Industrial Cluster Program

Kansai Front Runner Project

Neo Cluster

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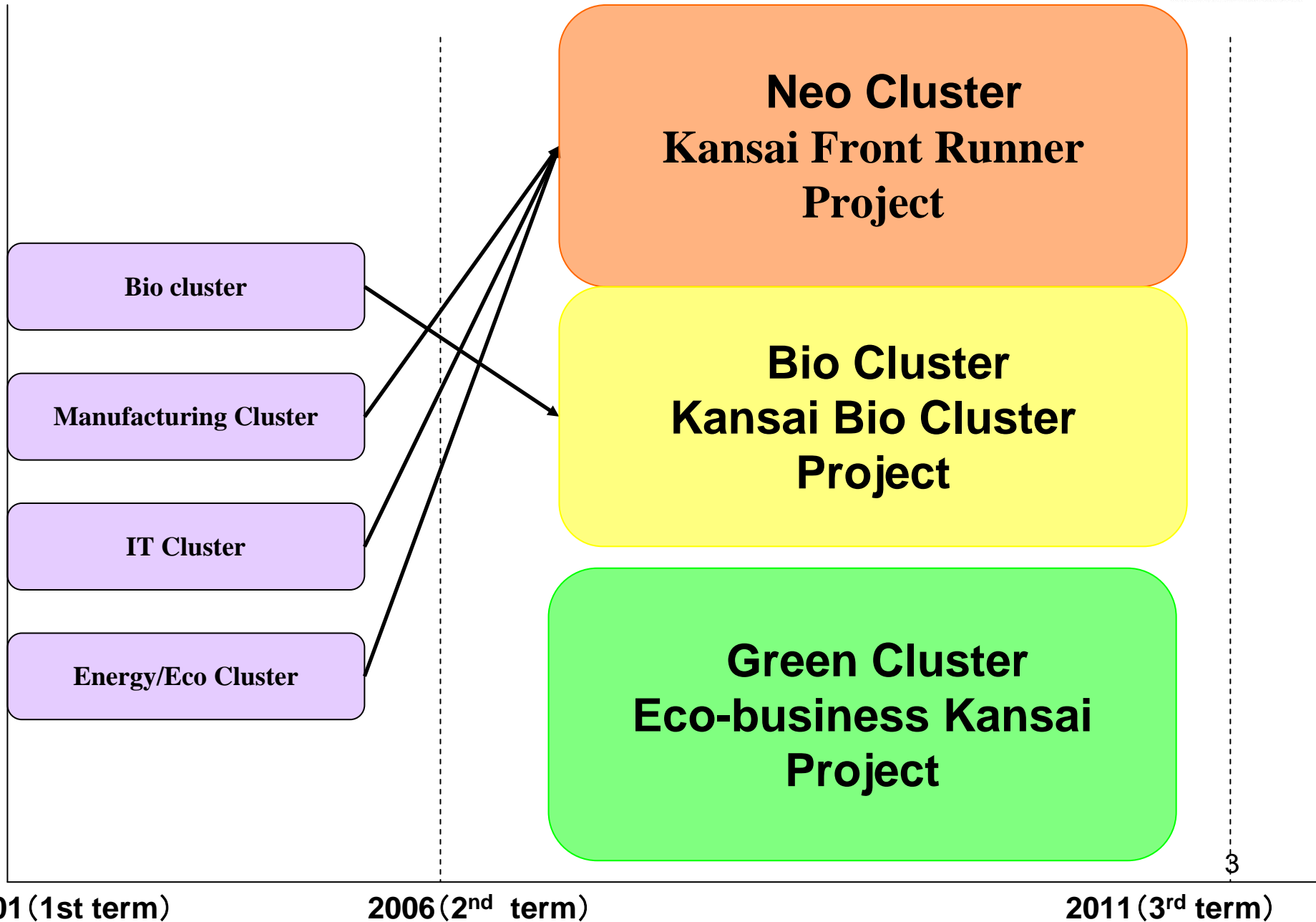**METI-Kansai**

Industrial Cluster Program in Kansai Region

- METI Kansai has been executing 4 cluster projects in "Bio industry", "Manufacturing industry", "IT industry" and " Energy/Eco industry" since 2001.

- It was successful, but three issues became clear.
    1. Development in amalgamation area (Robot/Digital Appliance Industry) is insufficient.
    2. Industry that makes the core of cluster is unclear.
    3. Necessity to improve commercialization support system

- METI Kansai reorganized above 4 projects into 3 projects in 2006: "Kansai Front Runner Project" "Kansai Bio Cluster Project" "Environment Business Kansai Project"

- And METI Kansai made up core theme of the cluster and target to commercialize.

Second Term Industrial Cluster Program in Kansai

Make the Front Runner

Bio cluster

Manufacturing Cluster

IT Cluster

Energy/Eco Cluster

Neo Cluster
Kansai Front Runner Project

Bio Cluster
Kansai Bio Cluster Project

Green Cluster
Eco-business Kansai Project

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2001（1st term）　　　　　　**2006（2ⁿᵈ term）**　　　　　　**2011（3ʳᵈ term）**

Major Themes of Kansai Front Runner Project

Make the Front Runner

Criteria to choose major themes

・**Existence of potential R&D institution in Kansai region**

・**Possibility to commercialize in five years**

・**Sign of cluster activities（involved firms are obvious, existence of the leader, activity area is clear, concrete activities have started, etc）**

【The fields of priority】

1. Future Digital Appliance / Robot

Next-generative Robot（Service, Rescue / Welfare ,Industry）,Wearable Computer, Appliance, Environment of Home Network

2. Neo materials and parts

Neo materials that adjust to environment, Next-generation Aviation Parts Suppliers, Semiconductor chip, Sensor that have many function, Fuel Cell / Connected materials and parts

3. Performance Equipments and Apparatus

Fuel Cell built-in Mobile, Solar Cell Equipments, System of Heat Recovery Equipment / Waste Heat Utilization

Promotion System of Kansai Front Runner Project

Neo Cluster Promotion Community

Secretariat: Kansai Institute of Information Systems and Industrial Renovation (KIIS)
- Secretariat
- 4 Cluster managers

Coordinators (about 20 delegated)

Scholars network (300 (expected))

Member firms

619 firms（as of 11.30）

SMEs: 528

Large firms: 91

Kansai Regional Bureau of METI

cooperation

The Hub Cluster

The ROBOT LABORATORY
The Keihanna Interaction Plaza Incorporated
The NPO WATT KOBE
The Japan Design Foundation
The Creation Core Higashi Osaka
The Wakayama Industry Promotion Foundation
                    and so on

cooperation

The Knowledge Cluster
・ **KYOTO nanotechnology Cluster**
・ **The Keihanna Human-L cube Cluster**

cooperation

・The Organization for Small and Medium Enterprises and Regional Innovation, Japan (SMRJ)
 -The Kinki branch
・The New Energy and Industrial Technology Development organization (NEDO)
・The local government
・The incubations
・The industrial support organizations

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Promotional Organizations and Hubs

Neo Cluster
The secretariat : The Kansai Institute of Information System & Industrial Renovation (KIIS)
【Area】Entire Kinki region
【Theme】Future digital appliance・Robot, Neo materials, Performance Equipments and Apparatus
【Number of firms】615

RooBO
The secretariat : The ROBOT LABORATORY
【Area】Osaka city
【Category】 Next-generative robot industry
【Number of firms】224

KIT Community
The secretariat :The Keihanna Interaction Plaza Incorporated
【area】Kansai Science City
【Category】Digital appliance industry
【Number of firms】182

The Creation Core Higashi Osaka
【Area】 Higashi-osaka city
【Category 】Manufacturing
【Number of firms】118

The NPO WATT KOBE
【Area】Hyogo prefecture
【Category】New energy industry
【Number of firms】82

EIS-Cluster
The secretariat : The Wakayama Industry Promotion Foundation
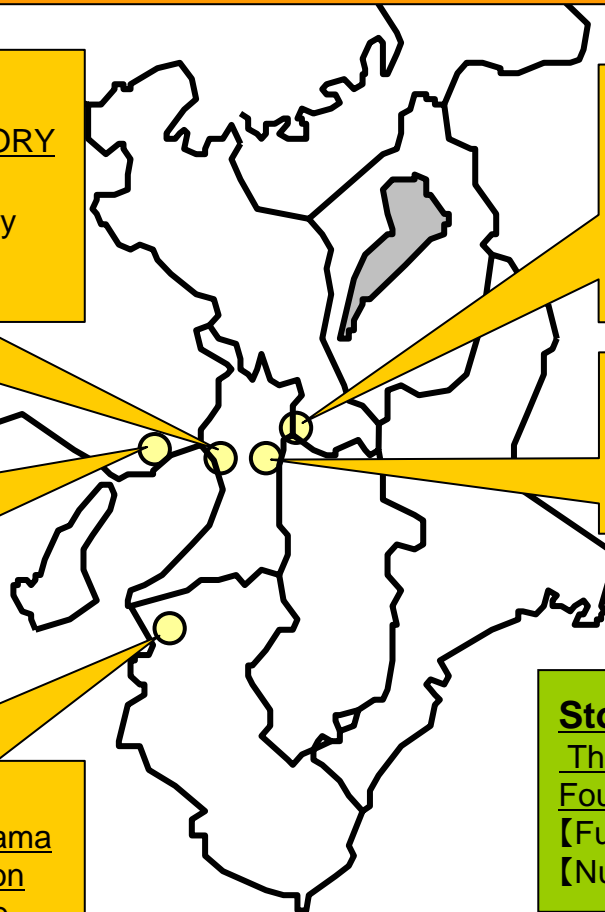【Area】Wakayama prefecture
【Category】IT industry
【Number of firms】26

Storm Consortium
The secretariat : The The Japan Design Foundation
【Function】Design for commercialization
【Number of firms】74

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Mission of Kansai Front Runner Project

- Build a system to support firms with entrepreneurship, SEMs which aim at new/second inauguration of business

  Generate constant innovation in Kansai Region which is industrial accumulation with existence of firms with entre-preneurship （medium/long term）

- Achieve influential results in economy （by development of new hot-selling products, acquisition of the de facto standard , outbreak of sales and profit, establishment of venture businesses, IPO, increase of employment etc.,）（short term）

Policy to accomplish the mission

1. Enhance network

2. Cooperation with large firms

3. Cooperation with regional financial organizations

4. Improvement of Cluster Brand

5. Discovery/Utilization/Evaluation of professional human resources

Kansai Front Runner Project

Make the Front Runner

Policy

1. **Enhancement of NW**

2. **Cooperation with large firms**

3. **Cooperation with regional financial organization**

4. **Improvement of cluster brand**

5. **Discovery/Utilization of human resources**

① **E-mail newsletters, website**
② **Communication forum**
③ **Specific community**
④ **Joint planning office**

① **Digital Concept Partners**
②**Technology transfer matching**

① **Technology Assessment**

①**Give awards to excellent firms**

Utilize

・R&D support measures ,

・commercialization support measures ,

・cultivation of market support measures ,

・HRD support measures,

(of METI)

Kansai Front Runner Project

Policy

1. Enhancement of NW

2. Cooperation with large firms

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4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① **E-mail newsletters、website**
（**http://www.neocluster.jp/cluster/user/page**）

② **Communication forum**

③ **Specific community**

④ **Joint planning office**

- Forum →study group →strategy meeting

- Organize 'communication forum' with specific theme

  Assemble people concerned (industry, academic, government) and establish an independent study group（specific community）

- Guide the above group to turn into an ideal group (joint planning office) which could discuss commercialization specifically.

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Kansai Front Runner Project

Make the Front Runner

Policy

1. Enhancement of NW

2. Cooperation with large firms

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① Digital Concept Partners

- Arrange matching meeting between large firms (Digital Appliance) and SMEs /Venture businesses

② Technology transfer matching

- Organize matching meetings regarding technology transfer of IP to member firms in cooperation with Toyota Central R&D Labs., Inc.

- Number of technology transfer : 11

  (including under discussion)

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Policy

1. Enhancement of NW

2. Cooperation with large firms

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4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① Technology Assessment

- Financial organizations utilize it to judge the technologies of the member firms as objective evaluation by professionals that could be used for making a decision to finance

- Issue of evaluation reports: 9

  Finance loan actually made: ￥1.2 billion

  (number of matters under exam: 13)

- A Certain Shinkin Bank is planning to establish a financing system incorporating this technology assessment.

Make the Front Runner

Kansai Front Runner Project Policy

1. Enhancement of NW

2. Cooperation with large firms

3. Cooperation with regional financial organization

4. Improvement of cluster brand

5. Discovery/Utilization of human resources

① Give awards to Excellent firms

- **Give awards to the firms whose technology is high and expected to make huge leaps in the near future**

- **Promote development of awarded firms (by appealing at home and abroad) and stimulate other firms at the same time**

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Issues of Kansai Front Runner Project

1．To achieve positive results・・・
（1）Enhance the participation of large firms
15% of member firms are large ones. Develop DCP, technology transfer matching meetings, specific communities etc., where large firms could participate actively and discuss how to support spin-offs.

（2）Support for global expansion
Support in cooperation with JETRO to find suitable products for exports from member firms

2．To form cluster which develops by itself・・・
（1）Enhance human resources
Examine and build up a system which enables to discover eminent human resources constantly and measures to evaluate them.
（2）Propaganda of the project
It's necessary to advertise Kansai Front Runner Project and establish brand image of the cluster which make firms proud of their participation to the cluster initiative.