

South Transdanubian regional strategies for SME support, innovation and cross border cooperation (CBC)

Regional Innovation Strategy (RIS)

The strategy was approved by the South Transdanubian Regional Development Council in 2004. Elaboration works were carried out by the consortium led by the South Transdanubian Regional Development Agency. Members of the consortium were:

- Centre for Regional Studies of Hungarian Academy of Sciences, Transdanubian Research Institute (HU);
- Yorkshire & Humber Regional Technology Network Ltd. (UK);
- Shannon Development (IE).

The Regional Innovation Strategy was elaborated by the coordination of the South Transdanubian Regional Development Agency and financed by the 5th Framework Programme of the European Commission. The objective was the strengthening of the competitiveness of the region's SMEs by the means of innovation. According to this aim the strategy was formed in numerous sectoral working group meetings where invited SME representatives could express their opinion about the problems of the sector concerned and the development opportunities.

The result of the two and a half years of work was the strategy formulated by the consensus of the regional actors that provided a basis for the region's economy development. A special feature of the South Transdanubian strategy is the sectoral approach which is not true for the other regions' strategies. It means that the strategy provides development measures targeting the priority sectors. The sectoral priorities are:

- food industry and agricultural innovation,
- machinery industry and metal processing,
- textile and leather industry,
- environmental industry,
- health industry,
- cultural industry.

Besides there are horizontal development measures drawn up that are affecting each sector:

- technology development,
- financing innovation,
- market oriented vocational training and re-training,
- adaptive and flexible business services in the background.

Source for the implementation of the strategy is the Innovation Fund whereas 25% of the total resources are distributed with the involvement of the regional development councils according to the objectives set in the innovation strategies.

The revision of the RIS has been started in 2009 and is still in process.

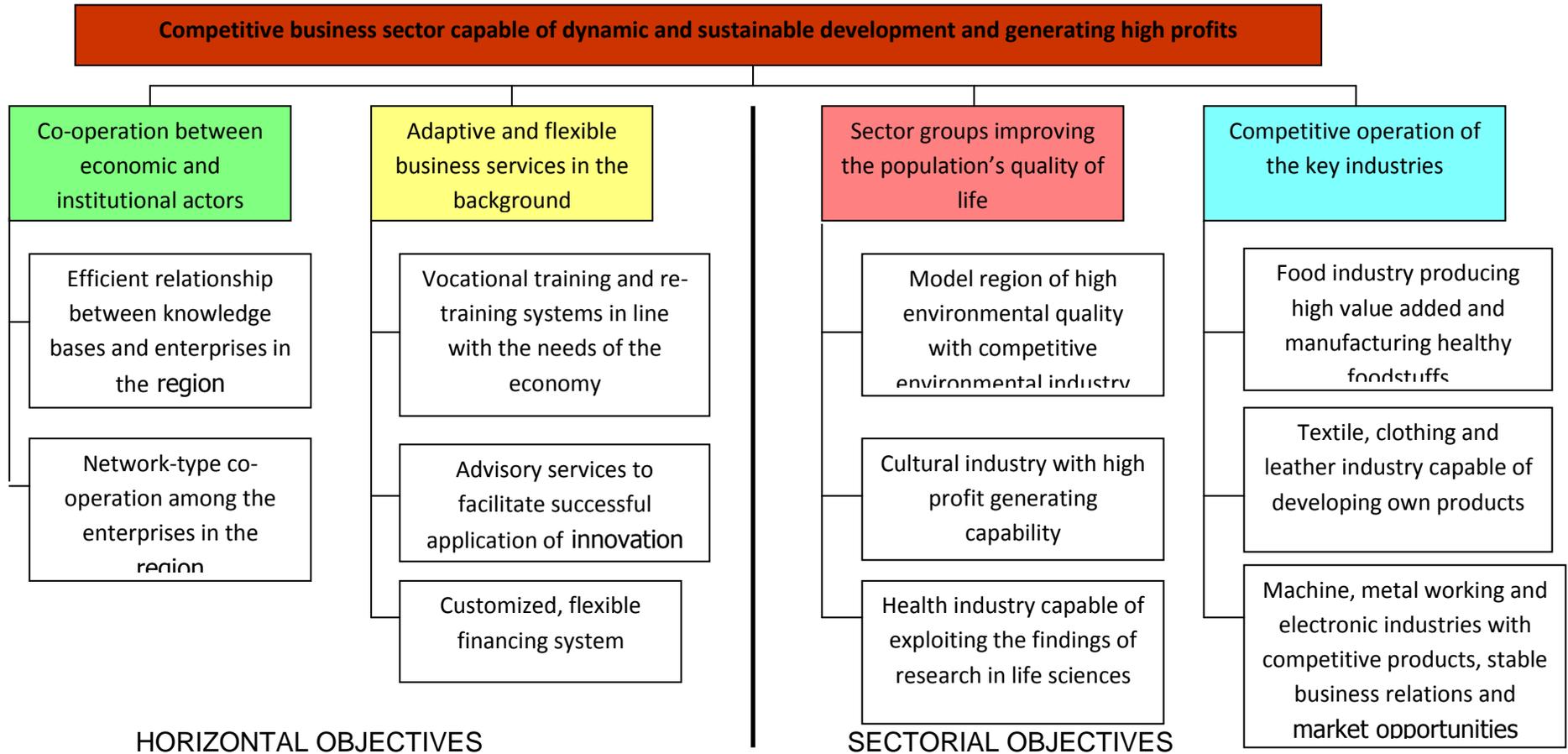


Figure: The objective structure of the South Transdanubian Regional Innovation Strategy

Strategic development programme for business services in the South Transdanubian Region, rehabilitation of brown field and urban areas

The document was approved by the South Transdanubian Regional Development Council in 2006. Elaboration was contracted to Ex Ante Consulting and Kapos Innovation Transfer Centre.

Objectives of the programmes were the definition of development objectives for the support of Structural Funds, underlying the basics for the elaboration of the South Transdanubia Operational Programme (STOP). Besides economy development issues further sectors were elaborated in the other programmes, such as development of transport, tourism, human public services, environment.

The main strategic development objectives and proposals for measures have been included into the STOP. By the means of the Strategic Development Programmes the following strategic objective structure.

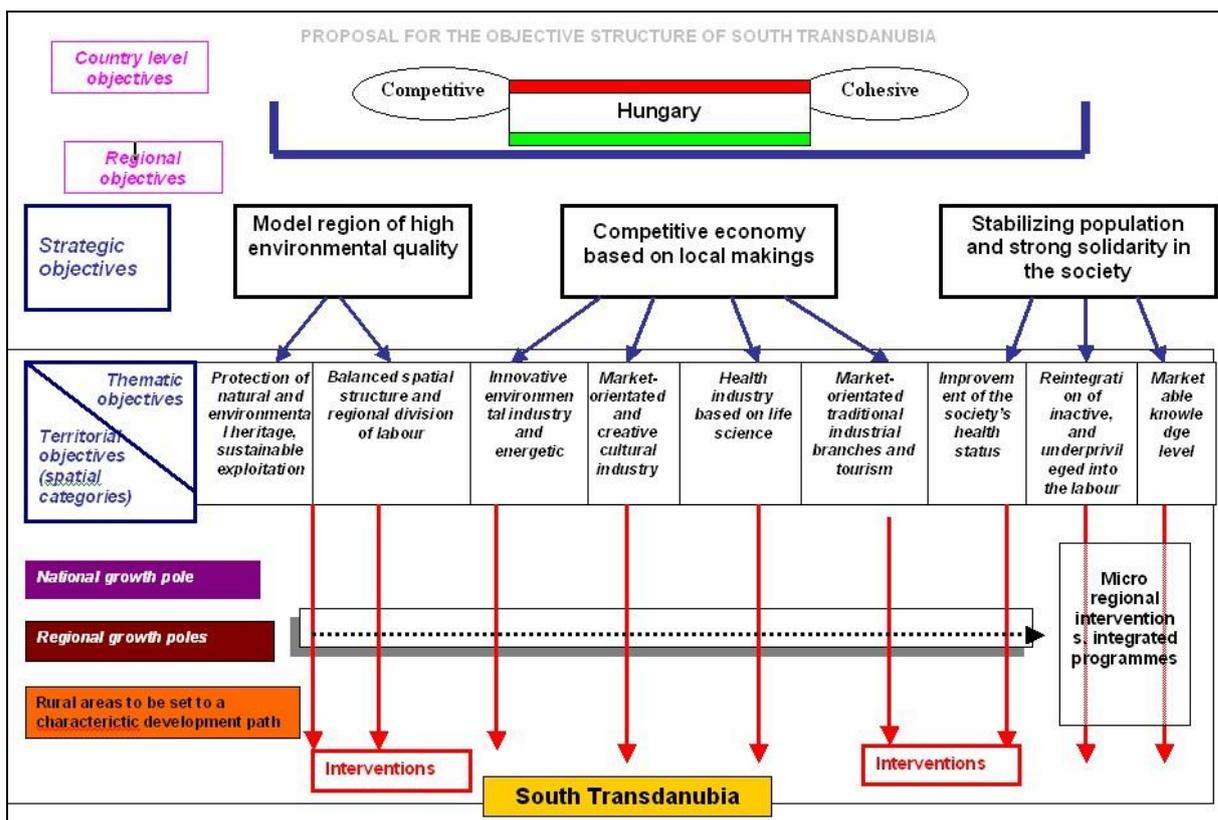


Figure: Development objective structure of South Transdanubia

South Transdanubian Operational Programme (STOP)

Done in 2007 by the South Transdanubian Regional Development Agency in collaboration with the National Development Agency. It has been approved by the South Transdanubian Regional Development Council, the Government of the Republic of Hungary and the European Commission on 1 August 2007.

Objective of the Programme is to establish a framework for the absorption of the 829,5 million EUR allocation available for South Transdanubian within the New Hungary Development Plan financed by the Structural Funds for 2007-13.

The OP sets three specific objectives where one of them is “competitive economy based on local characteristics”. The programme defines 5 priorities with actions. the following matrix demonstrates the way the priority axes of the operational programme relate to the region’s specific objectives.

<i>Specific objectives</i>	Protection of the natural and built environment in the region	Competitive economy based on local characteristics	To stop the increase of social differences within the region
Competitive economy built upon the development of urban areas			
Strengthening the region's tourism potential			
Development of human public services			
Integrated urban development			
Improving accessibility and environmental development			

Figure: The coherence of objectives and priorities in the South Transdanubian Operational Programme

First priority of the Programme focuses on development in the field of economy that is completed with the tourism development actions within Priority 2. In case of economy development the most important interventions are the development of business infrastructure (industrial parks, incubators, brown fields,

development of business locations) that is supported by the fostering of cooperation amongst enterprises, i.e. clusters and the support for establishment of SME consultancy structures.

Hungary-Croatia IPA Cross-Border Cooperation Programme

The programming document was elaborated by the VÁTI Hungarian Public Nonprofit Company for Regional Development and Town Planning. The European Commission has approved it on 3 December 2007.

The Programme has the strategic objective to establish a “successful cooperation region of joint heritage” in the border area of Hungary and Croatia. The Programme’s target area is set on NTUS III level and it shown on the Map below.



Map: Eligible NUTS 3 regions of the Hungary-Croatia IPA CBC Programme

Source: Hungary-Croatia IPA Cross-Border Cooperation Programme. Programming Document

As the border area is an external border of the European Union and Croatia is since 3 October 2005 an official candidate for membership in the European Union the Programme’s resources from Croatian side are provided by Component II (cross-border cooperation) the Instrument for Pre-Accession.

The Programme made available until the end of 2010 (as long as Croatia is not a member state) a sum of 30,07 million EUR. Within Priority 2 Aol 2.1 Co-operative Economy involves tools for SME development (see

the Table below). The Programmes foresees to foster cross-border business partner finding facilities, labour mobility promotion and joint R+D+I activities.

Priority 1 Sustainable Environment and Tourism
1.1 Sustainable and Attractive Environment
<i>1.1.1. Development of landscapes in the Mura-Drava-Danube area (and its natural and rural surroundings) in order to create a more sustainable and naturally valuable environment and more attractive locations for ecotourism</i>
<i>1.1.2 Environmental planning activities and minor public actions to improve the quality of the environment in the natural areas; reconstruction of habitats</i>
1.2 Sustainable Tourism in the Mura-Drava-Danube River Area
<i>1.2.1 Elaboration of a regional tourism product plan</i>
<i>1.2.2 Development of infrastructure for active and ecotourism: visitor centres, forest schools, water sport infrastructure, bicycle routes, trekking-hiking paths, rentals</i>
<i>1.2.3. Thematic routes of cultural heritage</i>
<i>1.2.4 Promotion of the river area as a single touristic product</i>
<i>1.2.5 Private investment attraction</i>
Priority 2 Co-operative Economy and Intercommunity Human Resources Development
2.1 Co-operative Economy
<i>2.1.1 Cross-border business partner finding</i>
<i>2.1.2 Cross-border labour mobility promotion</i>
<i>2.1.3. Joint research, development and innovation (R&D&I)</i>
<i>2.1.4. Joint local planning, strategies, programmes</i>
2.2 Intercommunity Human Resources Development
<i>2.2.1 Cross-border education, training and exchange projects</i>
<i>2.2.2 People to people connections</i>
<i>2.2.3. Bilingualism actions</i>
Priority 3 TECHNICAL ASSISTANCE

Table: Priorities of the Hungary-Croatia IPA CBC Programme

Source: Hungary-Croatia IPA Cross-Border Cooperation Programme. Programming Document