

Engineering the Future

THE CENTRAL DENMARK REGION'S ADVANCED MANUFACTURING AND ENGINEERING CLUSTER

"The Central Denmark Region is home to some of the country's largest companies with advanced manufacturing capabilities. These include global energy companies such as Vestas, leading defence systems companies and a vast number of advanced manufacturing, automation and electronics suppliers providing smart solutions for Danish and knowledge intensive industries and markets world wide".

(Bent Hansen, Chairman of the Regional Council)

"The AME project will "contribute to a doubling of the company's turnover".

(Martin Stokholm, Managing Director of E.S. Stålindustri being interviewed in *Borsen* (Denmark's leading daily financial newspaper, and its equivalent of *The Financial Times*)

"This practical project is leading to the creation of new joint ventures with companies we do business with, and this means market opportunities abroad".

(Niels Jensen, CEO of leading engineering company Varo)

The *Engineering the Future* project has been all about unlocking the dynamics of the Central Denmark Region's advanced manufacturing and engineering (AME) cluster to be the best "for" the world:

- providing engineering solutions to issues of climate change
- designing new scientific and medical equipment that saves lives
- creating new technologies that contribute to prosperous communities

The report discusses why the AME cluster is so important to any advanced economy and, indeed, why the Central Denmark Region really is Denmark's "Smart Centre". In it we summarise the results of one the most comprehensive supply network audits undertaken in Denmark's regions. We then show how we employed the results of the audit to identify "connector companies", and create new business networks and collaborations locally and globally to build the AME cluster.

Also in the report are chapters by REG LAB, the Danish Design Centre, and design company CPH Design.

Written and prepared by: Rodin Genoff, Managing Director, Rodin Genoff & Associates together with Professor Graeme Sheather, Principal, Rodin Genoff & Associates and visiting Professor Faculty of Business, University of Technology, Sydney. Between them they have written several books and chapters to books on industry clusters, manufacturing, innovation and best practice. www.rodinogenoff.com

Engineering the Future project was funded by the Central Denmark Region.
Engineering the Future is a Central Denmark Region publication, October 2010.

DESIGN • RIVER STRATEGIC DESIGN

Engineering the Future

A Central Denmark Region Publication

smart centre

Engineering the Future

THE CENTRAL DENMARK REGION'S ADVANCED MANUFACTURING AND ENGINEERING CLUSTER

RODIN GENOFF
GRAEME SHEATHER



A Central Denmark Region Publication

midtregionmidtjylland