

The “Innovative Upper Austria 2010” strategic programme
Shaping the future together!



Innovative
Upper Austria **2010**



www.ooe2010.at

Shaping the future together!

Upper Austria is the nation's leading federal province with regard to industry, exports and technology. A ranking that we wish to consolidate through measures which will facilitate innovation, enhance qualifications and increase competitiveness.

With the "Innovative Upper Austria 2010", we have a "programme for the future" containing measures which will have a positive effect on both our region and its people. The programme is holistic in approach, sustainable, strategic and, above all, feasible. Moreover, it maintains a constant focus on the development of human resources.

The preparation of the programme took place in close co-operation with the Upper Austrian Research and Technology Council, and the Upper Austrian Technology and Marketing Company (TMG) is responsible for its implementation.

Programme furthers growth and employment

A sum of EUR 600 million, of which EUR 200 million will be provided by the Upper Austrian government, is foreseen for the implementation of the "Innovative Upper Austria 2010" programme between 2005 and 2010. 18 strategies and 43 measures have been formulated for five topic areas. 250 experts participated in the preparation of the programme.

One basic element of the programme is formed by the strategic principles drawn up by the Upper Austrian Research and Technology Council, which consist of the consolidation of existing strengths and the exploitation of new opportunities, attention to leverage and the allocation of priority to measures that best support companies during the transition of their ideas into market success.

The R&D topic area forms the focal point of the programme and will receive over 50% of the available funding. Together with professional qualifications, innovations represent the most important prerequisite for prosperity and employment in years to come.



A handwritten signature in black ink, appearing to read 'Pühringer'.

Dr. Josef Pühringer
Governor, Upper Austria



A handwritten signature in black ink, appearing to read 'V. Sigl'.

Viktor Sigl
Upper Austrian State
Minister of Economic
Affairs

Our innovation programme has brought the goal of "Shaping the future together" tangibly closer. Indeed, our vision of positioning Upper Austria as a leading innovative region in Europe is already starting to become reality!

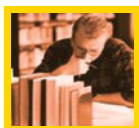


Innovation and progress for Upper Austria in five decisive topic areas!



R&D – 13 measures

Major consolidation of the R&D field is a central objective of the “Innovative Upper Austria 2010” strategic programme. Focal points include a concentration of capabilities on five critical areas (mechatronics, information and communications technology, life sciences, innovative materials and logistics), even closer co-operation between business and research bodies and forward-looking additional funding for FFG projects (formerly FFF).



Professional qualifications – 10 measures

Employment with a future and employees with innovation-oriented qualifications for the economy is a further goal that is to be reached through an extensive selection of measures. Young people and women should be encouraged to undertake a technical education, employee further training is to be intensified and professional training aligned with the needs of business and industry. In addition, top talent in Upper Austria is to be identified, nurtured and naturally, retained within the province.



Networks – 5 measures

Networks facilitate and accelerate innovation. They bring ideas to market maturity and provide success. Upper Austria has positioned itself as the competence region with regard to cluster initiatives and networks and now the “Clusterland” is to be stabilised, further developed and given an even more international orientation. The Human Resources, Logistics and

Design&Media Networks are to be continued and supplemented with the new Environmental Technology Network and coaching during research projects.



Economic and technology location Upper Austria – 9 measures

Upper Austrian location and technology policy is aimed at improving the preconditions for entrepreneurial activity and hence the securing of the attractiveness of the province to investors. In addition, the location should be the object of targeted advertising. An important factor in this regard is the direct address of companies, however, companies that are already resident should also be assisted with their expansion plans. Last, but not least, CATT Innovation Management GmbH, which advises companies in all matters relating to technology and mobility support, is to be expanded, and broadband Internet will be made, available to all.



EU networking – 6 measures

The task in this area is to exploit the historic opportunity provided by the enlargement of the EU. Exchange relationships with the new member states constitute a focal point of the EU networking topic area. In addition, Upper Austria intends to present its positions in Brussels in a more proactive manner, for example through the placing of a greater number of Upper Austrians in EU institutions. Furthermore, funding programmes should be better employed and an increased number of partnerships entered into, above all in the new member states.

Fax reply

More information about “Innovative Upper Austria 2010”!

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I would like more information, please send me:

- The detailed programme – the unabridged version
- The programme overview – the abridged version

All documents are also
available in a download
version under
www.ooe2010.at/download

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Your hotline to innovation!

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