

EUROPEAN UNION



Committee of the Regions



European Entrepreneurial Region

OPEN DAYS MEETING PLACE
WORKSHOP WITH THE EER REGIONS (YEARS 2011 AND 2012)
AND JURY PARTNERS ON
‘CONSOLIDATING THE EUROPEAN ENTREPRENEURIAL REGION
(EER) LABEL – TOWARDS REGIONAL SBA PARTNERSHIPS’

Appendix to the Programme:
Panel topics

Trnava Self-Governing Region, Slovakia
(EER 2012)

- **Creation of new clusters, e.g. education cluster or Energy Cluster Centrope**

In line with the priorities set by the Government (the automotive, energy and electronics industries), the TSGR primarily focuses on the creation of clusters in these areas. The TSGR currently has five functional clusters, all of which have been set-up as interest groupings with legal identities:

- Automotive Cluster – West Slovakia,
- Electronics Cluster – West Slovakia,
- Tourism Cluster – West Slovakia,
- Energy Cluster – West Slovakia,
- Energy Cluster Centrope.

- *The Automotive Cluster – West Slovakia (ACS)* was formed in 2007 as the TSGR's first cluster. The ACS was founded by both the TSGR and the Town of Trnava. Its activities are focused on fostering cooperation between small and medium-sized enterprises and regional educational institutions within the automotive industry. It achieves so through a variety of projects such as the "Innovative and Flexible Manager", or Conferences such as "Industrial Innovation – the Basis for Future Regional Development". ACS also contributes to the implementation of "Intelligent Energy Europe" and "Duo**Stars" projects.

- *The Energy Cluster – West Slovakia (EnCS)* was founded in 2009 by TSGR, the Town of Trnava, the Jaslovské Bohunice NPP Association of Towns and Municipalities (ZMO), the Žitný ostrov ZMO, the Galanta Šaľa ZMO and the Záhorská ZMO. The EnCS's main priorities include promoting the development of environmentally safe and renewable energy sources in the TSGR and the whole of Slovakia, the emphasis focusing on maintaining the sustainability of the environment.

- *The Centrope Energy Cluster (EnCC)* was founded in 2010 by TSGR and its Austrian partner TOB – Technologieoffensive Burgenland GmbH in Eisenstadt. The EnCC originated as an Intelligent Energy ('ITE') project output. Its main objectives are to ensure service and support for members and other SMEs operating in the energy sector and in renewable energy, energy savings and energy recovery.

- *The Regional Economic Council (REC)*, created in 2009, comprises representatives of the TSGR and district towns, a representative of the ZMOs, a representative of the Regional Chamber of the SCCI, a representative of the Food Chamber and the Slovak Traders Association, and a representative of Železničné opravovne a strojárne a.s. Trnava; there are 20 representatives. The members of REC are mainly professionals with entrepreneurial expertise and their advice is taken into account for the creation of new SMEs in TSGR.

- **Promotion of school-business linkages to promote entrepreneurial spirit**

- The '*Quality in School – Success in Life*' national project is implemented in the form of further cooperation between schools and businesses. The objective was to introduce business practices into schools and forge links between employers' needs and the learning process in schools. In its third year of competition, it won the European Enterprise Award 2008. Successfully implemented and completed in 2010, the project created a new platform for communication in the field of building additional trainings and education programmes adapted to entrepreneurial needs. Furthermore, it also helped teachers to innovate education by creating new tools capable of having a long-term effect throughout the region.

- **Promotion of multinational – small businesses cooperation including specific training**

The aim of this policy is to improve cooperation between enterprises and secondary vocational schools. Its objectives are to establish links between all the special secondary schools in Trnava with the key regional entrepreneurs in order to guarantee the skills required to put the graduates in a best possible position in the labour market.

- The involved schools include the Galanta Vocational Secondary School of Technology, the Galanta Vocational Secondary School of Trade and Services, the Piešťany Vocational Secondary School of Trade and Services, the Trnava Vocational Secondary School of Automotive Technology, and the Trnava Secondary Industrial School of Transport.
- An example of this is the improved cooperation between the Hlohovec Business Academy, and the Slovak Association of Entrepreneurs. The relationship provides business training for students in areas such as specialist financial management and financial literacy as a whole.
- Another example of this improved cooperation between secondary schools and businesses is in the Trnava Vocational Secondary School of Electrical Engineering, which adapts its lessons to market needs such as mechanics and repairman for gas facilities, with a special focus on advanced gas installations. The Trnava Vocational Secondary School of Electrical Engineering is the only school in the Region to offer such market-focused training, and thus improving the employability of its students.