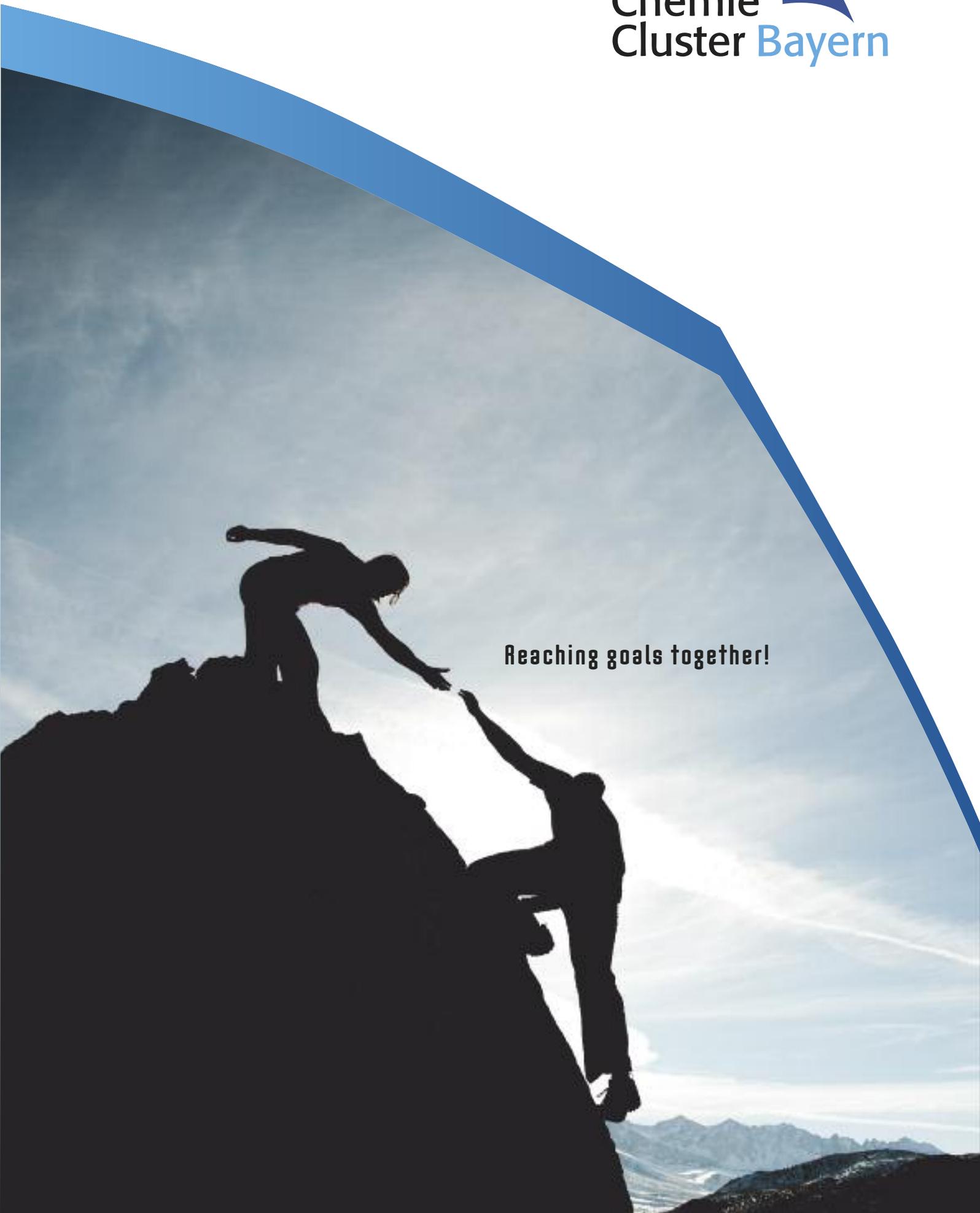


We create genuine market advantages for our members.



Reaching goals together!







Achieving ambitious goals. Faster.

**With our competence
network of Bavarian
chemistry enterprises.**

Network with over 250 members
from the industry, the academic sector,
as well as research and politics.
We bring together partners, that
complement each other perfectly.

For your success.


**Chemie
Cluster Bayern**

A woman in a light-colored sweater is pointing her right index finger towards a document on the left. In the background, another person's hand is also pointing towards the document. The scene is brightly lit, suggesting an office or meeting environment.

Finding the best way. Together.

We offer a broad recommendation pool of **clusters operating world-wide**.

As a neutral facilitator, of course, we treat all information strictly confidentially.

We take over the planning and implementation of new products and markets in co-operation with developers and professionals from the most diverse sectors.

We know which issues are in the focus of research and which innovations are required.

Start-up? Success from the very beginning!

As a start-up enterprise, you surely intend to fully concentrate on research and product development rather than funding applications and other bureaucratic necessities. **This is where we come in!**

Or do you already have an innovation you would like to implement as a product?

We are happy to be of assistance here as well!



For your success.


Chemie
Cluster Bayern



// The Bavarian chemical industry invests its know-how in the Chemie-Cluster Bayern, in joint research and development projects, dialogue with industrial users and in the development of new markets with systemic products. Since its establishment in the context of the Bavarian government's cluster offensive in 2006, the Chemie Cluster has advanced to an interdisciplinary driver of innovation. The cluster management supports production developments from the first project sketch and the search for partners, up to the joint presentation of companies on international markets - we work fast, pragmatically and implementation-oriented. With our services, we do not foster ailing industries: we exist, precisely because the Bavarian chemistry sector is as highly innovative as never before. I extend a warm welcome to you and invite you to get to know us! //

Daniel A. Gottschald
Managing Director of Chemie-Cluster Bayern

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entrum für an-
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t für internatio-
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e Werkstoffe
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Using the power of compounds and links. Efficiently.

10 good reasons to become a member of Chemie-Cluster Bayern:

- > you will be welcomed by an active, dynamic competence network
- > attractive mix of members
- > useful events and work shops
- > vast range of products among members
- > regional, national and international network partners
- > fast and efficient exploitation of project results
- > support from the very first idea up to market maturity
- > active assistance for fast implementation
- > support with funding and red tape
- > ... and last, but not least: no membership fee

Use your potential! In full.

How will Chemie-Cluster Bayern help you with that?

We are definitely one of **Germany's most successful** and **significant economic clusters**.

Why? Maybe because Chemie-Cluster Bayern understands itself as **modern service provider** able to be successful only, if its members are as well. Or because we support our projects from the **planning stage** to the **implementation**. Surely, too, because the cluster is **well interconnected** both on a European and **global level**. And, of course, because Bavaria - with its strong chemical industry and its world-class universities - simply offers ideal framework conditions.

Only 5 years after its establishment in 2006, Chemie-Cluster Bayern had already attracted more than **250 active members**. Among them, you will find internationally operating corporate groups, but also small companies as well as universities and public institutions.

A vital component for the cluster's success is surely the active involvement of our members. For example, self-organised meetings between members have regularly led to the most successful new products. It is precisely this initiative of our members which distinguishes our cluster from many other 'dormant network portals'.

Our member mix:

1/3 = research & science

2/3 = industrial companies

The majority consists of producing enterprises from the chemistry sector

In addition to that, we attach great importance to creating the **perfect mix of members** - from **research** and **science** as well as from the **industrial** sector.

However, our members and partners are not just from Bavaria. Chemie-Cluster Bayern is a **national and international network of providers of chemical solutions**. We are thus able to offer genuine synergies and - in a joint effort - can lead your new products and innovations **to market maturity faster**. To reach these goals, of course, we plan and think across the borders of Bavaria, Germany and Europe.

Our experience has shown that completely different enterprises often complement each other most successfully. This is where our staff's experience comes in. After all, we know our members, their

needs as well as strengths and can thus find the **right partner** for your tasks. When necessary, we also look for partners in close co-operation with chemistry networks across the whole of Europe or resort to our world-wide connections, e. g., in the

context of the 'Transatlantic Initiative for Technology Transfer' or among our co-operation partners in China. This way, for example, we were able to successfully contribute to the fact that numerous new systemic products were defined and developed to market maturity.

“ What I appreciate about the Chemie Cluster is the focus on concrete projects and their pragmatic implementation as well as its result-oriented approach in general. ”

Professor Andreas Fery,
University of Bayreuth



Overview of the variety of products offered by our members:

Nano-technology glass biotechnology
paints and varnishes inorganic basic chemicals agri-
cultural chemicals Ethylene **fine chemicals**
organic chemistry pharmaceuticals
polymers soaps wash and cleaning agents
and many more...



Use our overview to explore new paths!
It's uncomplicated.

Become a member of Chemie-Cluster Bayern.

Profit from our services:

- > We broker R&D co-operation partners
- > host workshops on various topics for you
- > connect you to the important user industries in the context of 'Chemistry meets' meetings
- > We broker useful business contacts, directly and personally
- > provide opportunities for targeted product placements (e. g., via personal meetings in the context of our annual Kompetenzatlas)
- > and we establish contact to international co-operation partners via our world-wide partner networks.
- > Furthermore, we provide assistance with funding applications, also in co-operation with foreign enterprises.

And above all, we do it without red tape.

Chemie-Cluster Bayern knows who researches which topics and what innovations are required in which sectors.

Chemistry is facing **various challenges**, especially from **other industries**, such as the automotive, building or energy sector, mechanical engineering or also the environmental technology industry. They all need the chemical industry to provide new, efficient **materials, procedures and technologies**, again and again. Whole industries therefore depend on the innovations of the chemistry sector.

The subject of **securing our energy supply** will be among the most pressing issues we will face in years to come, including battery optimization for electrical mobility, the efficient use of renewable energies or when increasing industrial energy efficiency. In addition to energy generation, 'green chemistry' will continue to improve the use of bio resources, both as source for food, as well as for building or packaging materials in the context of **using regenerating raw materials**. Also **innovative building materials**, lighter, stronger and more intelligent materials as well as functional surfaces for numerous industrial applications will be in the industry's focus.

These are challenges which can only be mastered based on **intensive research and development**. For instance, in co-operation with universities, the Fraunhofer institutes and companies in the Chemie Cluster which are innovative leaders in their respective area or expertise.

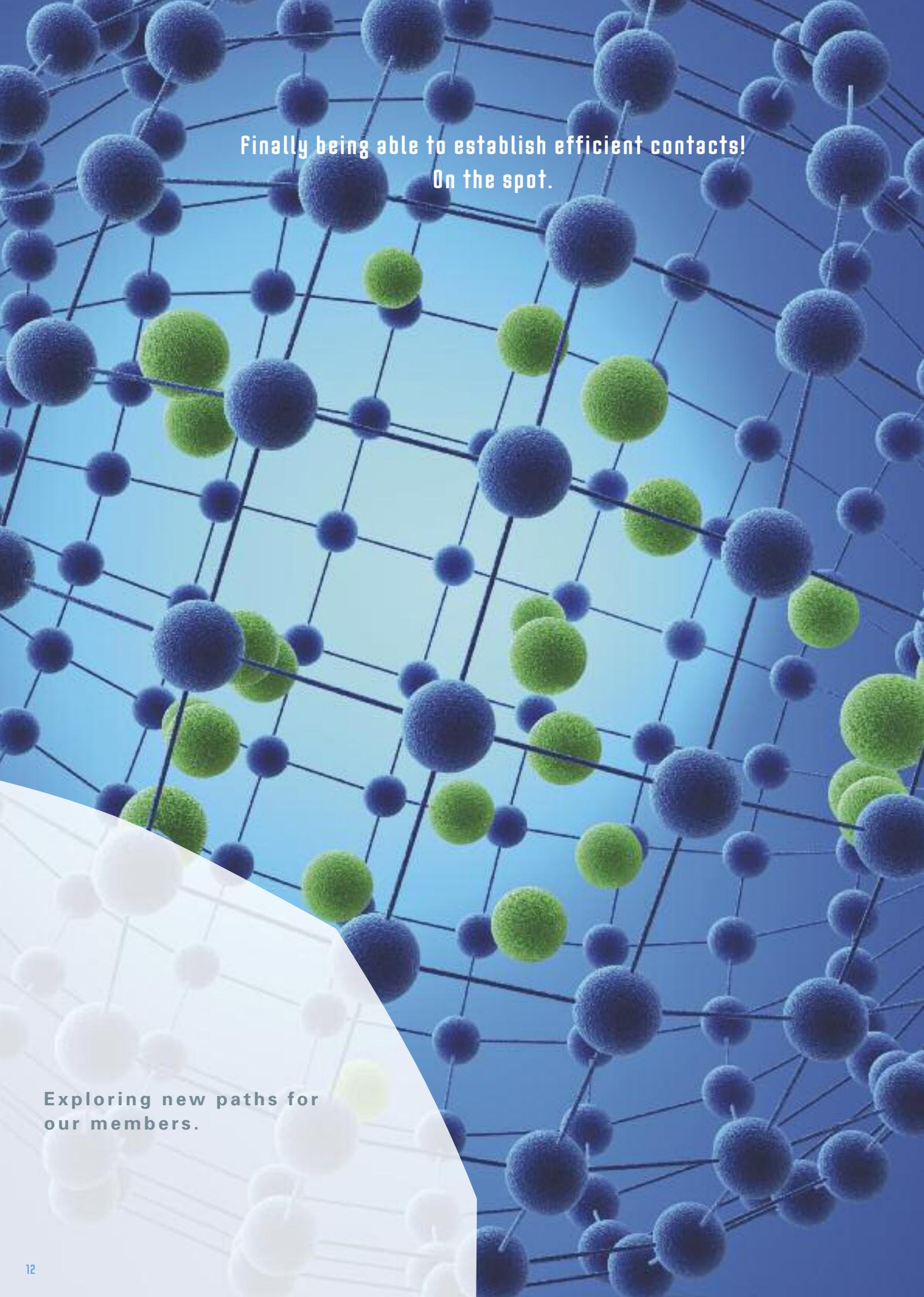


To be able to develop **immediate and requirement-specific solutions**, keep time and costs in check and to generate genuine competitive advantages, it is thus important **to find the right partners fast**. As a **member of Chemie-Cluster Bayern** you will be able to use the possibilities of efficient compound solutions as well as the chance to adjust your innovations to possible customers and their concrete needs at an early stage.



“ The development of innovative products on an ecological basis is our company's secret to success. Decades of experience with sustainable raw materials and the intensive, close co-operation with users enable us to produce high-quality natural products. In the chemistry cluster we can implement our projects and ideas faster and better - the cluster team knows exactly what we need. ”

Harald Kastenhuber,
Managing Director of Naturhaus Naturfarben GmbH



Finally being able to establish efficient contacts!
On the spot.

Exploring new paths for
our members.

'Chemistry meets...'

You are surely familiar with that situation as well: at standard network meetings usually the people who know each other anyway communicate most.

That might be nice, however, is by far not enough for us. After all, our goal is to broker **result-oriented contacts**. And maybe your ideal partner has been a cluster member for years and is located near you without you ever having been aware of this.



Magdalena Appel
Project Management Internationalization

But how bring together such a large number of cluster partners and help them efficiently communicate for once?

Speed Dating! You might have expected this in a completely different context, but it works: Many of our participants are surprised, how often one meeting has led to a valuable connection after a 5-minute discussion only.

This is **just one example** from our 'Chemistry meets' event series. This initiative establishes a 'direct connection' between chemistry enterprises and representatives from other industries. Here, 'wish lists' of important customer industries and thus vital information for developments in the chemistry sector are presented, enabling direct adjustments to such customer requirements. In return, our members have the opportunity to present their research to companies from other sectors (if necessary also in the context of Non-Disclosure Agreements), to perhaps initiate new partnerships. 'Chemistry meets' events have already led to numerous successful co-operation projects.

Surely you will also find the 'partner of your dreams' and can thus establish a 'perfectly matching, successful partnership'.



// Chemie-Cluster Bayern offers unique opportunities to establish contacts and to creatively initiate technology transfer and co-operation projects. The management is committed and efficient, the meetings are goal-oriented and meet high demands in terms of content. This is how innovative potential needs to be discovered and promoted. //

Dr. Hans-Jürgen Wernicke,
Chairman of DECHEMA
Gesellschaft für Chemische Technik und Biotechnologie e.V.

The six success factors of Chemie-Cluster Bayern:

1 The mix is right.

The right blend of industry and science makes our network both effective and interesting.

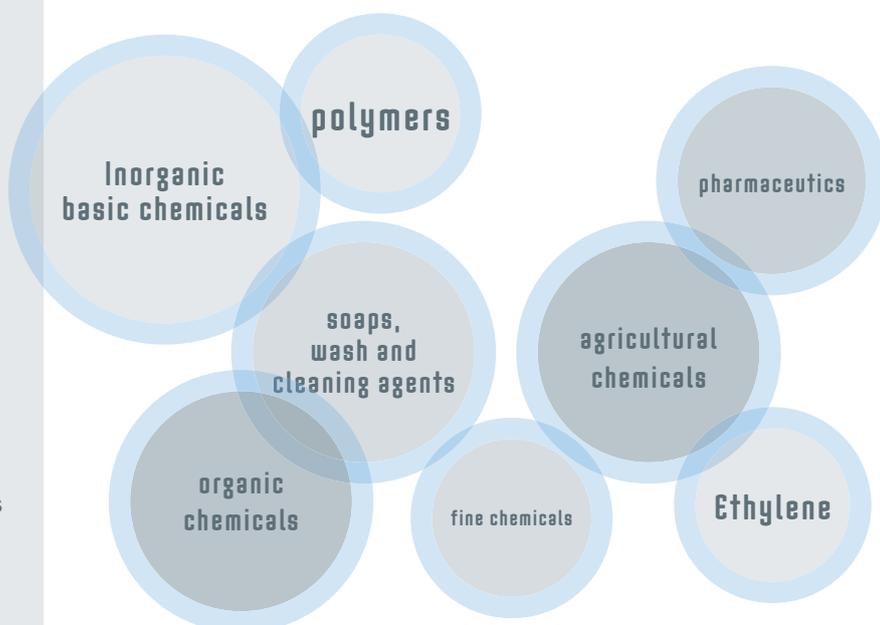
With a network consisting of businesses (2/3) as well as research institutes and universities (1/3), the membership structure of Chemie-Cluster Bayern can be described as ideal.



2 Great variety.

Deviating from many highly specialized clusters, Chemie-Cluster Bayern offers a broad variety of different industries.

Virtually all chemistry segments thus find a 'home' under the roof of Chemie-Cluster Bayern. The broad focus attracts additional competence from other sectors to join the network as well.



3 Initiative counts.

The focus of Chemie-Cluster Bayern is clearly on joint projects, initiated by its members, as well as on shared work groups. This underlines how well accepted Chemie-Cluster Bayern and its dynamic advancement is.

“ WACKER works with universities, non-academia research institutions, corporate groups and highly innovative SMEs. The Chemie Cluster offers an ideal context for joint, interdisciplinary projects! ”



Dr. Birgit Schwab,
Director Grant Management,
Wacker Chemie AG

// Chemie-Cluster Bayern helps us to find the hidden champions of Bavarian chemistry. Boeing is looking for innovations ready-for-use: hence, Chemie-Cluster Bayern is a perfect partner for our technology scouts. //



Bonnie Gorsic,
Technical Fellow, Boeing

④ High in demand.

The large number of external inquiries the Chemie-Cluster Bayern receives from other industries based in various regions of world, shows how highly appreciated the competence and efficiency of its members really is.

⑤ International connections.

Also internationally, Chemie-Cluster Bayern is interconnected in the best possible way. The cluster management presents its members world-wide and via numerous co-operation projects with other partners helps to integrate them in international projects.



⑥ No membership fees!

Our remuneration always depends on the individual project and its success. We determine a lump sum which exclusively depends on the complexity of your project. However, we never charge more than 8% of your total investment in the first two years. This way, you have absolute planning and budget security.



A full-page background image showing two skydivers in a blue sky. The sun is bright and positioned between the two divers, creating a lens flare effect. The skydiver in the upper right is in a more horizontal, stable position, while the one in the lower left is in a more dynamic, inverted position. The sky is filled with wispy clouds, and the overall scene conveys a sense of freedom and adventure.

Ready for take-off. Definitely.

You have an innovation, ...

... only waiting to be implemented,
but you lack the expertise on how to proceed?

Whether you plan on founding a company,
or you are looking for partners, investors and
industrial customers for your start-up: Chemie-
Cluster Bayern is the right sparring partner to
make you successful in new markets.

We support and accompany start-ups from the very beginning.

Your invention belongs on the market

Where do you think most inventions in Germany end up? In cars, pharmacies? In aviation and space? Not at all!

Unfortunately, most **inventions** are being put away in a **drawer** – and they remain there. Year by year, numerous innovations are simply not pursued, much less implemented.

However, especially the chemistry sector offers a **great** many achievements - hardly any other industry is as innovative as our industry. New materials are being developed on a daily basis in university laboratories and by enterprises, which might help other industries make the break-through. But why is only a fraction of this **enormous potential** used and implemented in the form of finished products?

Chemie-Cluster Bayern knows the hurdles on the way to industrial application. We help you **to better exploit** your potential and your chances in the market and to lead your innovations to the implementation phase.

For this reason, we created the initiative 'JUStus' - the springboard for new ideas and young entrepreneurs.



Here you can **present** your start-up and perhaps initiate a co-operation with an **established** company. JUStus intensively works together with **start-up centres, incubators** and **technology transfer institutions** to attract the attention you deserve.

We want you to be successful - from the very start. Therefore, we support you in handling red tape, for instance when applying for funding or preparing a **business plan**.

And you? Do you want to see your invention in the market rather than in a drawer? Take full advantage of the many opportunities in the Chemie-Cluster Bayern!



“ We prefer working with Chemie-Cluster Bayern as it attracts very interesting organizations and companies from the chemistry sector - exactly the environment our start-ups need to successfully network and spark future growth. ”

Dr. Benedikte Hatz,
Managing Director Netzwerk Nordbayern GmbH

A woman in a pink tank top and light blue pants is climbing a rope tower. She is wearing a helmet and a harness. A man in a black shirt and red helmet is assisting her from below. The background is a clear blue sky.

Achieving goals, as a member
of an experienced team.

You have a project?

Just contact us, we will help you with the concrete implementation – fast and unbureaucratically.

What you should prepare when contacting us:

- > a **short project description**
- > a **rough assessment** of project costs and duration
- > existing and/or required **partners**, as far as applicable

This is how we bring your project on the way.

And these are the steps:

Project presentation

You present your project to us; of course, we will treat your information strictly confidentially (if necessary, also on the basis of an NDA).

Concrete requirements

Together we determine the probable requirements in terms of staff, investments and materials.

Looking for partners

We immediately begin scouting for possible partners in science or industry. Once the partners are found, we will help with the preparation of a co-operation agreement.

Funding assistance

At the same time, we are looking for suitable means of funding and – if applicable – will take over the necessary applications.

Support

Once the project has been kicked off, we will take over the co-ordination - as far as desired – and will support you with marketing issues or invitations to meetings such as 'Chemistry meets...'



“ The complex funding structure in Germany and the bureaucratic ‘jungle’ made us believe that accessing public funding for innovation projects was unattractive. With Chemie-Cluster Bayern, things are different now: We can resort to a competent management which professionally guides us through the bureaucratic jungle. ”

Lilo Sallinger,
Managing Director, IRSA Lackfabrik Irmgard Sallinger GmbH

The cluster as driver of research and development

Dr. Josef Geller,
Managing Director VCI LV
Bayern



With a **turnover of about € 16 billion** and over 60,000 attractive jobs, the chemical industry is among the largest industries in Bavaria.

Most important bases of its success have always been **own research and development** efforts. At the same time, the chemical industry is a driver of innovations for many other industries - there is hardly a product group, which does not profit from chemical innovations.

But even the most innovative enterprise can only remain competitive, if it exchanges information with research institutes. A success model here is the **traditionally close connection to Bavarian universities** with their world-class research departments. To promote this exchange between industry and research as well as between companies themselves, the cluster model appears extremely promising. Chemie-Cluster Bayern has put this idea into practice in an exemplary fashion: it does not only accelerate the internal exchange of innovations between industries with concrete project work, but also bridges the important gap to the Bavarian chemistry's customer industries. After a period of five years only, the Bavarian chemical industry now possesses an **efficient network**, which has become indispensable for the Free State.

Establishing regional networks.
Connecting people.



Why look so far afield,
when there is so much
close at hand?

We help generate local synergies.

You surely know the chemical enterprises close to you. But there might be companies **in your region**, you have never heard of before, although they are world-leaders in their fields. One of these enterprises might be an ideal partner for your project.

Chemie-Cluster Bayern is particularly strong when it comes to the **promotion of local partnerships**. After all, regional networks form our basis. Due to spatial and regional proximity, these structures have partly developed completely 'autonomously' and often benefit from historically grown strengths, whereas others were only created upon initiative of their members.

Chemie-Cluster Bayern systematically promotes regional networks with a **professional cluster management**. Companies and research establishments can thus be perfectly inter-connected and funds more easily tapped. These networks offer advantages for all kinds of enterprises: The 'hidden champions' often only receive the attention they deserve in the cluster, while it is in the best interest of established global players as well to further strengthen their home base.

Of course, we are also happy to support you with the selection of suitable partners - and a regional partnership is certainly always the first choice.

// The **Netzwerk Glas** does not only improve our own innovative strength, but provides new impulses to the whole region. But a network does not work without management: we are happy to have found a strong partner with Chemie-Cluster Bayern! //

Dr. Robert Hartel,
Chairman Zwiesel Kristallglas AG

Example Netzwerk Glas



Clear advantage for the Bavarian Forest region.

An example of a successful regional partnership is the Netzwerk Glas. Here, local glass companies were successfully inter-connected in the Bavarian Forest to form a 'Silicone Valley made of glass'.

The **Netzwerk Glas** was brought to life together with the regional management Regen. Chemie-Cluster Bayern GmbH operates it as independent branch office which is supported by the Federal Ministry for Economics, Transport and Technology in the context of the innovation programme "Zentrales Innovationsprogramm Mittelstand". Thanks to this structure, it is ensured that 100% of the appropriate means are also used in the region.

The network offers a platform, where local glass industry enterprises and related industries are connected. By using these synergies, innovative strength, productivity and competitive ability of the involved companies (nine companies and the University for Applied Sciences Deggendorf) could clearly be increased.

In particular, the transfer of innovations into products ("time to market cycle") could be substantially accelerated in some areas.

In addition to the support and promotion of co-operation projects, **Netzwerk Glas** strives to improve price negotiations and market positions by bundling offers, preparing effective, joint presentations and advance marketing measures.

Finding strong partners. For everything.

A partnership is only as strong
as the partners forming it.

Here, Chemie-Cluster Bayern can refer to large variety of enterprises and universities. Take, for example, the **chemistry triangle**, the birth region of the global giant Wacker, or new regional innovation centres, such as the bio campus Straubing as well as the research centres of the various universities, like the research centre Garching of the Technical University of Munich, or the Bayreuther Zentrum für Kolloide und Grenzflächen. The spectrum of our members is as various as the possibilities of chemistry itself.

BioCampus Straubing – The Green Chemistry Belt



Upper Bavarian Chemistry Triangle



BZKG
Bayreuther Zentrum für Kolloide und Grenzflächen

Member extract:



As demonstrated, the partners of Chemie-Cluster Bayern can be found all over Bavaria (and beyond its borders). When it comes to the product focus, variety is the key as well: from agrochemicals, pharmaceuticals, to cleaning agents - our members reflect the **whole range of chemical production**:

Product	Number of members
Agricultural chemicals	10
Inorganic basic chemicals	74
Ethyl chemistry	5
Fine and speciality chemicals	77
Organic raw materials and chemicals	29
Petrochemicals and derivatives	12
Pharmaceuticals	25
Polymers	137
Soaps, wash and cleaning agents	20
Other chemical products	141

Focus	Number of members
Automotive Industry	70
Building Industry	65
Biotechnology	37
Chemistry	74
Electro-technology and electronics	42
Energy engineering	37
Information and communication technology	13
Plastic processing industry	63
Aviation & space industry, satellite navigation	26
Mechanical engineering	35
Mechatronics	19
Medical technology	34
Nano-technology	53
New materials	70
Public service	3
Pharmaceutical industry	26
Environmental technology	53



Remote connection. Very close.

**Chemie-Cluster Bayern –
best connections world-
wide.**

And what is your next destination?

Would you like to sell your products in the US? Have you ever been looking for a development partner in France? Or would you like to produce together with a Chinese enterprise?

These questions increasingly arise in small and medium-sized chemical enterprises which are trying to stay competitive in our **globalized economy**. But, of course, only large enterprises can afford to adequately present their own services on the most important international markets.

Therefore, an in-house department of Chemie-Cluster Bayern coordinates and promotes the internationalization of participating companies. The objective is to increase the **'international visibility' of SMEs** as well as to support and newly initiate existing international business relations.

In principle, Chemie-Cluster Bayern operates world-wide. Based on the needs and requirements of participating companies, most frequently on large markets like China and the US, but also in less frequented regions of the world. The co-operation with authorities, chambers of commerce and associations guarantees a fast market consolidation. In addition to that, numerous successful partnerships with other European clusters show the strong commitment on our own continent.

An example: Transatlantic Technology Transfer Initiative

Application-oriented chemical research on both sides of the Atlantic provides key innovations for production developments to all important industrial sectors. However, academia start-ups as well as research-oriented SMEs often fail to see the bigger picture.

In the context of a 'Transatlantic Technology Transfer Initiative' (TTTI) Chemie-Cluster Bayern together with its partner clusters, universities and industrial partners from Germany, France and the USA makes such enterprises fit for the international market. Industrial partners, particularly from the US, are asked to provide 'challenge statements': What are future trends? Which material innovations will be needed in aviation? Researchers able to address such challenges with their developments, or who have found completely new solutions are invited to participate in an innovative transatlantic road show. Participants are then able to present their innovations to industrial enterprises in the context of in-house workshops. They discuss their solutions with the chief developers of potential industrial customers such as Boeing, and can thus learn how to lead international business negotiations while creating a valuable transatlantic network.

“ The support of Chemie-Cluster Bayern is extremely valuable for us as a small company, especially with important development projects. The fact that I can now - with the help of the cluster - offer my products to big customers in the USA too is simply priceless! ”

Jürgen Kiroff,
Managing Director
Farben-Kiroff-Technik



Convincing co-operation.

An experiment with inspiring results

Professor Dr. Dr. h.c.mult
Wolfgang A. Herrmann,
President of the Technical
University of Munich



The chemistry sector in Bavaria is top – the chairs of research departments provide interdisciplinary, application-oriented research on a world-class level, companies are highly committed to research and development. **Chemistry represents a key industry for Bavaria**, from which other industries are benefitting, both directly or indirectly. A strong chemical industry is thus vital for the entire economy of the Free State.

It is thus no wonder that the experiment of the establishment of **Chemie-Cluster Bayern** has led to such sustainable **results**. However, the fact that now not only projects of researchers and developers can be implemented more efficiently and with better market focus, but that completely new topics and applications can be realised so fast and successfully, came as a surprise to us all. The basis of this success is not least the exceptional commitment of the Chemie-Cluster Bayern staff.

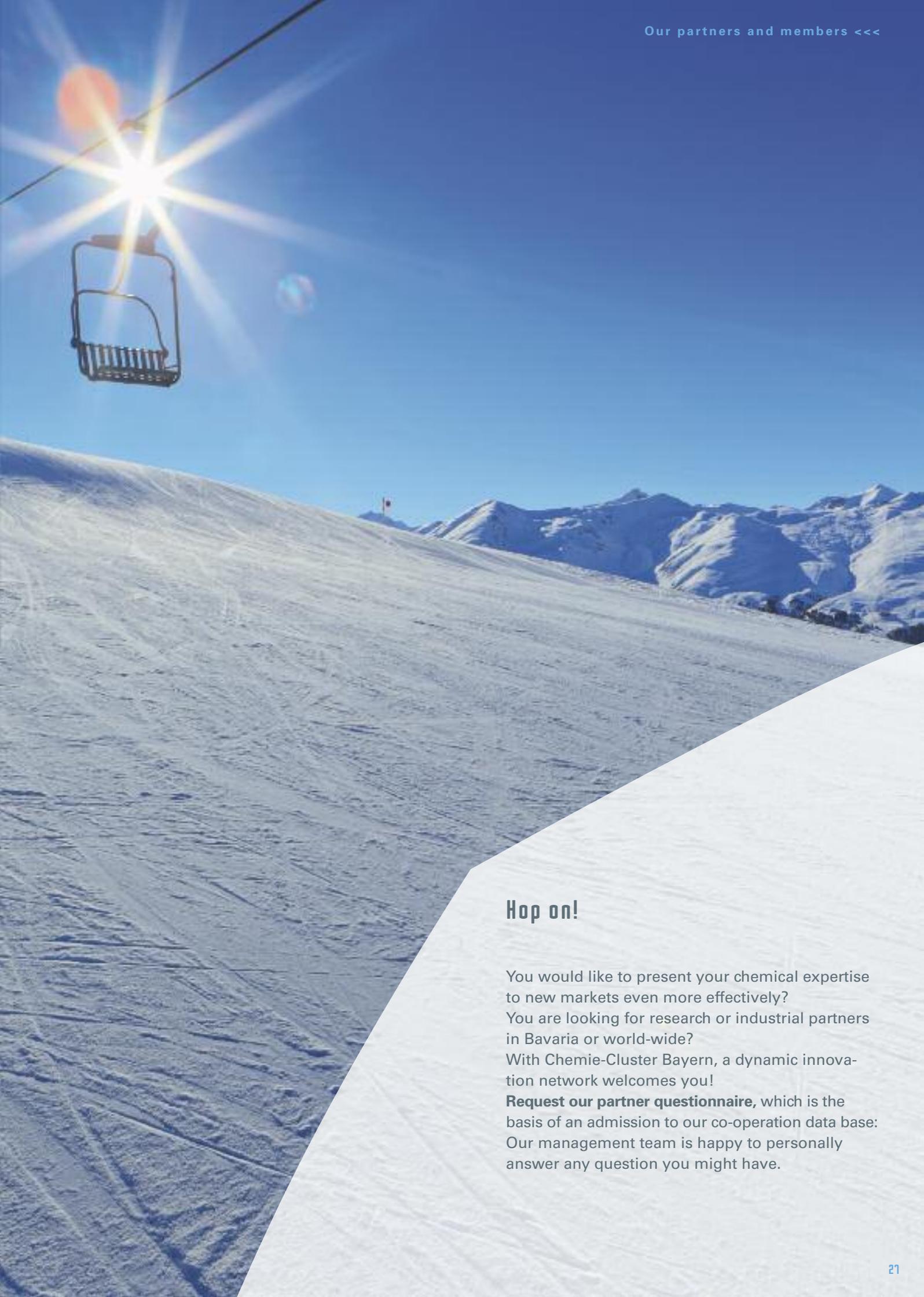
Active project work instead of a platform doomed to fail! That has been our success guarantor for the goal and user-oriented cluster work from the very beginning. **Competent brokers**, who **actively coordinate** our resources and also **represent them internationally**. This is precisely what the Chemie-Cluster Bayern delivers. There is simply nothing left to say: **keep up the good work!**

A network with respectable achievements

Dr. Günter von Au, Clariant AG,
Vice-Chairman, non-executive
member of the Board of Directors



The Chemie-Cluster Bayern is a network of amazing variety: World market leaders like Wacker Chemie are equally represented like small family-owned businesses; chemistry parks supplement scattered sites in remote rural areas. The cluster members feel associated with the most different industries - they do not only supply chemical pre-products, but are also automobile suppliers, process specialists or providers in the construction industry. Can such a **complex value chain bundle** profit from a joint cluster management at all? My answer: **It is precisely this heterogeneity where the secret to success is based!** With interdisciplinary product developments and a marketing in completely new areas of application, the cluster has fostered more than 30 major innovation projects within a few years only - **all with concrete market potential, all with the objective to increase regional value creation and to tap international markets**. As a working network, Chemie-Cluster Bayern inspires innovative dynamics which could not be implemented in a mere 'one- topic cluster'. Small as well as large companies, business and science profit from the results: **a network, which has demonstrated respectable achievements!**



Hop on!

You would like to present your chemical expertise to new markets even more effectively?

You are looking for research or industrial partners in Bavaria or world-wide?

With Chemie-Cluster Bayern, a dynamic innovation network welcomes you!

Request our partner questionnaire, which is the basis of an admission to our co-operation data base: Our management team is happy to personally answer any question you might have.

Contact

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