



An initiative of the European Union

CLUSTERS MEET REGIONS

GRAZ
AUSTRIA

18 · 19
OCTOBER 2024



TRADITION REINVENTED: HOW CLUSTERS LEAD RESILIENT,
INNOVATIVE SHIFTS TOWARDS A CLIMATE-NEUTRAL, DIGITAL FUTURE

PARTICIPANTS BOOKLET

#ClustersMeetRegions

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in European Cluster Collaboration Platform

CLUSTERS MEET REGIONS



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18-19

JUNE 2024

TRADITION REINVENTED: HOW CLUSTERS LEAD RESILIENT, INNOVATIVE SHIFTS TOWARDS A CLIMATE-NEUTRAL, DIGITAL FUTURE



Background

This is the 16th workshop of the successful series of events “Clusters meet Regions”. Organised since 2022 in different EU regions, these events bring together clusters and policymakers of the EU, national, regional and local level to learn from each other how to better use clusters to strengthen industrial ecosystems, to serve national/regional economic development and to liaise with other regions facing similar transition challenges.

This event will take place in Styria - Graz. Following the successful tradition across various EU regions, this event serves as a beacon for cluster-driven economic development, echoing the region's commitment to innovation, sustainability, and resilience.

In partnership with the European Cluster Collaboration Platform on behalf of the European Commission and in collaboration with regional partners, Styria proudly hosts the forthcoming 'Clusters Meet Regions' event in Graz, Austria, on the 18 and 19 of June. Anchored in the theme of Tradition Reinvented, the event aims to explore how clusters can spearhead transformative shifts towards a climate-neutral, digital future, aligning with European sustainability goals.

Building upon Styria's rich industrial heritage and forward-looking policies, the event delves into the strategic imperatives driving the region's economic development. With a keen focus on innovation ecosystems and sustainable growth strategies, Styria's approach mirrors European directives while carving its unique path towards economic resilience.

Since the inception of the Styrian Smart Specialisation Strategy, the region has championed innovation as a catalyst for economic revitalisation. Through strategic alignment with European policies and robust regional collaboration, Styria has emerged as a trailblazer in sectors ranging from digitalisation to sustainability.

GENERAL INFORMATION

The event is taking place on June 18th and 19th, 2024, at Helmut List Halle, Waagner-Biro-Straße 98a, 8020 Graz, Austria.

For more information about the venue, click [here](#).

The event is scheduled to start at 09:00 AM. We kindly ask all participants to arrive at Helmut List Halle by 9:00 AM to ensure that everyone has enough time to register and take their seats in the meeting room.

Please follow the [link](#) to register and participate to the event.

The latest agenda of the event is available [here](#).

The program will include: Panel discussions, pitching and matchmaking sessions, interactive “Impulse Camp”, two site visits Automotive driven and Life-Science driven, and Graz city tour.

Site visit options:

- Visit to AVL Graz (Automotive)
- Tour with 3 Stops (Life-Science):
 - Biobank (45 minutes)
 - Uniklinikum Graz (60 minutes)
 - ZWT Accelerator (30 minutes)

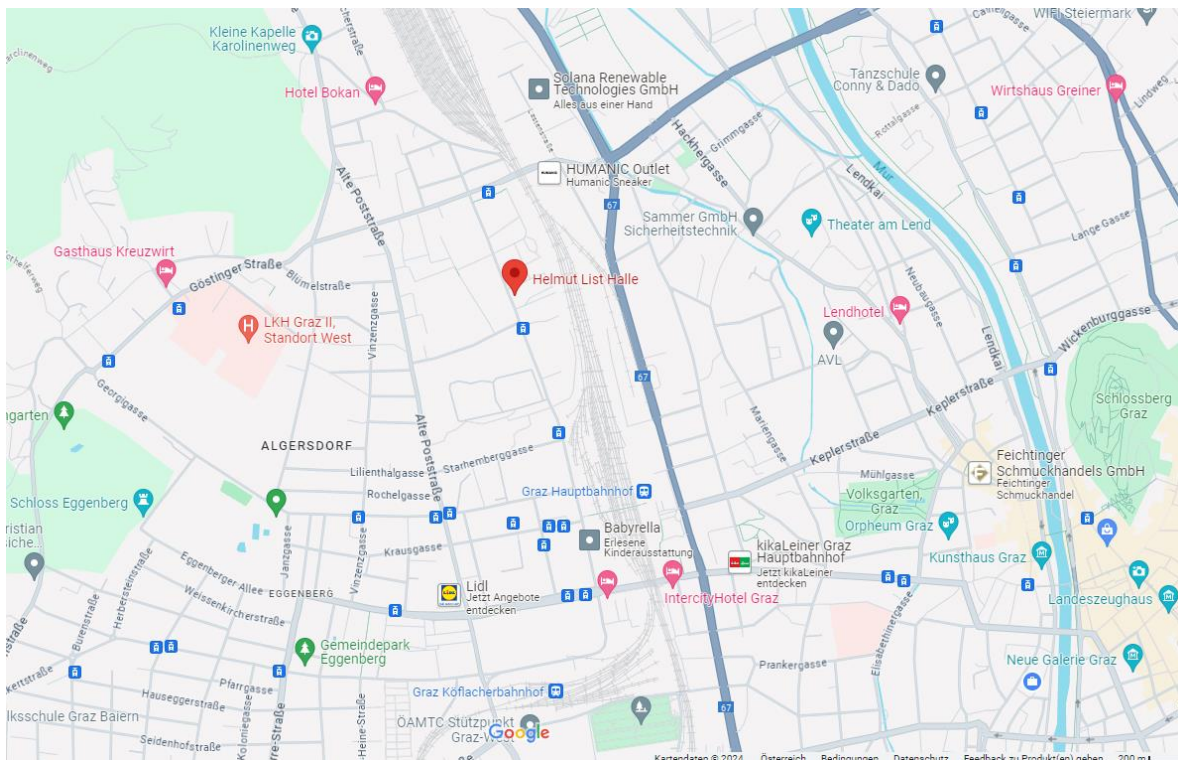
If you are interested in participating to the site visit, due to logistical constraints, a selection process will be performed. You will be contacted by the organisers in case you are selected. Further details, meeting points and logistical aspects are presented in **Site Visits Section** of this document.

During the selection process, if you have expressed interest in presenting your organisation in the pitching session, you will be contacted by the organisers one week prior the event, in case you are selected.

HOW TO REACH THE VENUE?



<https://maps.app.goo.gl/CdiLwzAQQ5BaB9tp6>



International Flight Connections:

Graz Airport offers convenient international flight connections, linking Styria with key destinations in Europe, including Vienna, Munich, Frankfurt, Zurich, and London. The airport serves as a gateway for participants traveling from various European locations. Graz's strategic location facilitates easy access for attendees.

Terrestrial Transport:

Styria boasts a well-connected terrestrial transport system. Participants can utilize local transportation services, including trains, trams, buses and taxis, for convenient travel within the region. Additionally, the city provides a pedestrian-friendly environment for those who prefer to explore on foot.

Accommodation Options:

We recommend some excellent accommodation options within close proximity to the event venue Graz:

Hotel Daniel Graz: Hotel Daniel has a long history in Graz. You might even say it has become a landmark in the center of Graz. The way it seems to reign over Europaplatz, surveying the hustle and bustle down below. Hotel Daniel's location near Graz Central Station is one of its major advantages. Life is waiting for you, just outside the door. And of course the hotel is as easy to reach as it gets – with access essentially to the rest of the world, and of course to Graz's old town

Europaplatz 1, 8020 Graz, Austria, T +43 316 711 080-0, hellograz@hoteldaniel.com

Hotel Weitzer: A Blend of Tradition and Modernity Centrally located in Graz's Old Town along the Mur River. Offers 204 modernized rooms with diverse accommodation options. Renowned restaurant "Der Steirer" and Steirer Shop showcasing regional products. Central accessibility for event participants.

Grieskai 12-14, 8020 Graz / Austria, +43 316 703-0, www.hotelweitzer.com

Hotel Wiesler: A Boutique-Design Hotel with a Unique Touch Unique and immersive experience with distinctive room designs. Luxury hotel with hand-painted Talavera washbasins, freestanding bathtubs, and unique decor. Centrally situated, providing a stylish and comfortable accommodation option.

Grieskai 4-8, 8020 graz / austria, +43 316 7066-0, info@grandhotelwiesler.com

Hotel Bokan: At Hotel Restaurant Bokan, you will experience the exclusive ambiance of a city hotel nestled in the green belt of Graz. Comfortable rooms,

excellent cuisine, and attentive service ensure that you lack nothing during your stay.

Mainersbergstraße 1, 8051 Graz, +43 316 57 14 34, E-mail: office@bokan-exklusiv.at

Transport Between Airport-Graz-Accommodation-Venue:

If you come by plane, the simplest way to get to the venue is to take a taxi from Graz Airport. The fare is ~EUR 30, duration ~30mins.

If you choose the train from the airport

The fare is ~EUR 3,00 to “Graz Hauptbahnhof” (main railway station), Trams to the venue and hotels will be available from there.

Duration: ~20mins

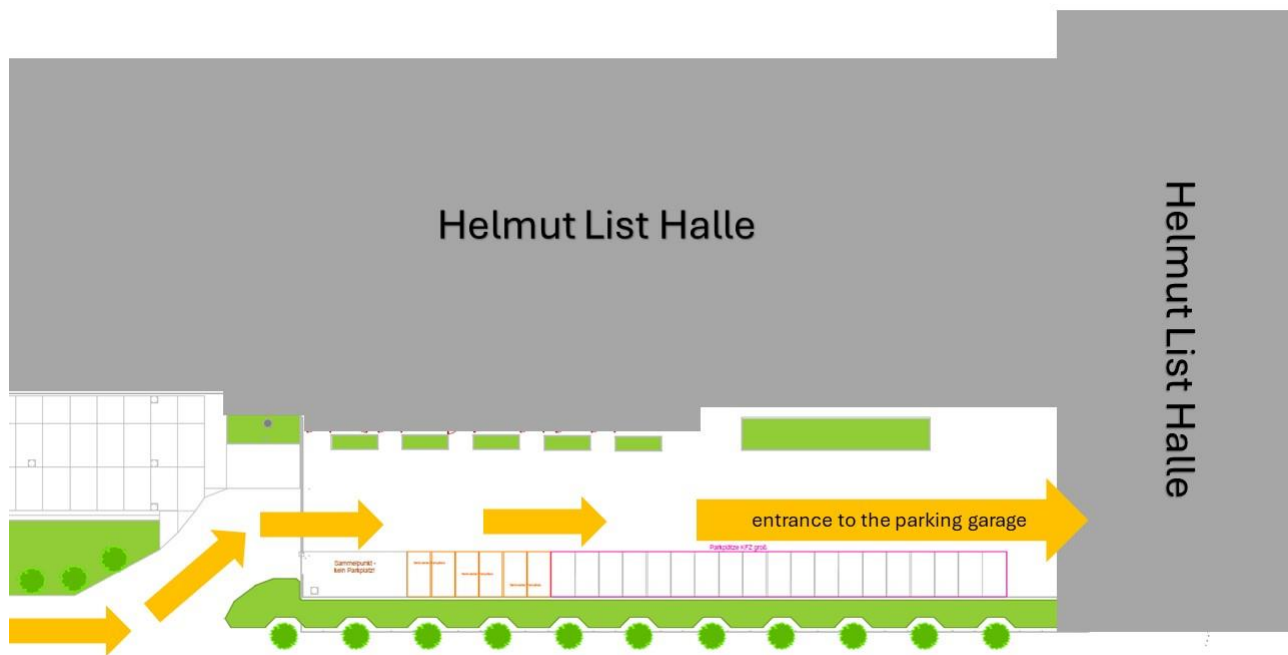
Requires ~100m walk from the airport to the station

Leaves every 30mins.

Environmental Considerations:

As part of our commitment to sustainability, the event organisers will encourage the use of eco-friendly transportation options and provide information on public transportation services. Additionally, participants will be informed about the accessibility of the venue by foot or bicycle, promoting sustainable travel choices.

Parking



Site Visits

The city tour, as well as the site visits are official part of the main programme of Clusters Meet Regions Workshop, scheduled for **Day 2, Wednesday, 19 June**.

08:30 – 10:00 CET	Graz City Tour
10:00 – ~13:00 CET	<p>Automotive driven</p> <ul style="list-style-type: none"> Site Visit AVL Graz: AVL List GmbH with its headquarters in Graz, is one of the world's leading mobility technology companies for development, simulation and testing in the automotive industry as well as other sectors such as rail, marine, and energy. Based on extensive in-house research activities, the company delivers concepts, technology solutions, methodologies and development tools for a greener, safer, better world of mobility and beyond. (90 min) https://www.avl.com/ <p>Life Science driven Tour with 3 stops:</p> <ol style="list-style-type: none"> Biobank tour to one of the world's largest biosample collections at the European and Austrian headquarters of biobanking in Graz at the ZWT – Center for Knowledge & Technology Transfer in Medicine. (45 min) https://en.zwt-graz.at/ University Hospital Graz - Underground & above ground tour from the tunnel system to the heliport. Enjoy the incredible view of the largest hospital complex in Europe from above and learn facts & figures from the premier Styrian hospital operator. (60 Min) https://www.uniklinikumgraz.at/

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| | 3. Short stop at ZWT Accelerator (30min) https://en.zwt-graz.at/zwt-accelerator/ |
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Site Visit Mobility:

Location: AVL main building at Hans-List-Platz 1, 8020 Graz.

Upon arrival, please check in with the receptionist. You will then be greeted by Ms. Kollmann.

Directions (Meeting Point 1):

This location is best reached on foot from the city center.

Site Visit Lifescience:

Location: ZWT - Center for Knowledge & Technology Transfer in Medicine
Neue Stiftingstalstrasse 2, Entrance B, 8010 Graz, Austria

Directions (Meeting Point 2):

We recommend using public transportation (2 underground parking spaces are available nearby). The best route from the city center is by tram No. 7 to "St. Leonhard/Klinikum Mitte," from where it is just a 3-minute walk to the ZWT building. Human.technology Styria employees will meet the group in front of the ZWT building at Entrance B.

Additional Information:

All participants who are taking part in the city tour will arrive punctually at 9:30 at the Kunsthaus Graz. From there, they can take tram line 7. We will ensure that someone is on site to guide the group towards the ZWT. The group visiting AVL is best advised to walk to AVL (15 minutes), and I will personally accompany this group.

Those who did not participate in the city tour are welcome to join these groups at 9:30 at the Kunsthaus Graz.

SIDE EVENT (Day 0, Monday, 17 June 2024, 13:00 – 17:00 CET)

A training session, themed “***Supporting companies with Green Transition Cards***” organised by Enterprise Europe Network is offered free of charge to all registered participants of Clusters Meet Regions in Graz.

All interested to join, should indicate explicitly their choice in B2Match, while registering.

12:30	Registration of participants and welcome coffee
13:00 – 17:00	<p>Training Session: “Supporting companies with Green Transformation Cards”</p> <p>Conducted by the Green Tech Valley Cluster CEO Bernhard Puttinger</p> <ul style="list-style-type: none"> • The Green Transformation Cards, developed by Europe's best Green Tech Cluster, are a proven and successful methodology to provide fast and effective support to companies on the path to climate neutrality. In the Green Transformation Cards, you will find 10 categories with around 100 suggested measures for the green transformation of your client's company.