



REGION OF
CENTRAL
MACEDONIA

“Clustering as a tool for Regional Growth”

The Region of Central Macedonia :

- Is innovative in services and in organization Is promoting collaboration for the progression of knowledge and science in all aspects of business activities
 - Is rising as model of growth using the Smart Specialization Strategy
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Europe 2020.

- Creating the prerequisites for a more competitive economy with more jobs
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Development:

- Smart, with effective investments in education, research and innovation,
 - sustainable, thanks to the determining transition to an economy with low carbohydrate emissions and a competitive industry
 - Without exclusions, with emphasis to the creation of jobs and the reduction of poverty
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Innovation

- Technological
 - Cognitive
 - Organizational or commercial.
 - The transformation of research or an original ideal in a commercial product, service, method of production, delivery or social service.
 - Boost the productive and commercial process to achieve competitiveness and extroversion,
 - Enhance existing companies
 - Create new businesses and practices.
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Smart Specialization Strategy (RIS3).

- «Is according to the EU, a complete and locally oriented agenda of economic transformation that seeks to bring out the comparative advantages of a region through targeted interventions in sectors»
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Development Characteristics of the Region of Central Macedonia

- ❑ geographical position
 - ❑ business culture
 - ❑ strong productive sectors
 - ❑ excellent research dynamic
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Setting the Smart specialization Strategy

- ❑ bottom-up process
 - ❑ But also top down
 - ❑ Tracking the sectors, field of activities and parts of chain values that present high development dynamic
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Goals

- Choice of priorities for selected fields of high interest
 - Shaping a road map
 - Action plans
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Group of experts:

Representing «Triple Helix»:

- research community
 - business world
 - regional government
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- «Preserve and strengthen the significant Human capital with qualifications in research and technological growth and deepen the relation between the market in the direction of a innovative environment aiming at the exit of the financial crisis and the creation of jobs through competitiveness and extroversion to create the perquisites so that Thessaloniki can be an *Innovation Hub in the next decade*»
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- 1 –Common Long-term Strategic Approach and targeted co operations amongst the members of the triple helix
 - 2 –Strengthening the human capital in the direction of innovation based on the needs of the market
 - 3 –Emphasis on the strategic sectors of specialization using basic Key Enabling Technologies /KETs
 - 4 – Creation and Certification of a support complete system in the innovation chain
 - 5 –Creation of strategic platform with the participating of funding organizations aiming at the smooth funding of innovative action and creating a synergy culture with the private sector
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Main criteria of selecting Field of regional interest

- dynamic
 - contribution to regional economy
 - Competitive characteristics
 - Potential for distinction at a regional, national, and European level.
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A. Champion sectors

Agrofood

Materials

Textile industry - Clothing

Tourism

B. Horizontal support sectors

- Communication and information Technology**
 - Transport and logistics**
 - Energy Technologies**
 - Environmental Technologies**
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Selection of sectors

- ❑ Central Macedonia = Miniature of Greece
 - ❑ Objectivity and great sense of responsibility
 - ❑ Trying not to exclude any participants, technological or research directions.
 - ❑ But place minimum priorities according the EU regulations for a limited selections of fields.
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Tools for

- Producing knowledge
 - Dissemination of Knowledge
 - Leveraging Knowledge
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Actions :

- Creation of new research and technological parks and clusters
 - The support of research and technological institutions
 - The support of the creation of research structures
 - The creations of funding and motives for research
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 - Supporting incubators
 - Cooperation for private and public sector for innovation
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- ❑ Innovation coupons
 - ❑ Institutions of certification and accreditations
 - ❑ The support of mobility programs for researchers in businesses
 - ❑ Supporting start-ups
 - ❑ Education about innovation
 - ❑ open source- open science markets for knowledge
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Multi sectoral and multi funding strategy

- ❑ Various funding means starting for the Regional Structural fund for the period 2014-2020
 - ❑ National programs like the "Greek Horizon"
 - ❑ "Horizon 2020"
 - ❑ Private funds
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Alexander Innovation Zone:

- ❑ Thessaloniki has a strong technological innovation ecosystem or landscape
 - ❑ CERTH
 - ❑ Universities (Aristotle, International)
 - ❑ Technopolis (Thessaloniki ICT Business Park)
 - ❑ 2 Incubators
 - ❑ Noesis
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Clusters in Central Macedonia

- CHORUS cluster (CERTH, 17 companies)
 - Assosiation' – "HOPE-A" in collaboration Organic Electronics Saxony (OES).
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THANK YOU FOR YOUR ATTENTION!

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