

NEA2 Falmouth 2010, Oct 13th



eurolarge
innovation

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Innovation



euro**large** *innovation*

Support and animation of the
technological sector of ocean racing in
Brittany

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What is a cluster?

“A cluster consists of a geographical concentration of companies, sub-contractors, service providers and institutions (training, research, etc.) in a specific field, potentially in competition yet engaging in cooperation”.

Michael E. Porter in *On Competition* (1998).

Why?

- National and international leading companies
- Potential for reconversion and diversification
- Presence of the best crews in the world
- Need for recognition of the section

Why?

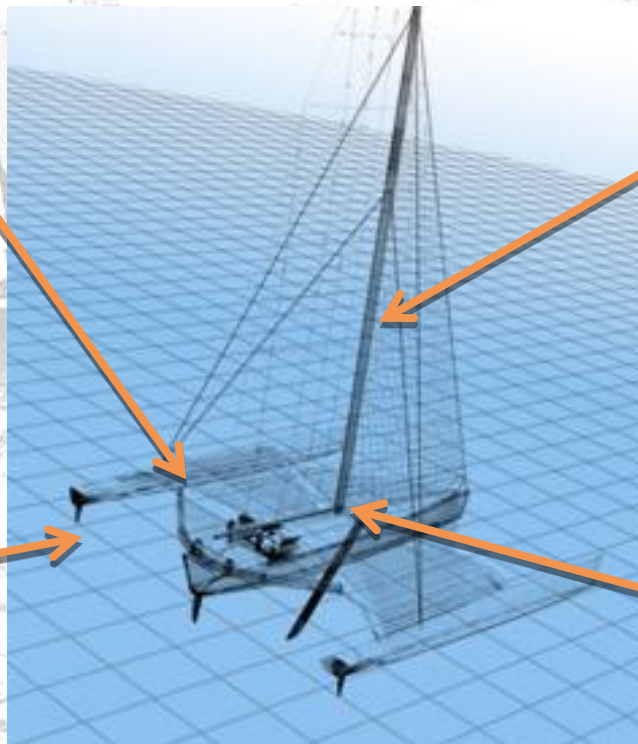
- Master study conducted in 2004: 120 companies in Brittany, 130M€ turnover, 1000 employees
- Activity arousing considerable technological developments: materials, sails, onboard electronics
- Presence of a significant number of companies concerned in southern Brittany
- Research laboratories, universities, engineering schools
- Small, still fragile technological companies

Why?

Ocean racing project = Collaborative project

Architects Shipyards

Multiplast
CDK Technologies



Fittings, Sails

North Sails
Incidences

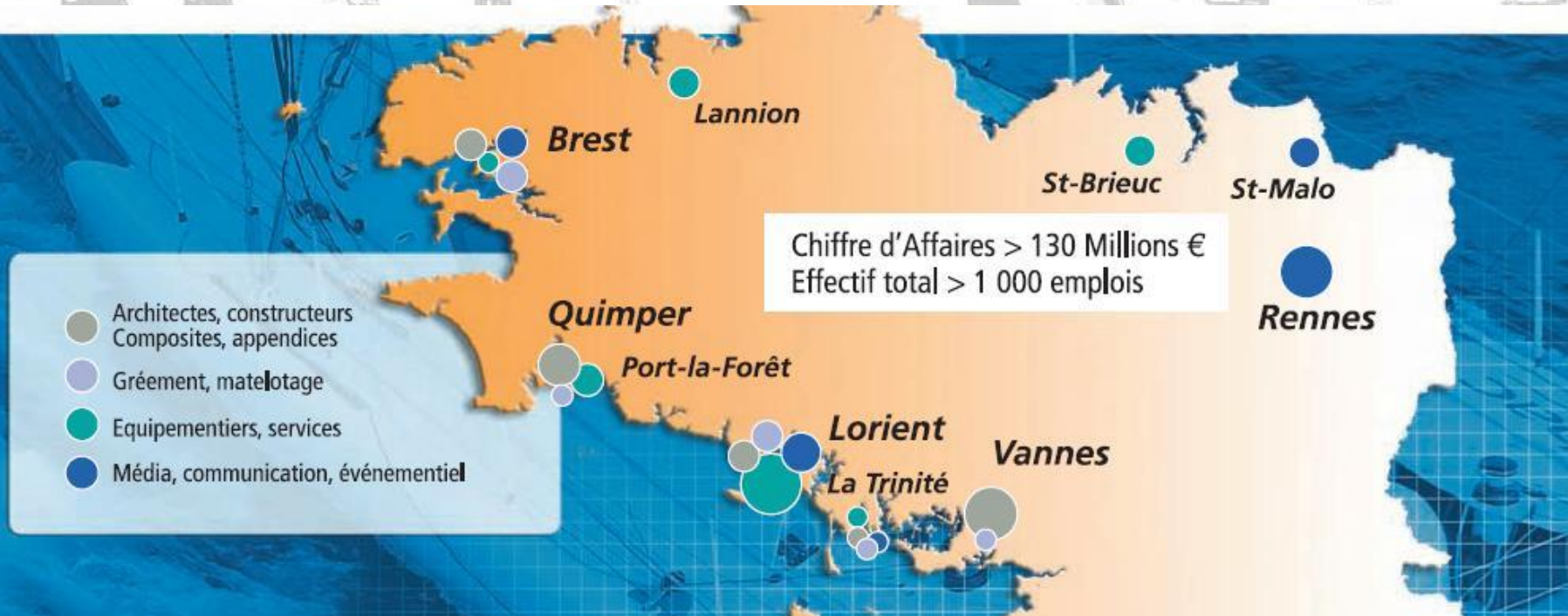
Media, communication, events

Welcome on Board
Nefertiti

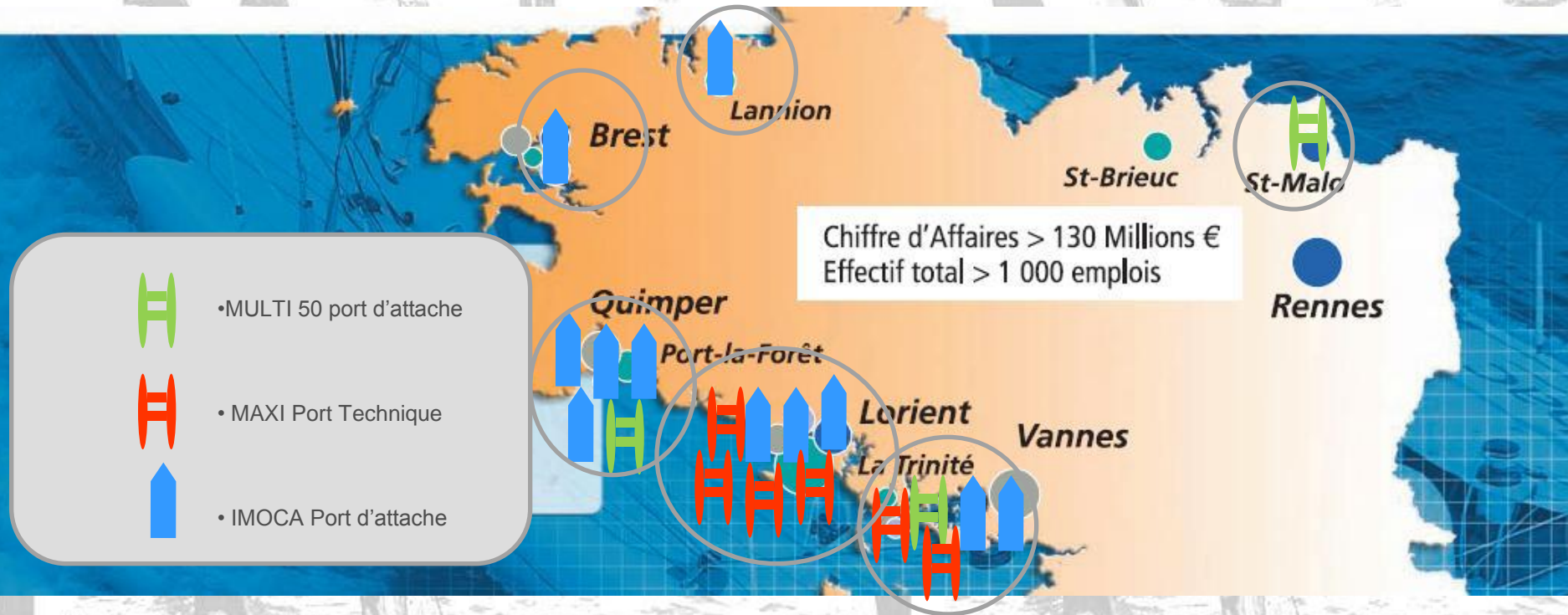
Equipment providers, Services

Plastimo
NKE
Nautix

The Sailing Valley



The Sailing Valley



The Companies

Actions

- ▶ Events
- ▶ Communication
- ▶ Techno watch
- ▶ Support for innovative projects

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Events

- 8 Eurolarge events in 2009 (700 people present):
 - Technical conferences
 - E.g.: - Nautism and Energy: what avenues for tomorrow's boats?
 - Paint and coatings
 - Workshops
 - E.g.: Workshop on structural bonding



Actions

- ▶ Events
- ▶ **Communication**
- ▶ Techno watch
- ▶ Support for innovative projects

Providing national and international visibility to the whole sector

- Presence at race starting lines
- Communication at major trade shows (METS, NAUTIC, etc.)
- Internet reference portal
- Management of the community on social networks
- Publications in the national press

- Sector communication tools
 - Film presenting the sector (FR + ENG)
 - Directory of companies and skills
- Videos and Minutes of conferences

Actions

- ▶ Events
- ▶ Communication
- ▶ **Techno watch**
- ▶ Support for innovative projects

Techno watch

Publication of 2 newsletters per year

- Electrical propulsion
- Safety in nautism
- Paint and coatings



Actions

- ▶ Events
- ▶ Communication
- ▶ Techno watch
- ▶ Support for innovative projects

Project assistance

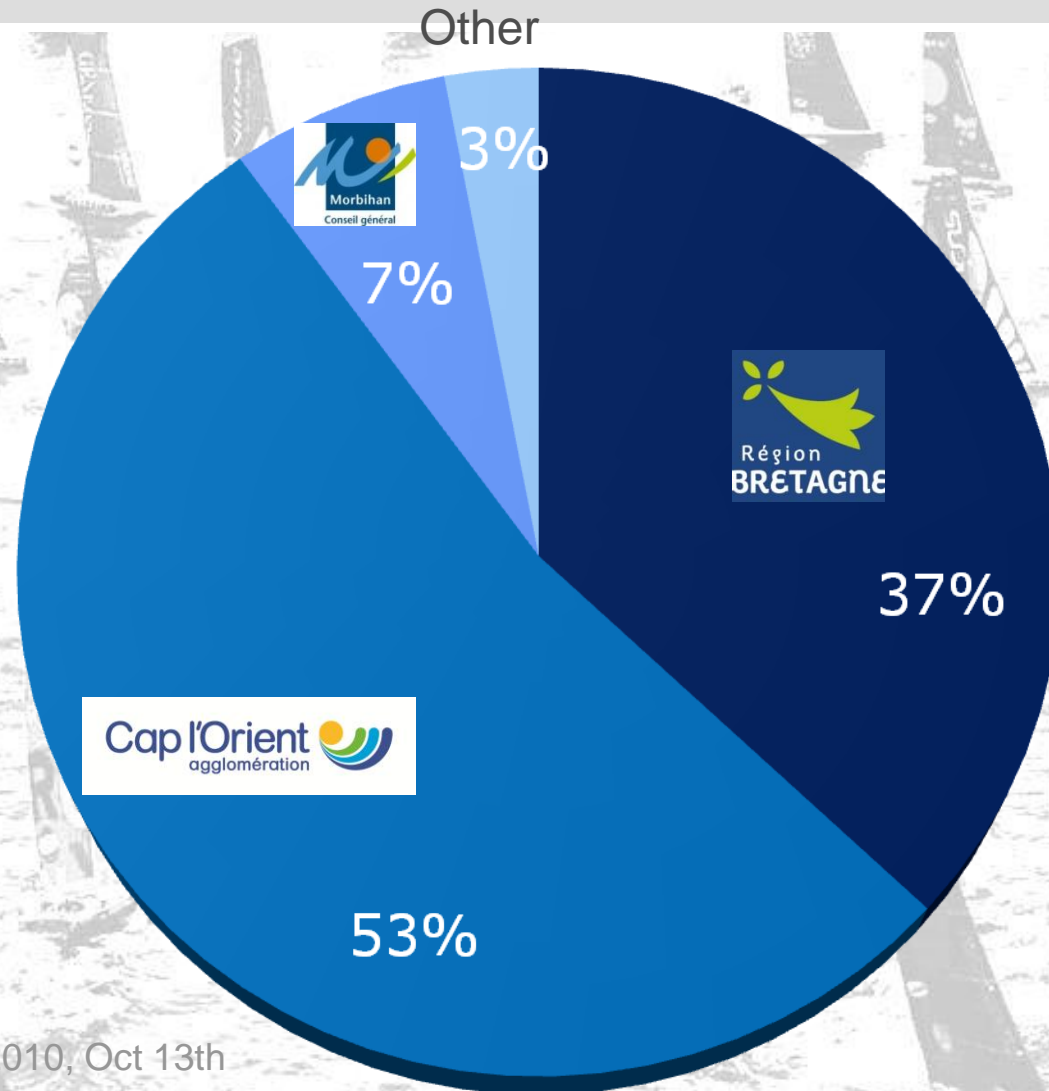


- Implementation of collaborative projects (NIFO detection, coatings of carbon structure...)
- Project management assistance
- Relations with scientific and technical experts (Universities, engineering schools, etc.)
- Search for funding (state aid, venture capital)
- Technology transfers: aeronautics, automobile, ITC
- Industrial protection consultancy (patent, brand model)

And tomorrow?

- Working on interdisciplinarity within nautical industries
Ocean Racing / Small and medium-sized pleasure boats
- Working on interdisciplinarity outside water sports
Many technologies have fields of application outside water sports
- Rapprochement with other international initiatives

Financial backers



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