

400% ▶

GROWTH IN NUMBER OF
MEMBERS (16-64)

GROWTH IN NUMBER OF
EMPLOYEES (153-2127)

2678% ▶

GROWTH IN INCOME
(2,3-63,6 BILLION HUF)

GROWTH IN EXPORT
INCOME

(26,65 – 16.797,50 BILLION HUF)

◀ **1359%**

◀ **63032%**



Clustering 4.0 - 11 year networking

60+ SME **4** UNIVERSITY MEMBERS

4 WORKGROUPS



Marketing 1.0 – cluster accreditations

Hungarian Accredited Cluster title since 2011
Among the top 10% of Hungarian cluster
ECEI Bronz Label since 2012
ECEI Silver Label in 2014
First international project in 2010
Wide international network

Marketing 2.0 – trust building

Regular cluster meetings (4-6 weeks)
Continuous growth in number of member company
cooperations
Common freetime activities

Marketing 3.0 – international visibility

Dedication to internationalization.
5 implemented, 3 ongoing, 1 under evaluation, several
planned EU project.

Marketing 4.0 – digitalization and societal challenges

Industry 4.0
agroIT
Well-being (Pharmagora-INNOSKART integration)
Energy efficiency

Social activity
Smart Future for Girls
Green cluster activities (cluster tree, garbage gathering)

Marketing 4.0 – cluster branding

5 IMPLEMENTED PROJECTS

4 ONGOING PROJECTS

NATUREEF

Going to third country markets with energy efficient solutions
Partners: 9 EU clusters
Tool: international commercial missions for
Budget: 34 720 Euro
Implementation period: 2016-17

TRACE-KEI

Clusters for excellence - quality oriented cluster development
Partners: 7 EU clusters
Tool: service development based on SMEs needs
Budget : 43 335 Euro
Implementation period: 2017-18

3 SUBMITTED INTERNATIONAL PROJECTS

INCluSilver

Helping innovative SMEs from Silver-Economy in the field of personalised m
Partners: 9 EU clusters
Tool: Innovation Voucher Scheme
Budget: 376 750 Euro
Implementation period: 2017-2019

V4&I4

Dissemination of knowledge and experience on Industry 4.0
Partners: 4 innovation actor from V4 countries
Tool: regional workshops and international conference
Budget: 14 200 Euro
Implementation period: 2017. II félév – 2018. I félév



Internationalization 4.0 – innovation by collaboration

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