V4 Leading Clusters
TELECOMMUNICATION
Action Plan

Prepared by:	
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On behalf of the organisation	E-południe
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I.	Partner Cluster Organisations	
1.	Leading cluster (abbr.)	**E-południe (E-south)**
	V4LC Manager, contact	Sebastian Kachel, sebastian.kachel@e-poludnie.pl
	Cluster organisation location, web	Katowice, Silesia Voivodeship, www.e-poludnie.pl
2.	Partner cluster (CZ)	**IT Cluster, o.s.**
	Manager, contact	Vladimír Mlateček, vladimir.mlatecek@itcluster.cz
	Cluster organisation location, web	17. listopadu 2172/15, Ostrava, (+420) 731 505 315
3.	Partner cluster (CZ)	**Network Security Monitoring Cluster (NSM Cluster)**
	Manager, contact	Ing. Jitka Sladkova Ph.D., jitka.studenikova@nsmcluster.com
	Cluster organisation location, web	Network Security Monitoring Cluster, družstvo Address: Jundrovská 618/31 Brno, 624 00http://www.nsmcluster.com/
4.	Partner cluster (HU)	**Hungarian Mobility and Multimedia Cluster**
	Manager, contact	
	Cluster organisation location, web	Mobility and Multimedia Coordination Office Nonprofit Ltd. fax: (+36 1) 700 1952 | info@mmklaszter.com Madách Trade Center, Bldg. A, 2nd Floor. Hungary-1075 Budapest, Madách Imre út 13-14. http://www.mmklaszter.com
5.	Partner cluster (HU)	**INNOSKART ICT Cluster**
	Manager, contact	Zsuzsanna Pintér, pinter.zsuzsa@innoskart.hu
	Cluster organisation location, web	nnoskart Business Development Nonprofit Ltd. H-8000 Székesfehérvár, Móricz Zsigmond str. 14., http://www.innoskart.eu/
6.	Partner cluster (SK)	**Košice IT Valley**
	Manager, contact	Miriam Braskova, miriam.braskova@tuke.sk
	Cluster organisation location, web	Košice IT Valley z.p.o. B.Němcovej 32 040 01 Košice, Slovenská republika, http://www.kosiceitvalley.sk/

II.	Main specialisations and products							
			CZ			**HU**		**PL**	**SK**
Industries/Specialisations	**Products**	P1	P2	P3	P4	P5	P6	P7
Telecommunication	Internet	x	x		x	x		x
	Telephony	x	x		x	x		
	Television	x	x		x			
	Intelligent Video Surveillance	x	x			x		x
	TV broadcasting	x	x		x			x
	Hosting and WEB services	x	x		x	x		x

Summary of main specialisations and products

The telecommunication cluster is very specific one. The main product of members of cluster is fast and ultrafast broadband of internet which is provided directly to the customer using modern FTTH network (mostly GPON one). This ultrafast network allows to provide also other services fi. Telephony and the television. IPTV (television over IP protocol) was the first big success of E-south. This television was awarded by Polish Prime Minister in 2008 as the most innovation product.

However a television and a telephony together cannot use more than 50% of broadband so it means that the main challenge is to increase number of services which could be provided using the existing infrastructure. Thanks to its volume E-south is able to provide cheap and reliable internet connection but it also needs to have international partners for exchange transfer to provide full redundancy of the network.

The second challenge is to counteract threats of mobile internet which is provided by mobile operators. The tremendous change of human behaviour, social media and still increasing mobility of people are important factors and challenge the same time for all small and big Internet Service Providers (ISP). Internet of Things, Internet of Services need to re-define existing services to fit to demands of new customers. It also has a strong influence onto business models.

We are looking for partners from telecommunication sector for joint development hardware and software solutions and outside to create new apps and platforms for new kind of users permanently connected to the network.

III.	**Plan of common actions**	
A	Networking and match-making events	1. Technology dialogue – looking for common technology platforms for Telco sector. 2. Soft meetings, soft camps – looking for joint software projects.
		3. Continuing communication with the V4Clusters Board
		4. Contribution to the V4Clusters portal – events, projects, achievements
		5. Participation in the national cluster events of the V4
B	Joint promotion and marketing	6. Joint promotion and internationalization office
		7. Participation in business missions in countries with similar Telco market fi. Romania
		8. Participation in IBC fair (www.ibc.org), CEBIT (www.cebit.de)
		9. Taking part in events in Africa and Asia.
C	Collaborative projects	10. COS–WP 2014-3-04 - Cluster Excellence Programme
		11. H2020-INNOSUP-2015 - Cluster facilitated projects for new industrial chains
		12. H2020 ICT – all kind of projects dedicated either to clusters or cluster members
D	Joint communication	13. All clusters should have the websites in V4 languages.

Comments on the activities:

For E-South cluster the main important is to set up the alliance of clusters which want to create added value. We must be present not only on European market but we should enter also on Africa and Asia market. V4 clusters should act as producers of innovative, global competitive solutions so we should also launch joint office to coordinate R+D projects and further their promotion and internationalization. We believe the real cooperation should be based on our own resources supported by national and EU funds.

Setting up the database and platform for V4 cluster and companies is crucial. We must create the functional link among partners and to attract to build consortia based on it.

IV.	Recommendations for the Visegrád policy	
	Identified issues	**Recommended solutions**
1	Missing support of the cluster development and inter-cluster cooperation	To extend the IVF programme of the specific priorities bound to clusters development and cluster internationalisation support - learning (value chain assessment) - marketing (joint promotional publication) - joint internationalization strategy - participation in sectoral events
2	Low interlinking of the industrial strengths and external policies of the Viegrád Group	To incorporate the V4 machinery sector in the Visegrád external and business policy agenda including the participation of the cluster leaders in the official events in target countries.
3	Necessity to set up horizontal interconnection – regarding to EU2020 challenges	Set up the multifunctional database and platform which will allow users for quick identification of potential R+D projects, social demands, existing H2020 financing etc. It should also support direct communication among cluster members of V4 alliance.
4.	Low position in value chain of V4 companies	V4 policy should attract and promote the projects based on global competitive ideas which could be transferred into the market being branded by V4 companies.

Conclusions:

Telecommunication is the core for all activities so E-South wants to create V4 alliance for technology standardization and global cost and services optimisation. However, the most important is to understand that we change the model of either private or business activities. It entails the global change not only the behaviour of users but also the deep change in business models. Today we are relay on solutions made in old EU countries or overseas. It forces very often our companies to act only as cheap manufactures, cheap workforce. We believe in our creativity and ability to build some kind of alliance which will support joint global competitive projects. It needs smart entrepreneurs, smart policy makers and all interconnectors. We wanted only to high light all questions because we really don't know what our potential partners deal with because there was no real communication among us till today.