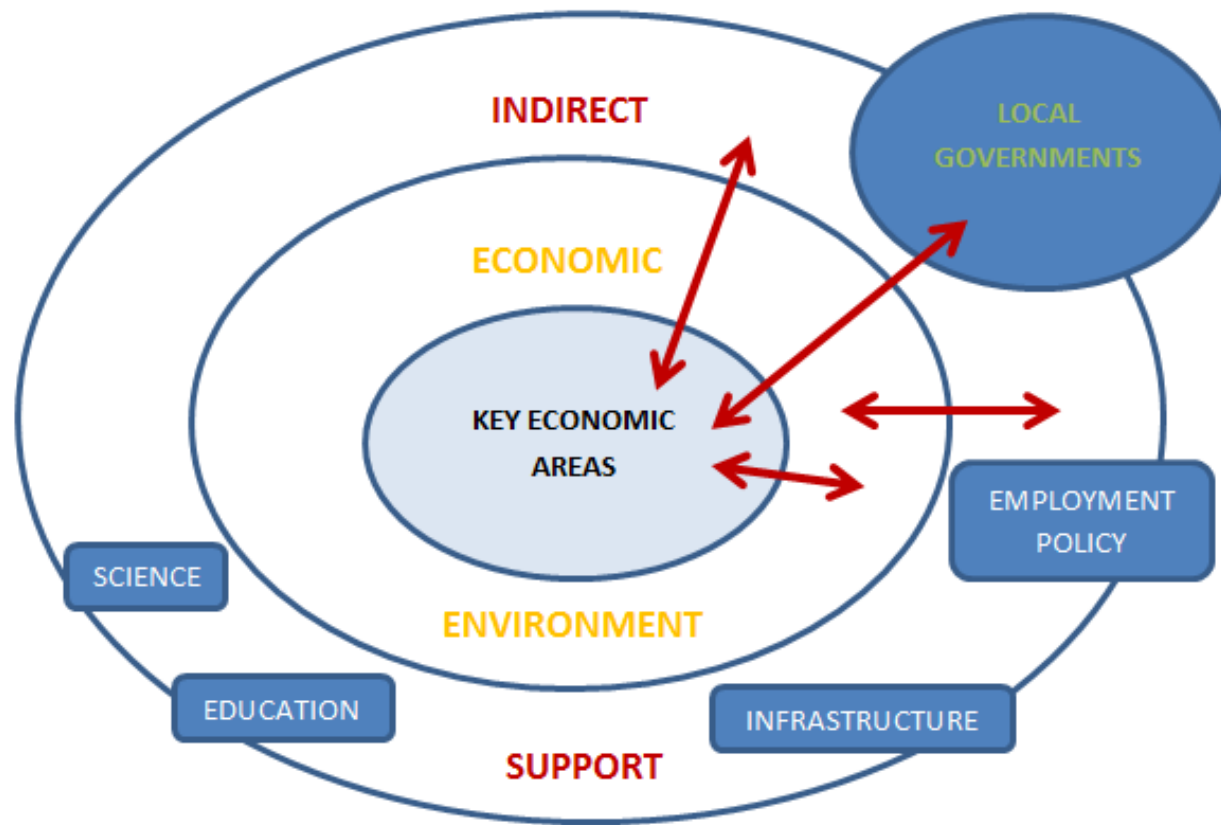
Regional Specialisation West Pomerania

- bio-economy
- maritime activities and logistics
- metal and machinery industry
- services of the future
- tourism and health

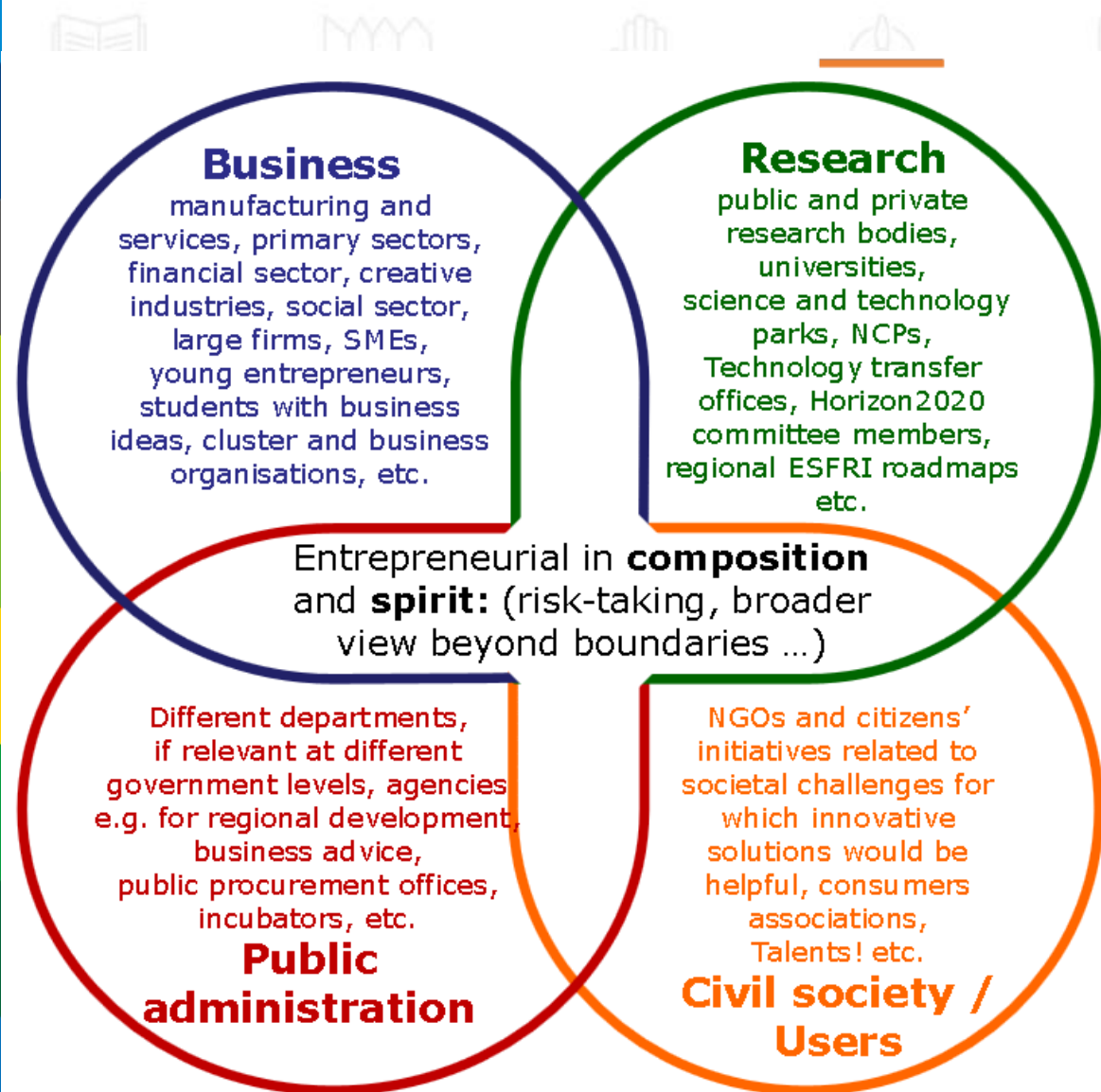
Regional specialisation means identified, unique features and assets of each country and region, emphasizing the competitive advantage and gathering regional partners and resources.

Meanwhile in the case of **smart specialisation**, in addition to the features which constitute the regional specialization, it highlights the need to take into account the following items when determining smart specialization: R&D, production use, extending the reach of the regional and supra-regional market.





- The smart specialization process should be built based on the identification of key areas of economy with growth potential - from the bottom up, in which the market should stimulate economic growth and innovation.
- The second sector is the economic environment, which should include counterparties of key businesses, both those already cooperating, but also the potential ones who through appropriate development can obtain necessary competences.
- The third sector in the smart specialization process are so-called indirect support, which in this case are at the disposal of e.g. local governments, business institutions and clusters.



Smart Specialisation is an ongoing process

- Businesses are best placed to lead in the identification of new opportunities for growth in a rapidly globalising economy
- The process of discovery of their niches and markets used by the most entrepreneurial of firms/researchers inspire public policies for innovation

REGIONAL SPECIALISATIONS



ECONOMIC CRITERIA



ENTREPRENEURSHIP CRITERIA



INNOVATION CRITERIA



**BUSINESS
INNOVATION**

**R&D
POTENTIAL**

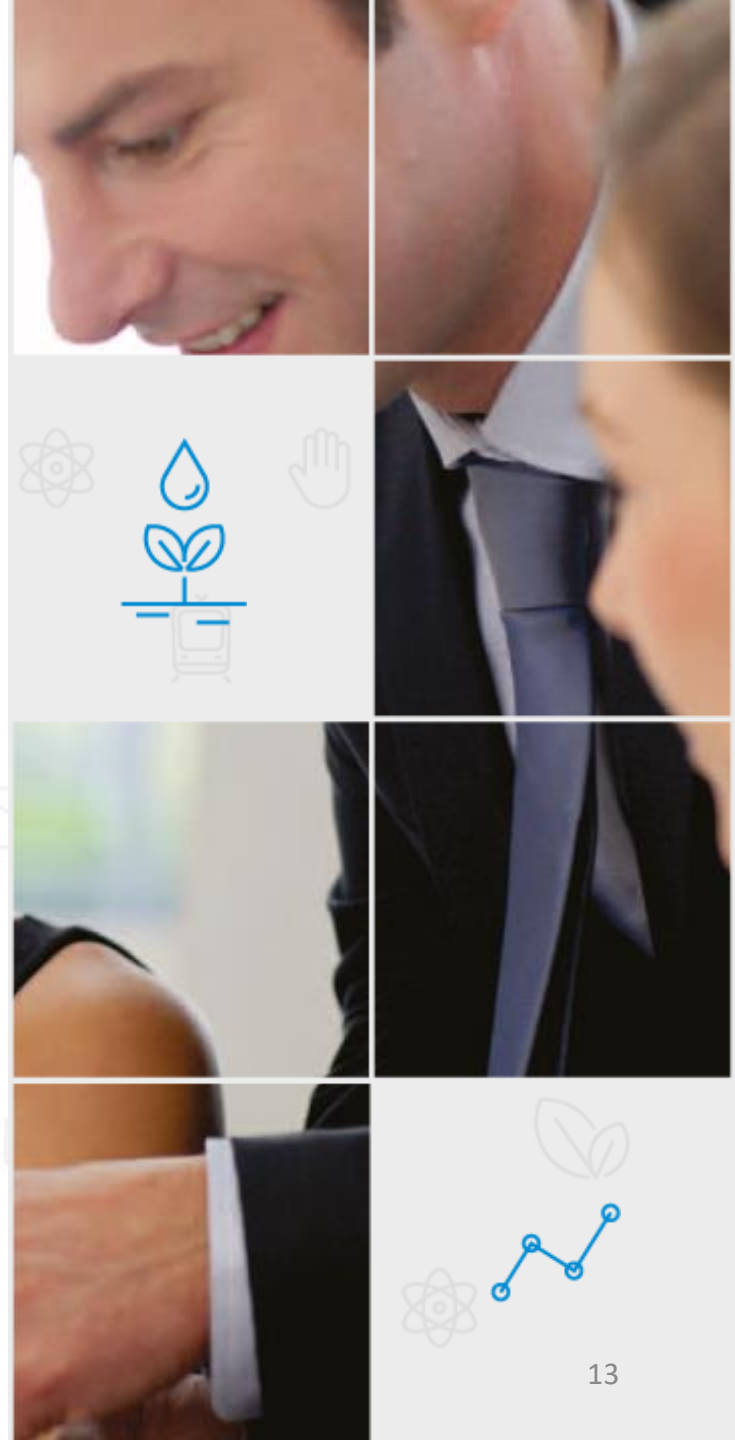
SMART SPECIALISATIONS





Key actions:

- Identification of economic operators with development potential.
- Individual, in-depth interviews with representatives (decision-makers)
- Identification of operators cooperating on the market with the companies above - by examining the value chain and developing their market needs and development barriers.
- Identification of key clusters in terms of specialization - presentation of the concept of smart specialization process, identifying their needs, capabilities and clusters plans.
- Verification of West Pomeranian higher education potential in the context of key enterprises' demand for research.
- Conversations with specific local governments - understanding their development plans.





- **Large-size marine and inland constructions**
- **Advanced metal products**
- **Wood and furniture products**
- **Eco-friendly packaging**
- **Chemical and materials engineering products**
- **Modern agri-food processing**
- **Multimodal transport & logistics**
- **ICT-based products**



Thank You

**Urząd Marszałkowski Województwa Zachodniopomorskiego
Wydział Zarządzania Strategicznego**

ul. Wyszyńskiego 30, 70-203 Szczecin

tel. (+48 91) 44 11 171, fax (+48 91) 48 81 015

e-mail: wzs@wzp.pl

www.rpo.wzp.pl