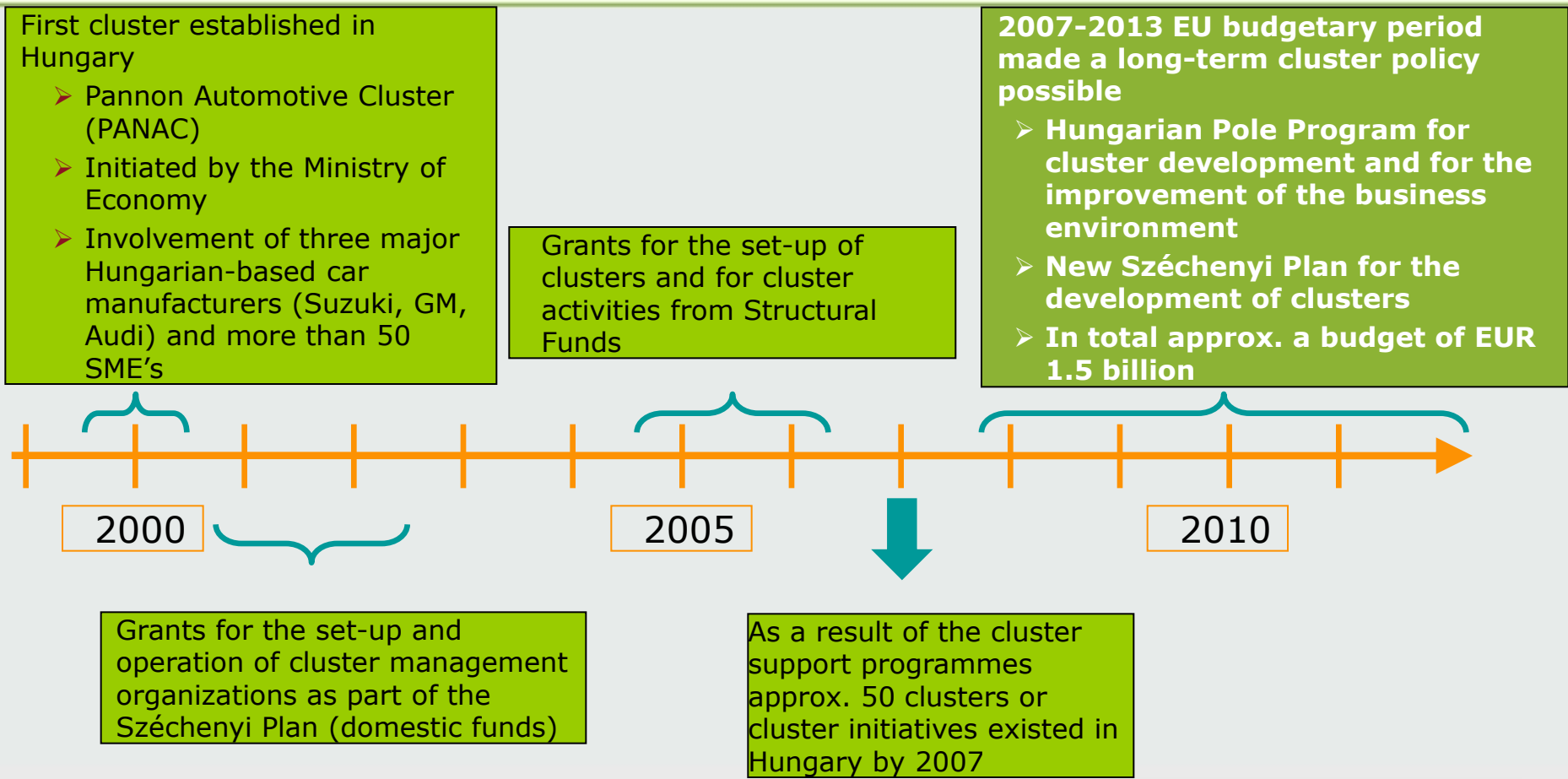


The Hungarian Accreditation System – Cluster Development in Hungary

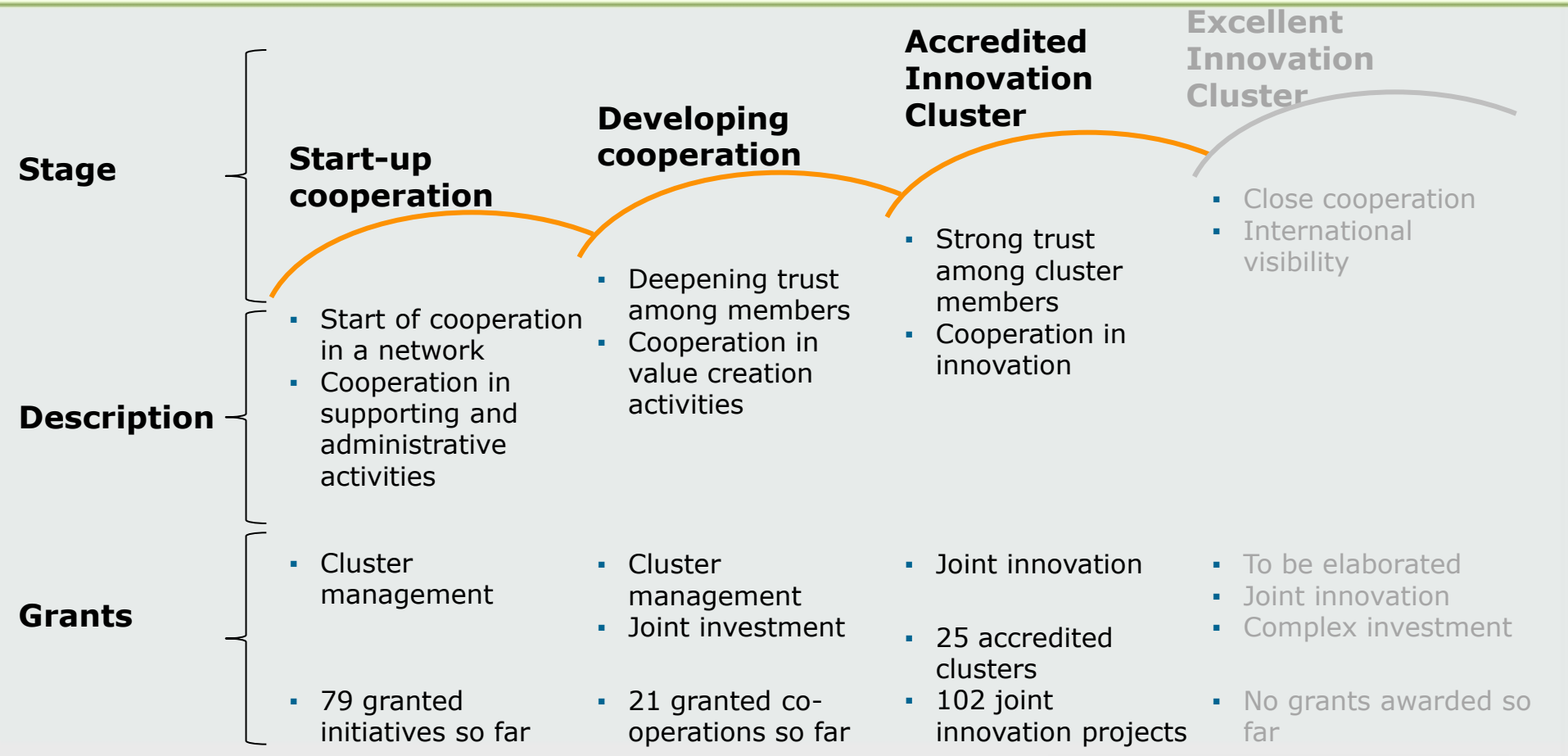


MAGYARORSZÁG MEGÚJUL

Cluster programmes in Hungary from 2000

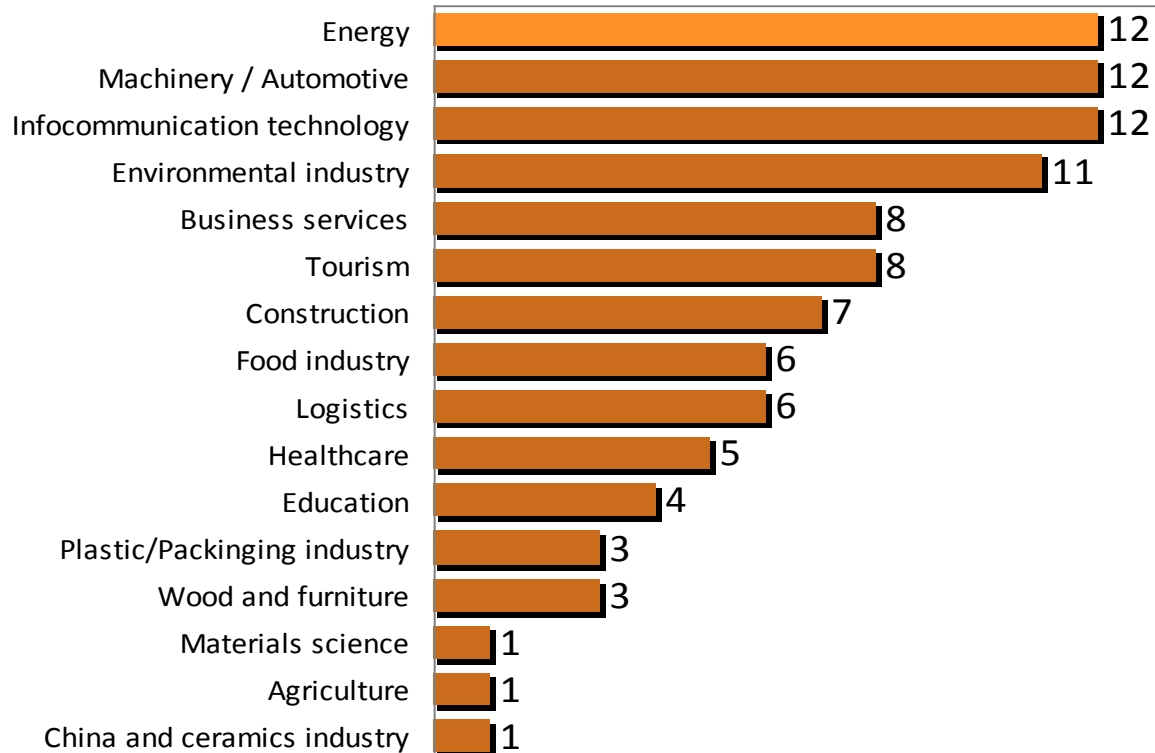


4-stage cluster development model



Sectors of the granted start-up and developing co-operations

Sectors of the granted start-up and developing co-operations (pcs)



- **There are 100 co-operations for which support has been granted**
- **15 of these granted co-operations have acquired the Accreditation Certificate so far**

From 2011 the renewed version of the Cluster Accreditation is available for clusters



General introduction of the Cluster Accreditation (CA)

Aim of the scheme

To select and classify those clusters that

- have remarkable contribution to the Hungarian employment
- have high innovation potential,
- are export-oriented,
- are able to reach significant international and domestic performance

The accreditation entitles the clusters for

- applying for dedicated sources of the EDOP
- advantages and preferential treatment in certain calls for proposals

Advantages of the accreditation

- In the past three years the Cluster Accreditation system had become a significant incentive of economy development
- The CA system recognised as a good-practice by the European Commission
- The „Accredited Innovation Cluster” title had become an internationally known brand
- The accreditation of clusters can be flexibly used to „pre-filter” a large scale of companies applying for grants in the field of innovation and technology development

The Accreditation Committee comprises governmental decision makers and private sector experts finalised selection criteria



Structure of the selection criteria of the Cluster Accreditation call

I. Employment

- Evaluation of the effect of the cluster on employment
- Max.: 30 points

II. SME focus

- Evaluation of the business performance of SME members
- Max.: 20 points

III. Export orientation

- Evaluation of the export potential of member companies
- Max.: 20 points

IV. Cooperation

- Evaluation of the framework and content of the co-operations in the cluster
- Max.: 15 points

V. Innovation

- Analysis of R&D and innovation activities in the cluster
- Max.: 15 points




VI. Cluster strategy

- Evaluation of the complex cluster strategy
- Qualitative assessment

Accredited Innovation Clusters in Hungary



Accredited clusters

Industry	Number
 Healthcare	8
 ICT	6
 Environmental industry	6
 Packaging	2
 Construction / Energy	1
 Food industry	1
 Investment promotion	1
Total	25



- **Total number of cluster members: 728, of which 554 SMEs**
- **Total revenue of cluster member companies ('09): EUR 10.7 billion (11.5% of GDP)**
- **Total number of employees of cluster members: 83,378 (2.2% of total No. of employees in Hungary)**

From 2011 MAG – Cluster Development Office performs lots of cluster related tasks



MAG – Cluster Development Office

Cluster policy

- Participation in the development and implementation of the national cluster policy
- Cooperation with the concerned organisations e. g. Ministry of National Development, Ministry for National Economy, MA of EDOP and MA of ROP of NDA, RIA's, RDA's

Communication, cooperation, coordination

- Professional and methodological assistance to the cooperating enterprises
- Forming and deepening co-operations, regular consultation, project generation

International activities

- Taking actively part in international co-operations: ECA, CE, SEE, CIP etc.
- Hosting international conferences

Complex management of cluster calls

- Participation in the strategic planning of the cluster related calls
- Complex management of the Cluster Accreditation process
- Elaboration of Stage 4 of the cluster development model – The Excellent Innovation Cluster scheme

Cluster analysis

- Producing cluster analyses and reports

During the past three years we have learned important lessons concerning cluster development



Lessons learned

- **Regional and national cluster activities should complement each other**
- **More efforts should be taken towards cluster internationalisation**
- **Continuous evaluation and monitoring of cluster activities are necessary**
- **Cluster management issues:**
 - **The role of cluster management is a key factor of cluster success**
 - **Therefore qualification of cluster managers is crucial (Cluster management as a profession)**
 - **How should the cluster manager be able to control the composition (quality) of the cluster?**
- **Grants for clusters:**
 - **Efficient policy tool if properly used**
 - **Need to avoid grant dependency and rent seeking**
 - **Balance between financial and non-financial tools needed**

Thank you for your kind attention!

Csaba Novák PhD.

MAG – Hungarian Economic Development Centre
Director, Directorate for Strategy and International Relations

novak.csaba@magzrt.hu

www.magzrt.hu