



Smart Specialization in Wielkopolska

– towards the economic transformation
of regional economy

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Logic of economic transformation through smart specialization

For the economy to change, the behaviour of companies has to change

Regional innovation policy cannot influence all companies – there's not enough means

Target group has to be narrowed down and key actors found that will cause a spillover effect

There must be few areas of specialization

The areas of specialization should have enough critical mass (number of companies, employment, value added) to generate significant change in the behaviour of companies

There must be enough matching scientific and innovative potential to add value to the traditional sectors

A lot of innovation happens between related sectors and in the value chains – therefore it is important to look for intersectorial innovation

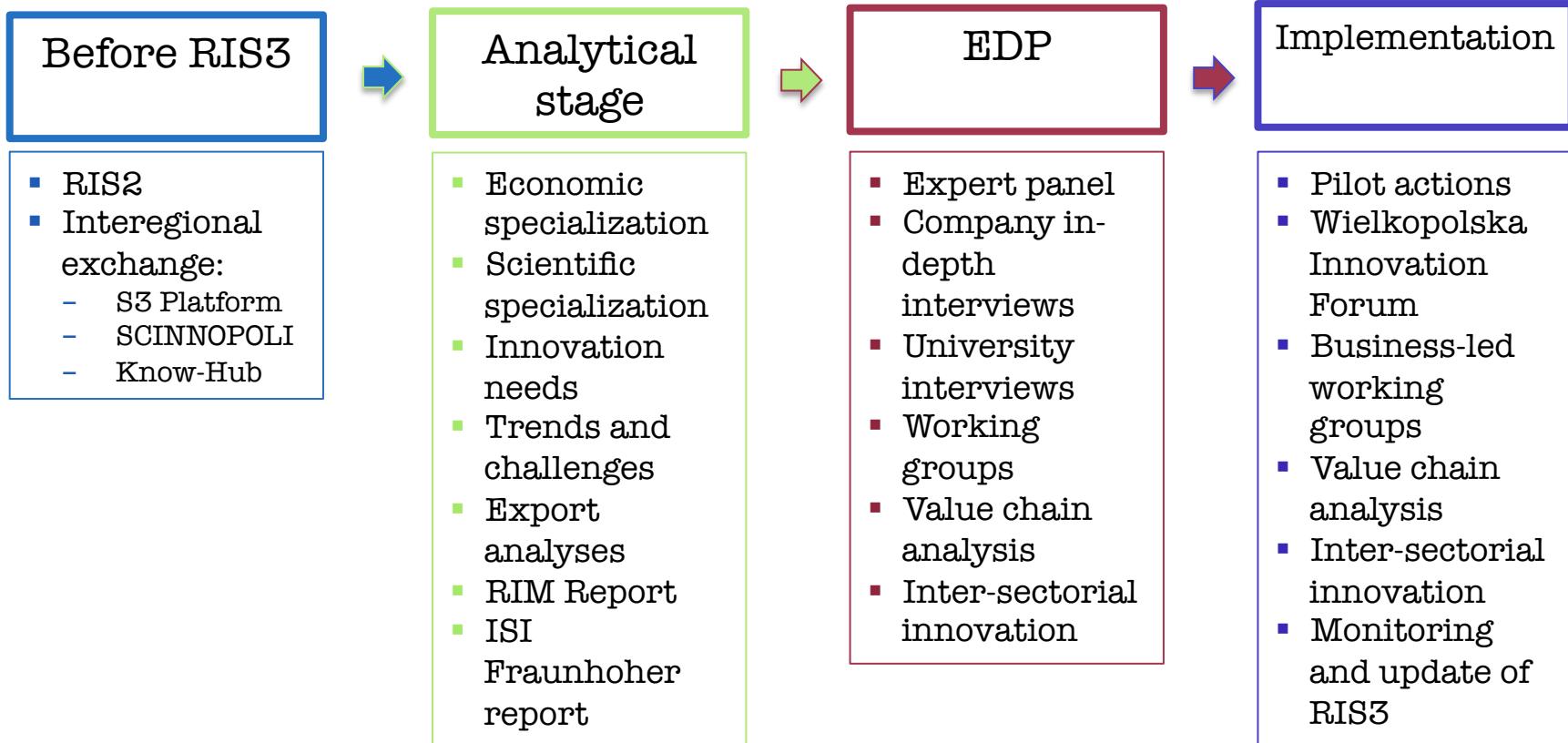


Main assumptions

- Process focused on traditional sectors with critical mass and new, fast growing sectors
- Strategic vision based on modernising the main sectors by adding scientific knowledge and intersectorial innovation
- Approach inspired by:
 - EU: ‘rejuvenation of traditional sectors by adding value and using market niches’
 - OECD: ‘socio-economic transformation’ as a policy for regions with high skills but specializing in low and medium tech production and agriculture



Stages of the process





Key elements of EDP in Wielkopolska

	Analytical stage	3500 companies, 29 subsectors
	Preliminary areas of specialization	
	Expert panel	
	In-depth interviews	100 interviews, 80 companies
	Working groups	214 companies
	Detailed definition and strategic vision	
	Value chains and their relations	
	Inter-sectorial innovations	
	Pilot action – vouchers	119 companies

Institutional discovery

Together: 625 people, 425 companies

Analytical stage

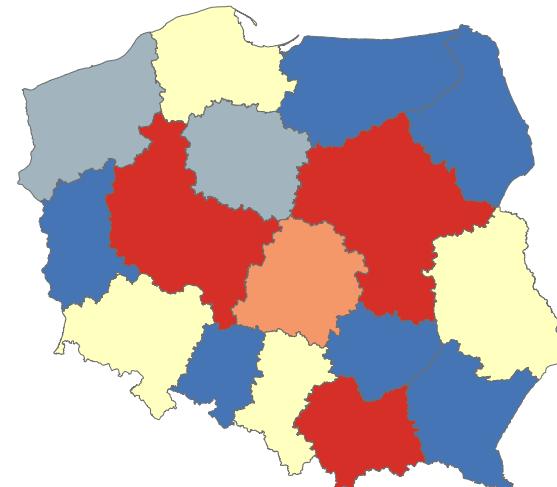
Economic specialization

Main economic sectors - subregional



Scientific specialization

Location quotients for scientific publications in Web of Science (OECD areas of science)



Legenda

Współczynniki lokalizacji

Nauki humanistyczne

poniżej 0,30
0,30 - 0,60
0,60 - 1,00
1,00 - 2,00
powyżej 2,00

Źródło: Opracowanie własne na podstawie publikacji w Web Of Science i klasyfikacji OECD oraz danych GUS

Dedicated RIM Report

Trends and challenges

Innovation needs of companies

27. opieka zdrowotna i pomoc	10,9%	54,6%	34,5%
22. działalność związana z obsługą	14,9%	31,3%	53,7%
26. edukacja	15,0%	39,2%	45,8%
28. działalność związana z kulturą i	16,3%	53,5%	30,2%
1. rolnictwo, leśnictwo, łowiectwo i	16,8%	60,0%	23,2%
14. dostawa wody; gospodarowanie	21,4%	36,2%	42,4%
3. przetwórstwo spożywcze	22,9%	22,9%	54,3%
21. działalność finansowa i	23,1%	32,4%	44,4%
15. budownictwo	25,0%	25,0%	50,0%
11. produkcja mebli	25,7%	20,0%	54,3%
23. działalność profesjonalna, naukowa	26,4%	38,9%	34,7%
6. produkcja chemiczna	30,6%	25,0%	44,4%
20. działalność telekomunikacyjna i	31,0%	44,0%	25,0%
5. produkcja drewna, papieru i	32,1%	33,9%	33,9%
13. wytwarzanie i zaopatrywanie w	33,3%	50,0%	16,7%
24. działalność w zakresie usług	34,4%	27,1%	38,5%
17. transport i gospodarka magazynowa	34,4%	24,4%	41,1%
7. produkcja metali i wyrobów	35,0%	36,7%	28,3%
8. produkcja komputerów i elektroniki	40,0%	30,0%	30,0%
12. pozostała produkcja wyrobów	40,0%	35,0%	25,0%
9. produkcja i naprawa maszyn	41,7%	16,7%	41,7%
19. działalność medialna	42,1%	26,3%	31,6%
29. pozostała działalność	46,7%	26,6%	26,6%
16. handel hurtowy i detaliczny;	47,0%	25,2%	27,8%
18. turystyka i rekreacja	47,3%	27,5%	25,2%
2. górnictwo i wydobywanie	50,0%	25,0%	25,0%
10. produkcja samochodów i sprzętu	50,0%	25,0%	25,0%
4. produkcja odzieżowo-tekstylna	58,1%	23,3%	18,6%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ mniejsze ■ nie zmieniły się ■ większe

Company sales in sectors

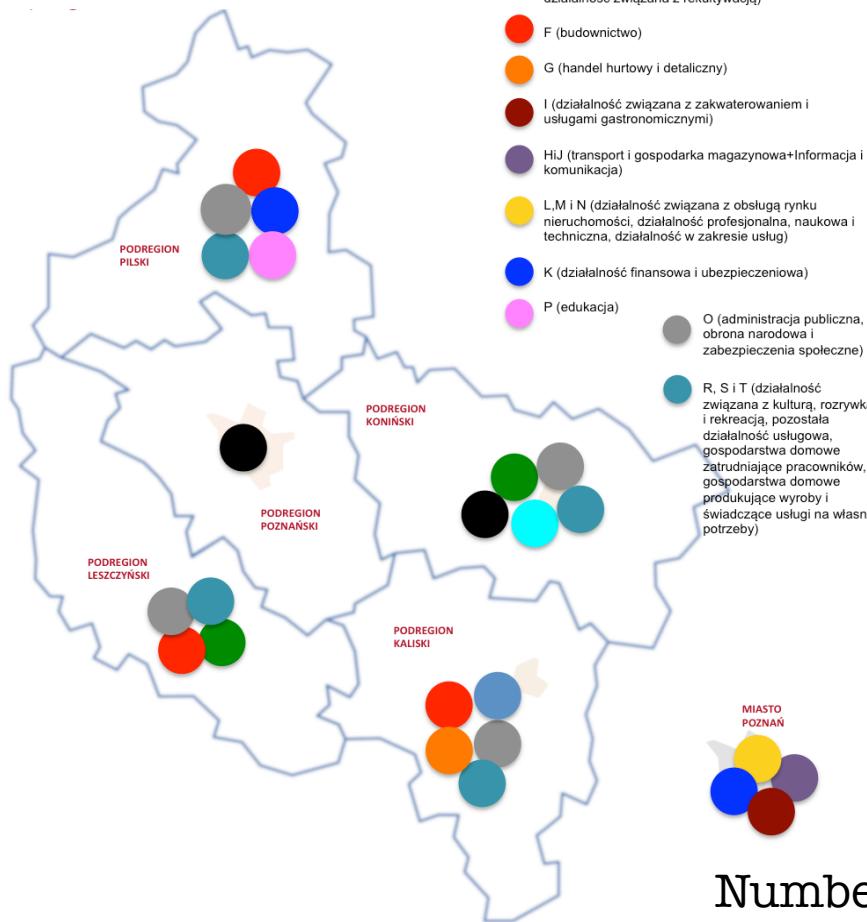
ISI Fraunhofer analysis

Export analyses

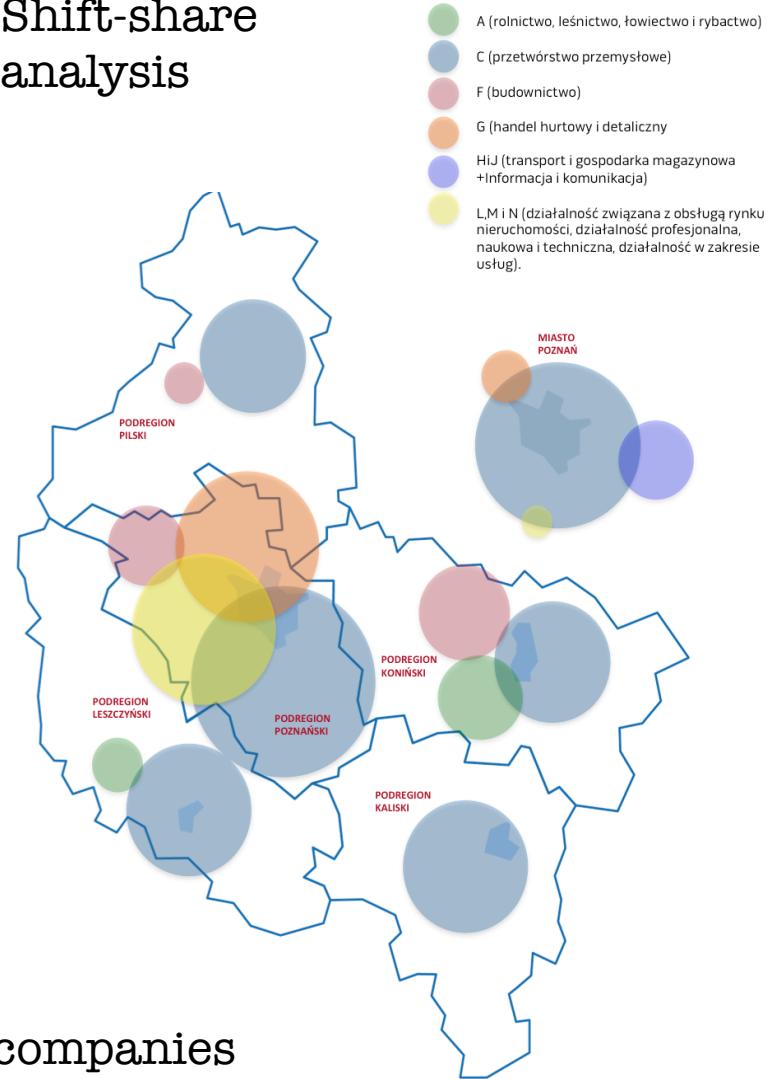
Additional analyses

What is emerging? – location quotient vs shift share analysis

Location Quotients

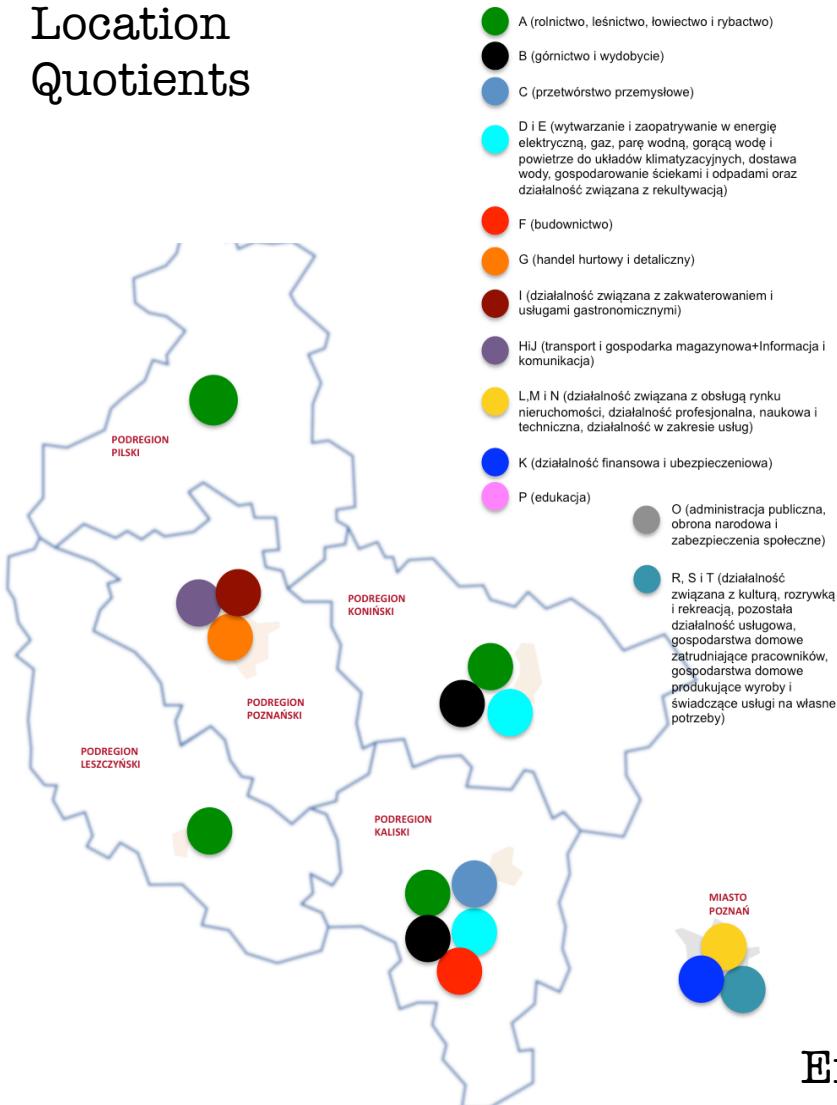


Shift-share analysis

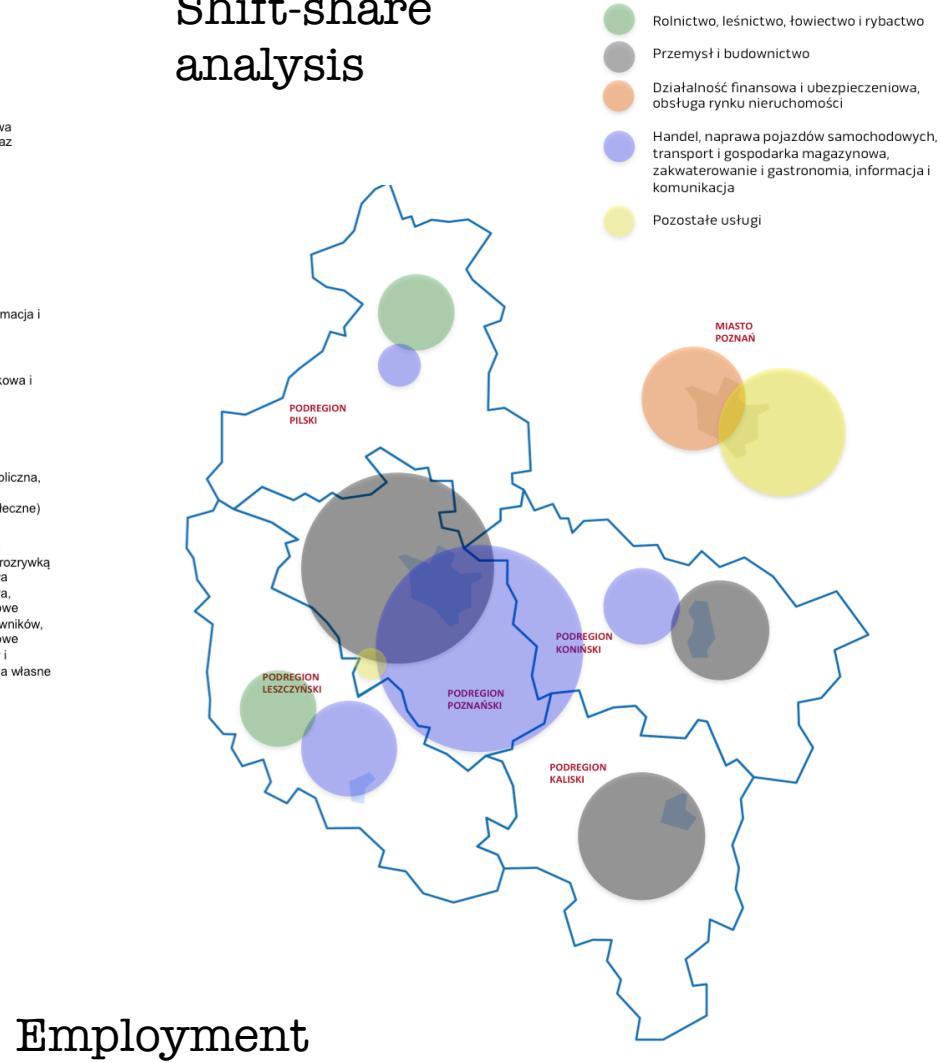


What is emerging? – location quotient vs shift share analysis

Location Quotients

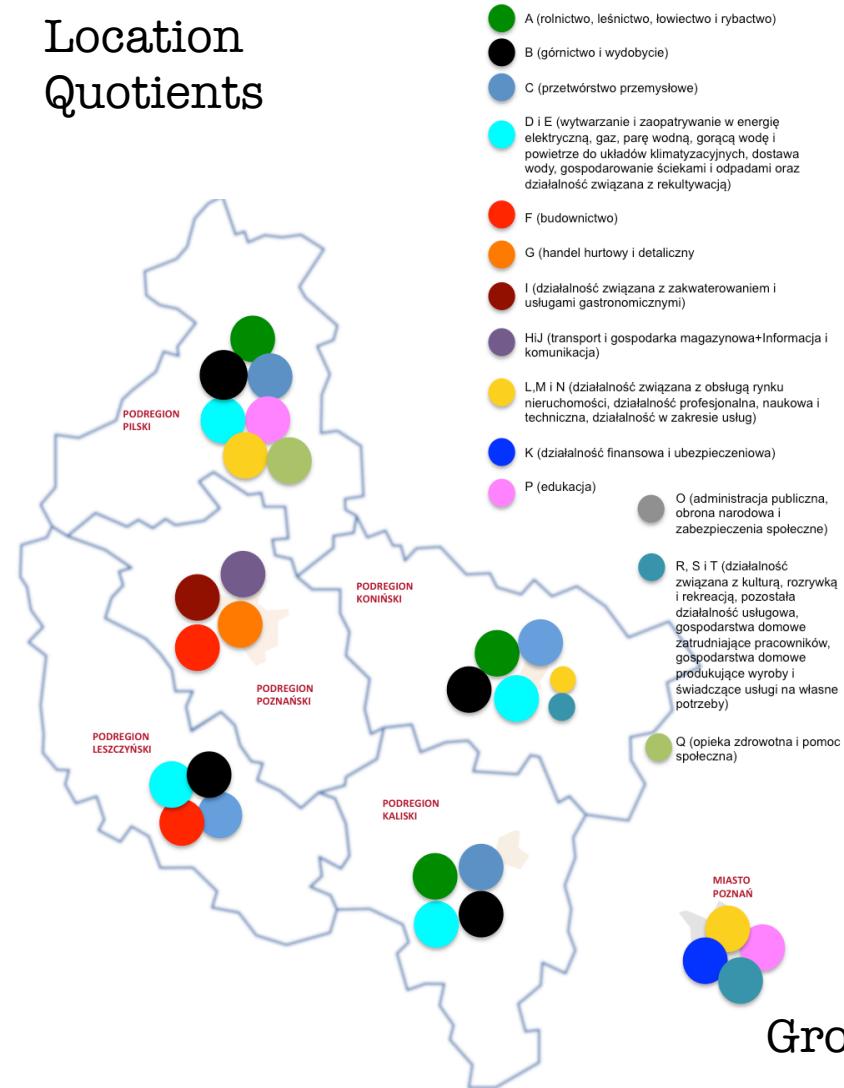


Shift-share analysis

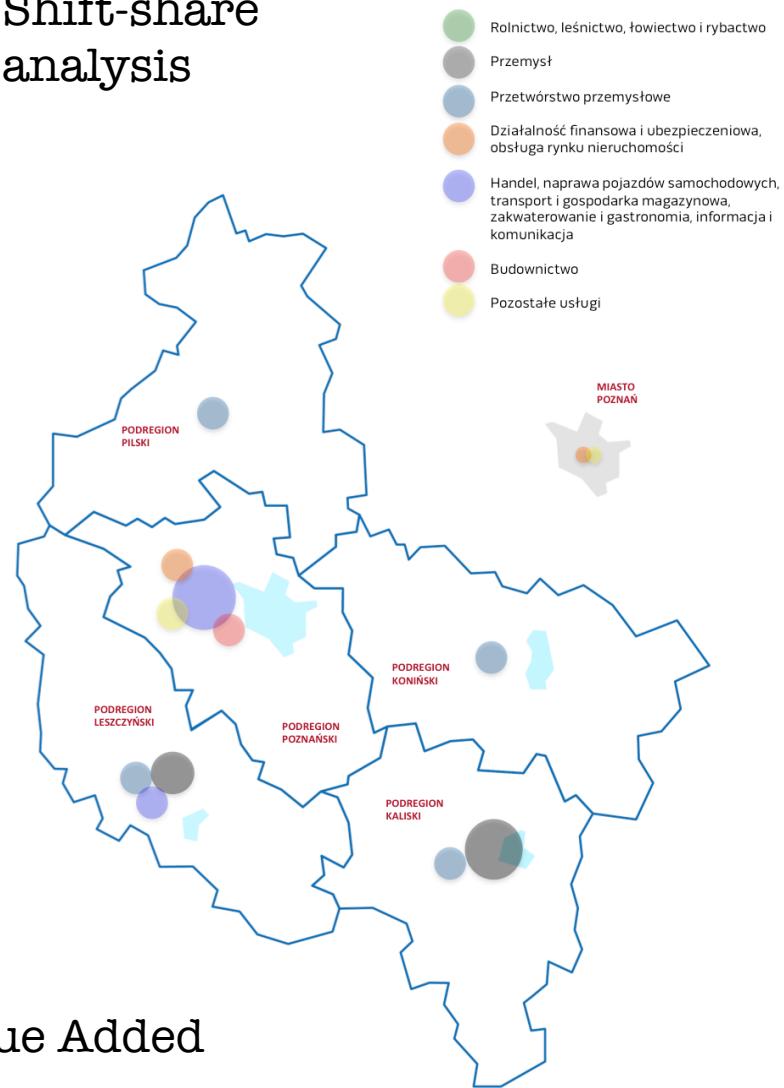


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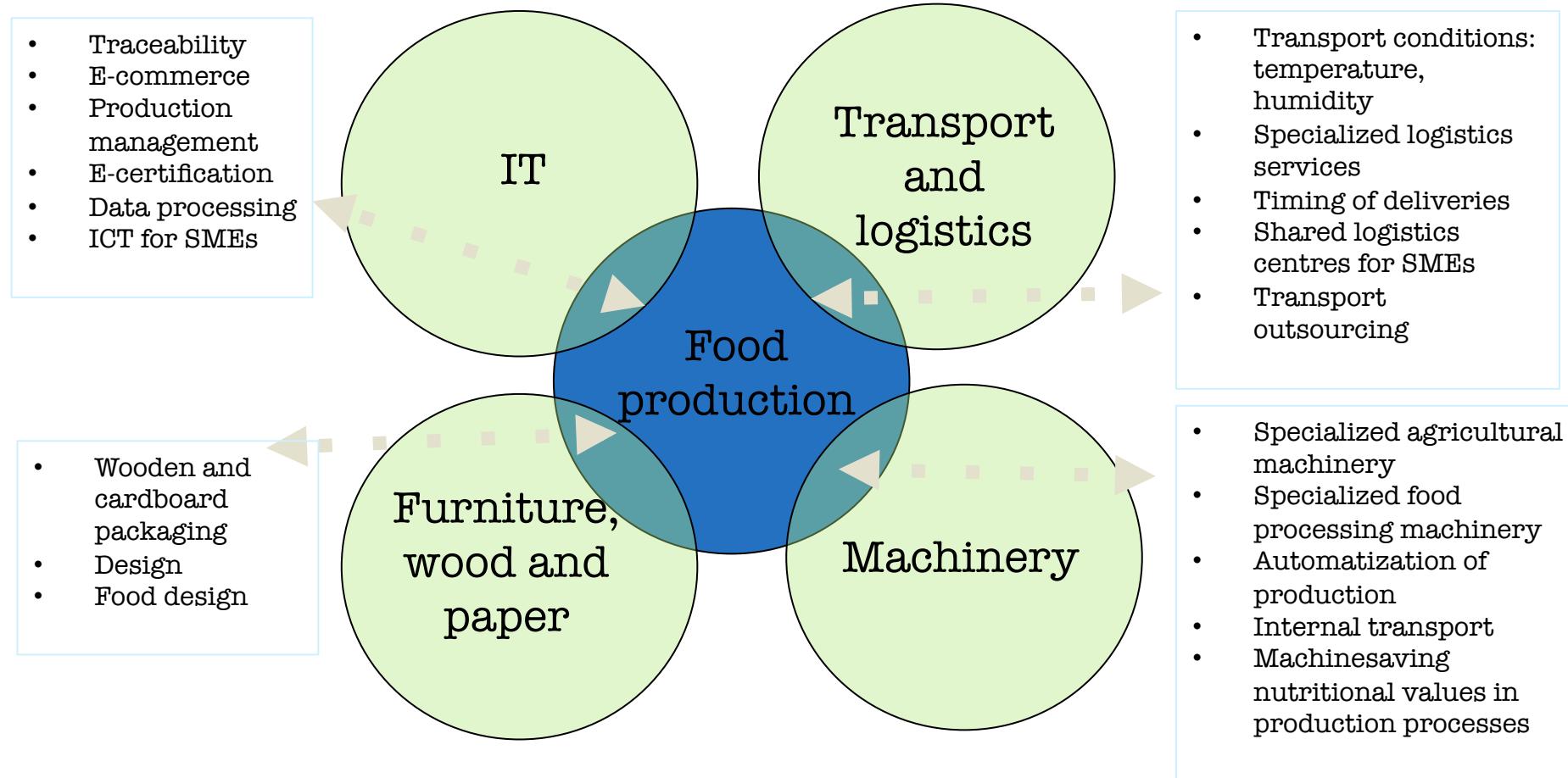


Shift-share analysis



Gross Value Added

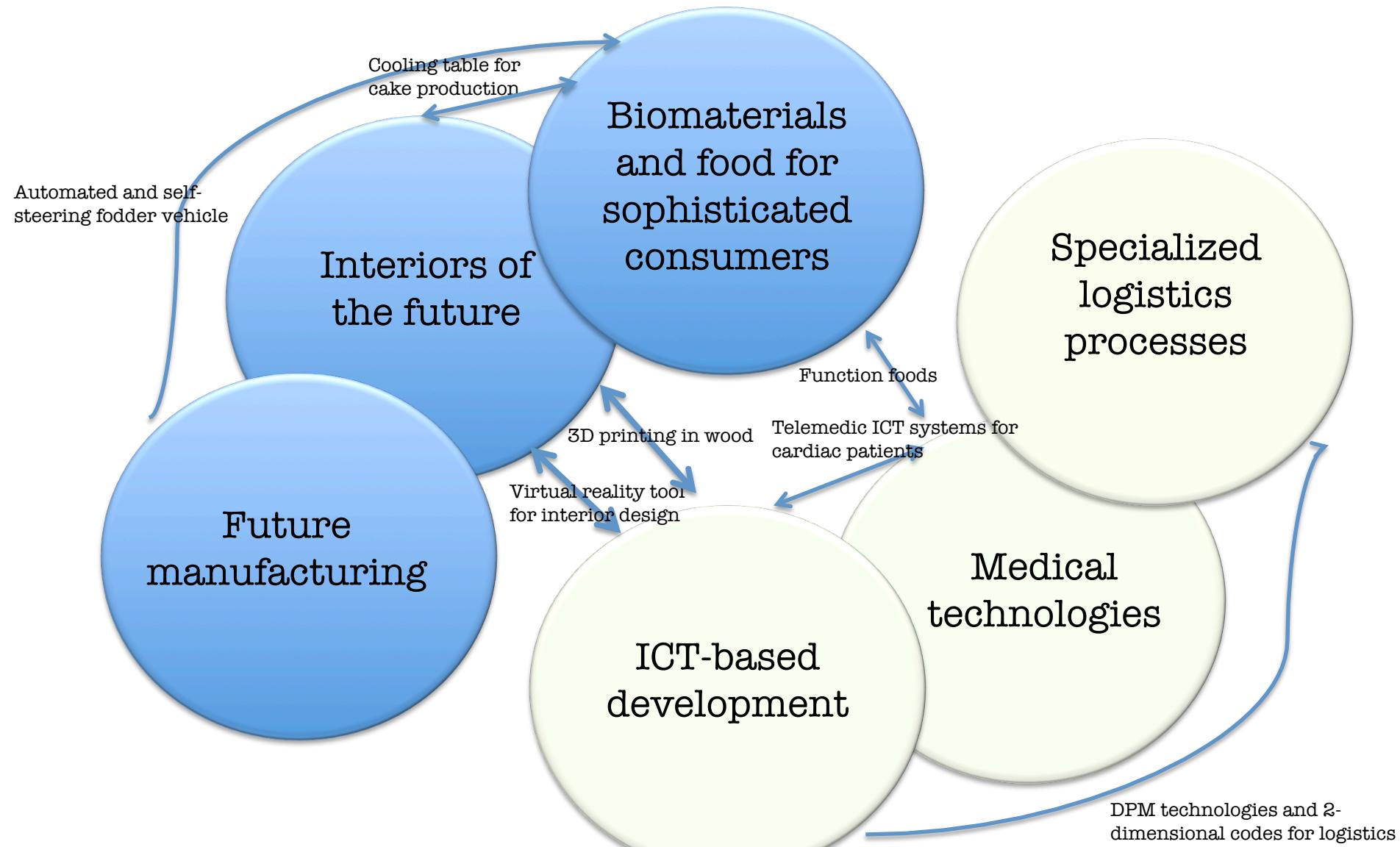
From value chain relations to intersectorial innovation



Questions for value-chain analysis:

- Which parts of the value chain produce most value?
- Where are the regional companies placed?
- Can more value be generated by innovations/R&D?
- Can more value be generated by interchange between traditional and emerging value chains?

Pilot action: Intersectorial innovations





Emerging smart specializations – what was the choice based on?

ICT-based development	Medical technologies
Concentration in Poznan subregion	Answer to societal challenges (personalised treatment of civilization diseases)
Strong interchanges with industries concentrated in the region	Strong scientific potential
Potential for value addition	Interchanges with food industry: function foods medical programmes



Follow up – EDP continued

- Wielkopolska Forum for Smart Specializations and continued working groups
- Monitoring and evaluation
- Supraregional – international and supraregional value chains and R&D spillovers
- Specialized pro-innovative services



Thank you

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