

Styria Region

Styria is situated in the south-east of Austria where the Alps passes over from the high to the lower mountain regions. Styria is known world wide for their networking and cluster activities.

Graz is the capital of Styria, the second biggest city in Austria and therefore the economical, cultural and social center in the South-East of Austria. Because of the traditional historical communities and the good relations to the neighbours, Graz has a special position in the east- and south-east area (Alps-Adria-Pannonina-region). Graz is the economical center in Styria with a well developed trade and service network. Graz has about 11.000 firms and about 150.000 employees working in those firms. Graz is also the center for education in Styria, because 3 of 4 universities which are located in Styria are in Graz. In total about 40.000 students are studying in the three universities in Graz.

Leoben is the second biggest city in Styria with about 30.000 inhabitants. **Kapfenberg** has nearly the same size in Leoben. Kapfenberg is also located in upper Styria, about 30km near Leoben in the East.

Main companies:

AVL is the world's largest privately owned and independent company for the development of powertrain systems with internal combustion engines as well as instrumentation and test systems.

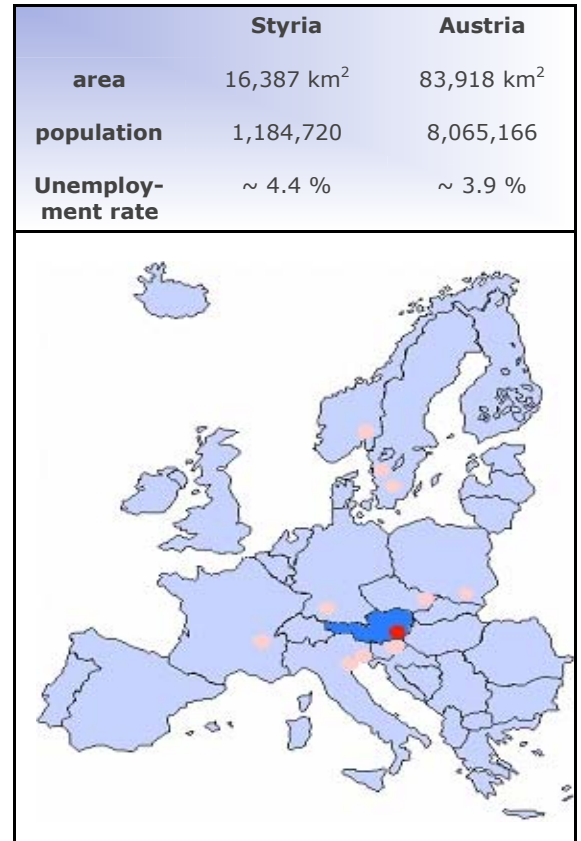
The VOEST ALPINE group can be characterised by materials and processing competence. The concern can be divided into 4 divisions: Steel, profil form, motion and railway-systems. The voestalpine group/ steel division has a roughly share of 10% of the European automotive industry market. The voestalpine steel division is the largest European supplier of special sections and the second largest electrical sheet producer.

The firm **Böhler-Edelstahl** is member of the concern Böhler-Uddeholm. The firm is active in production, processing and sale of steel, especially special steel, iron and other materials. Böhler Edelstahl manufactures and sales products from iron, steel and other metals as well as machinery, apparati and plant equipment. The key customers of Böhler are coming from the automotive and automotive supplier industry, tool and machine tool manufacturers, aircraft manufacturers, consumer goods and electronics industry, wood and saw industry, textile and paper industry, steel and apparatus construction, power plant and plant construction.

Magna Steyr is a recently formed group of Magna International, on of the leading and most diversified automobile component supplier in the world. The new group Magna Steyr is the result of a strategic restructuring of Magna International with the goal of fusing existing power and strengths together and concentrating them into globally operating product groups.

Research Institutions, located in the area of Styria:

The Technical University of Graz is active in R&D project sin the following sectors: telematics, physics,



chemistry, architecture and production engineering

Joanneum Research is Austria`s largest provincially owned research institution and offers its services to business, industry and public administration in the field of applied research and development.

The University of Leoben has international reputation in R&D in the fields of mining, materials and metallurgy. Many firms are cooperating with the MUL both in national and international projects.

Competence Centres:

Furthermore there are 7 competence centres, where researchers from public institutions and private companies directly work together in the following areas:

Plastic engineering, e-business, "The virtual automobile", Bio-catalysis, Bio-energy, Acoustic, Materials Science.

AC-Styria cluster profile

As a result of the dynamism in the automotive industry in Styria, the Styrian provincial government made the decision to network this dynamic growth market in to a cluster in 1995. This decision was the fundament for the cluster which has contributed to the reputation of the province as a center of automotive industry. The fact that international newspapers describe Styria as a kind of "Detroit of the Alps" is proof of the international competitiveness of the Styrian economical area. In the field of four-wheel drive the region even boasts of a specialization and expertise that is unparalleled world-wide.

The cluster was launched in co-operation with the three largest OEMs of the region: Chrysler-Eurostar, Steyr-Daimler-Puch and AVL List. The business support, SFG, took the role of co-ordinator and financier of the initiative and the OEMs provided their expertise, their supplier network and the substance necessary to give the initiative a high profile. Now, the cluster has been privatised. Four companies and a major industry association established a limited company. All in all, some 100 companies are presently connected to the cluster, normally in the form of service agreements.

- All automotive competence

Thanks to the automobile cluster, the engineering and production of motor vehicles in Styria complement each other to an extent that is unparalleled in the world. The AC Styria accompanies its partners from the development and planning stage to the production of the end product.

- Modularity

The AC Styria consists of the companies and institutions, which cover the whole process of motor vehicle construction. This enables its partners to cooperate in efficient modules.

- A network of small and large companies

The AC Styria combines small, medium sized and large companies, ranging from very small innovative business with , for example , 5 employees to large groups such as Magna, Steyr-Daimler-Puch or AVL List.

In addition to the Automobile cluster, there is also a "Materials Cluster" in Upper Styria. The association "Materials and Technologycenter Upper Styria" started a project in autumn 2001 to establish a materials cluster in Upper Styria. The aim of the project is to foster the competences in the fields of materials in this region by establishing co-operations between research and educational institutions and firms. The aim of the starting phase is to establish a know-how pool for materials technologies.