



Identification, Dissemination and Exchange of good practice in
Local Employment development and promoting better governance

INNOVATION AND ENTERPRISE CENTRE FOR MEDICAL TECHNOLOGY AND THE PHARMACEUTICAL INDUSTRY - Erlangen, Germany

Background	The impetus for the creation of the cluster was the Department of Economics of Bavaria, which funded several infrastructure projects. Erlangen was one of the areas to benefit from this initiative, which resulted in the creation of a science park development. The intention of the project was to tap into existing resources/infrastructure such as the local university, which has good technology and medical faculties. The longer-term aim was to create places where highly qualified staff would be willing to work in settings that offer an attractive workplace and living environment.
Purpose of the project	Encourage entrepreneurship in the medical and pharmaceutical sectors by providing supporting infrastructure and advice to entrepreneurs in these fields.
Geographical focus	Erlangen region with a national and international focus.
Partnership arrangement	<ul style="list-style-type: none"> • Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology (STMWIVT) • City of Erlangen • Sparkasse Erlangen • Existing Network partners in the region of Erlangen.
Have you involved other tiers of government in the project?	Bavarian Ministry of Economic Affairs, Infrastructure, Transport and Technology
Target groups	SMEs in the field of medical technology and pharmaceutical industry
Particular successes	The key success has been the arrival of more than 20 international companies in the area, creating over 150 jobs in the last two years.
Lessons learnt	<p>Good service combined with networking is necessary for success.</p> <p>Importance of creating attractive living environment which makes it possible to retain the talent and “outbid” other places and their knowledge-based firms: Erlangen is, for example, developing an international school in the area in order to encourage international level managers to send their children to school there, so helping to create a feeling of belonging in the area. The key professional and managerial employees in those enterprises that Erlangen needs to attract are internationally highly mobile and have the power to choose. Capturing them through local attributes that operate as much on family choice as on workplace opportunity is a clear strategy to manage change in the interests of the Erlangen venture.</p>