

Conference
CLUSTERS AND COMPETITIVENESS OF
LITHUANIAN INDUSTRIES
24.th of November 2010

End of public financing? Whats next?

Some experiences from our work in the
agglomeration of wood industry in the
County of Hedmark, Norway

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CEO Tretorget Corp



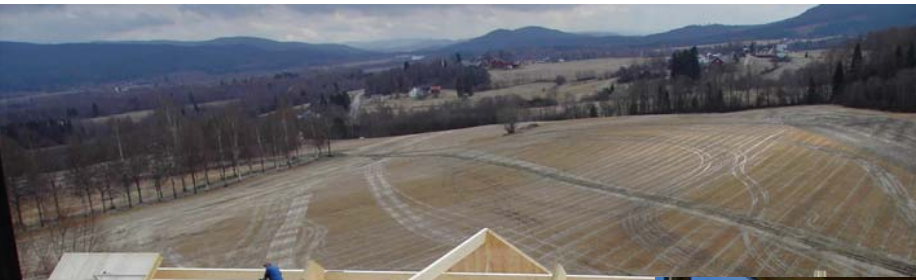


Tretorget:

A driving force for
innovation and
achievements in forestry
and wood industry



Hedmark: Tradition, concentration and success stories



Hedmark = forestry and wood building



	2002	2005	2007	2009
Turnover (mill €)	0,27	0,48	1,56	2,29
Employees	1,8	2,2	3,9	4,8

Gasellene
2009



Gaselle
2010



ARENA PROGRAMMET

TrePiloten



Tretorget Corp.: 2001 -> today:

- **Productdevelopment** and support to inventors -> **Node** for networks for going ("large") businesses
- **Commercial focus** -> a **cooperative producer**
- **Own business incubator** -> **mediate entrepreneurs** to b. incubators
- **Center** with own activities -> **Facilitator**
- **Local** ownership and business -> partnership agreement with **Hedmark** County, FMLA Hedmark and Innovation Norway Hedmark
- **Political** idea -> **The industry`s own tool**
- **Experiment** -> "**Experience** and competence"

Why these changes?

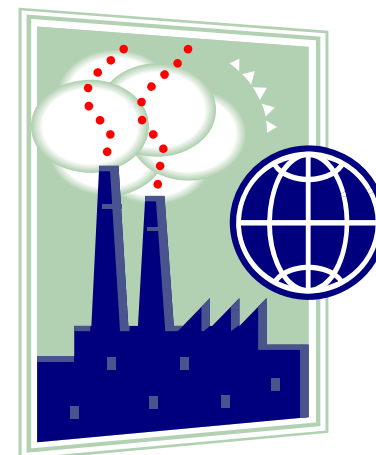
- **Innovation policy ("fashion") is changing**
- **Framework is changing**
- **More businesses have found "what`s in it for us" in Tretorget**
- **By accident**
- **Learning by doing**

Some experiences:

List of wishes:

- Help to find funding agencies
- Help for recruiting
- Informal trade meetings
- Help for start-ups
- Marketing services
- Seminars

**You can not help
someone who does
not want help**



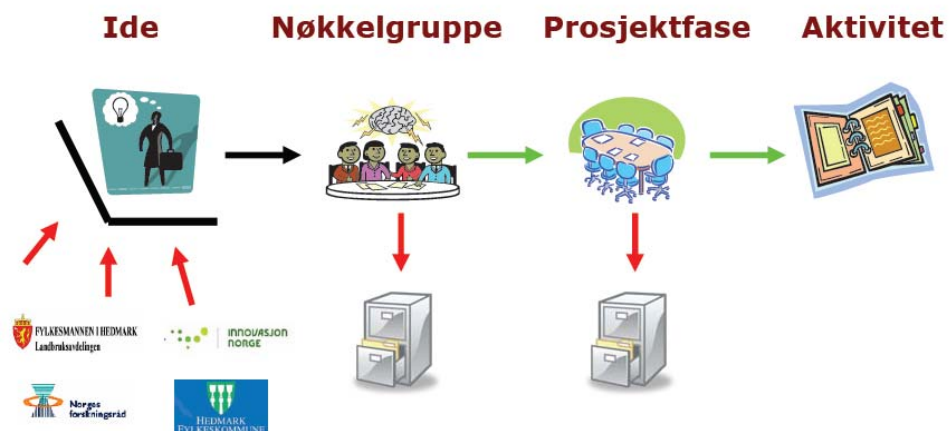
Some experiences:

Anchoring of measures

(the TPP-model)

Critical mass of activities and people

TPP/Tretorget-modellen for klyngeaktiviteter



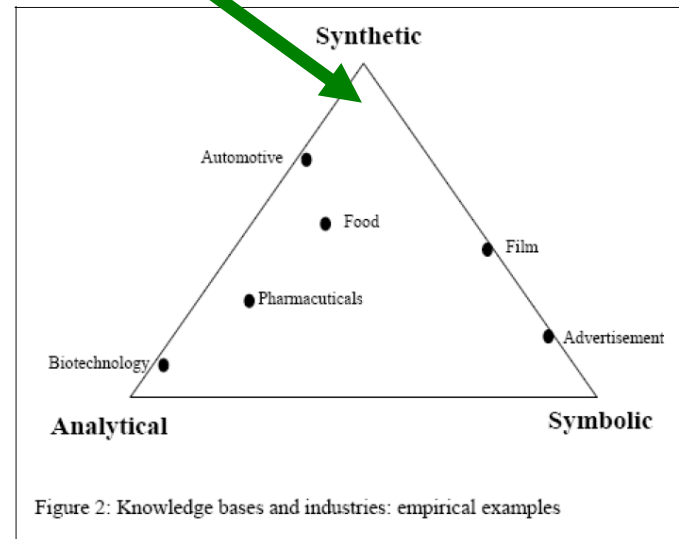
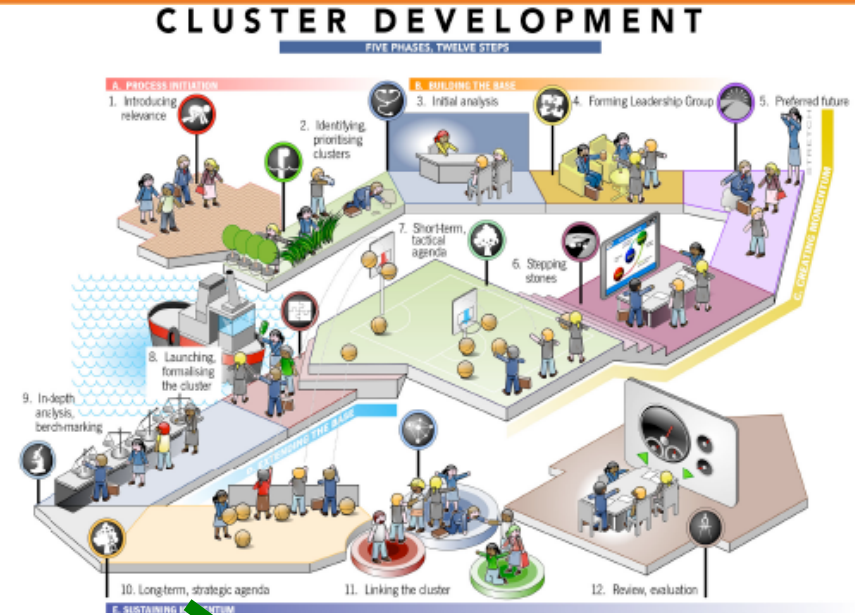
Some experiences:

The context:

Imitate, but find
"your way"

Ifor Ffowcs-W

Competence is needed



What are we doing?

Local buzz

Global pipelines

**Idea
driving til
measures**

**Idea
supportive
measures**

**Mute the
inhibitory
elements**

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Thank you for your attention

