Øresund IT

Annual Report 2009

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GROWING STRONGER

2009 has been an exciting and challenging year for Øresund IT. Facing the consequences of the financial crisis, many companies have faced decreasing revenues and a tougher, more resistant market. Despite this, we are looking back at a year where companies in the Øresund Region's ICT cluster have grown stronger as well as consolidated themselves compared to competitors in other ICT clusters throughout Europe. In fact, according to several independent reports, the Øresund Region is the most expanding and fast moving region in Northern Europe.

Some supporting proof of how our region is to become one of Europe's most exciting regions is the fact that Malmö was the only European city among the twelve "Fast Cities" nominated by American Fast Company. This was along with cities as New York, San Francisco, Seattle and Taipei. Another proof is that Copenhagen now is number five on the New York Times list of "Places to visit". All togeth-

er this makes the future of our region and the ICT sector promising, challenging, and exciting.

During 2009 Øresund IT took a leap in one particular direction. From primarily being a network organization we have begun focusing more on helping the region in growth and development within the ICT field. Examples of this are:

Benchmarks between researchers and industry – in the fall Øresund IT arranged several events where researchers within the ICT field met with people from the industry. The biggest of these event was international and gathered more than 80 researchers and industry representatives in order to create new fields for collaboration.

B**randing the region** – during our travels in spring of 2009 we discovered that the recognition and knowledge level about the ICT cluster of our region is too low

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Chairman, Øresund IT

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even though we are the largest ICT cluster in Europe. This was the start of developing BrandIT, a large Interreg project aiming to attract companies, talent and capital to the Øresund Region. BrandIT is one of the most important projects for the ICT sector the next three years and Øresund IT is the lead partner. The well-developed collaboration between the inward invest agencies, the universities and our own organization makes the project even more unique.

Deliverables – 2009 was the year when we calculated more figures and numbers on what Øresund IT actually brings back to the region. We managed to get funding worth around € 4.5 million in total budgets from national and EU funds. About 80 percent of this goes directly back to the industry and research, making a big difference for the growth potential of the industry. Of course, we will try to improve this figure in 2010.

Summing up 2009 it was a year with great changes and challenges. Of course there are things we can and will improve during 2010, but we are also satisfied with the fact that we are exiting the recession still quite strong and that there are several new opportunities waiting for us next year. Finally, we would like to thank all the committed employees of Øresund IT, our engaged members, and everyone else who supports our work. Let us make 2010 even better.

Niels Bo Theilgaard
Chairman, Øresund IT

Micael Gustafsson
CEO, Øresund IT

10 YEARS ANNIVERSARY

Ten years ago very few people were aware of the potential of the Øresund Region. It has been one of the greatest challenges for Øresund IT and the region in general to generate knowledge and to spread the word of its competences.

By publishing a booklet about some our most remarkable and impressive accomplishments, Øresund IT marked our 10 years anniversary in November 2009. All of our work areas have been thoroughly evaluated in order to explain and illustrate for example how we operate in terms of return on investments, and our vast skills of proposing and delivering good projects within the frames of various EU funded programs.

This year a lot of industries have paid increased attention to talent. As one of very few organizations Øresund IT helps students crossing boarders very literally between Denmark and Sweden, and companies keep supporting this as one of the key elements in developing new talents for their business. Accessible options for commuting across Øresundsund make it easy for students to increase integration, and the universities continuously welcome international students to study in the Øresund Region.

In connection with reflections of the past 10 years, 2009 was also the year to focus on thinking outside the region and spreading the word about the ICT network and competences we posses in the Øresund Region. Hence, we have focused on being part of a bigger picture, and during the year we have had visitors from more than 100 international companies. Furthermore we have ourselves visited and represented our members at several conferences and fairs throughout Europe which helps our members' presentations abroad when they work to initiate new business, markets, or clients and university collaboration.

For these and several more reasons, 2009 has been an outstanding year for Øresund IT, and we believe that evaluating our initiatives and business helps us sustain and improve our organization for the next ten years as well.

PROJECTS 2009

2009 has been a year of projects initiated, approved and finished; a dynamic year in which Øresund IT has continued to prove our value and function as the primary network organization within ICT in the Øresund Region. Here are brief descriptions of the projects we have been the lead partner of or in other ways responsible of applying for funding. These projects are distinguished from other initiatives in which we have not been financially responsible of gaining or collecting funding.

THE IT UPDATE

The collaboration with the regional inward investment organizations Invest in Skåne and Copenhagen Capacity continued in 2009. IT Update is a basic news service published every 6th week to keep our international contacts and stakeholders up to date with the activities of the ICT industry in the Øresund Region.

The project will continue to send out a newsletter containing information on development and establishment of ICT companies in our region, results from our researchers, common activities and work-

shops, and thereby maintain the shared vision of building a strong brand around Øresund as the most attractive ICT region in Europe.

IT Update is available for direct sign-ups and is distributed per email. Furthermore, the newsletter has been integrated to Øresund IT's web page where the archive goes back to 2007.

LIVING LABS ØRESUND

This Vinnova funded project initiated in 2007 developed further during the past year. One of the outcomes that spun off Living Labs Øresund was Innovation Circle - a web based business development platform.

Living Labs Øresund arranged and hosted several workshops and public seminars. A popular event was when teenagers responded to representatives from telecom companies about their mobile phone habits. Sending over 3,000 text messages every month, these young people are one of the most interesting target groups for the tele-com industry and their habits will

certainly affect the future development of mobile services.

BRANDIT

BrandIT is a new project that Øresund IT applied for in 2009 which was approved by the EU Interreg secretariat in the summer. The project started in October 2009 and includes nine external project partners. You can read more about the content and the vision of the project in its separate chapter of this annual report.

INNOVATION CIRCLE

Innovation Circle is a project with the aim to increase the number of ideas that acutally goes to market. Within the current innovation system, there are very little support for testing of ideas on a very early stage. Using Living Labs Methodology and user-driven innovation theories, we have created a platform - Innovation Circle - where everybody can test an idea and see if it has potential to

go to the market. The project was a pilot and was financed by Vinnova, the Swedish Agency for innovation. All results where presented on an event in the autumn and there were some very encouraging findings that will lead to a more in-depth project application during spring 2010.

BALTIC SEA REGION (BSR) INNO NET ICT PILOT

Our close cooperation with the newly formed sub cluster initiative, Mobile Heights, led by Region Skåne gave Øresund IT the opportunity to manage a transnational cluster cooperation project. The project was financed with national innovation funds from participating nations in the Baltic Sea Region and focused on three short-term goals as a proof of concept of the value of cluster-to-cluster synergies.

This pilot project that ended in 2009 has led to further involment of the industry and more cluster initiaves around the Baltic Sea in the next phase which is called BSR Stars.

EVENTS & INITIATIVES

In 2009 Øresund IT has participated in various initiatives and projects that we have not been responsible for, but in which we have contributed with our network and competences.

Copenhagen Finance-IT Region (CFIR)

CFIR is a newly formed cluster initiative focusing on the intersections of the financial and ICT sector in the greater Copenhagen area. Øresund IT is an integrated part of the initiative and supports the project with years of cluster management experience, thus raising the bar of what can be achieved early on in this process. The aim of CFIR is to establish our region as one of the world's leading clusters of this niche sector.

Galileo Masters (GM)

Øresund IT and the network within Øresund Science Region arranged the GM competition in our region for the first time. GM is a German initiative to find the best satellite navigation ideas with commercial value and help innovators to bring it to market. Industrial and institutional partners sponsors special topic prizes.

EVENTS AND CONFERENCES

GSMA Mobile World Congress
February 16-19, Spain

The GSMA Mobile World Congress combines the world's largest exhibition for the mobile industry with an insightful congress that brings together mobile operators and equipment vendors to internet and entertainment professionals. Øresund IT co-hosted a round-table discussion in conjunction with the conference regarding co-localization issues at trade fairs and how public funding can help SMEs in our cluster to market themselves.

The Czech ICT sector
March 11-12, Czech Republic

Together with the Swedish Export Council, Øresund IT met 10 different ICT companies in the Czech Republic as well as the leading cluster organizations around the capital Prague. 150 persons attended thepresentation of our clusterwhich led to a number of collaborative activities in 2009 that potentially will develop into projects in 2010.

Progressive Innovation
April 3, Malmö

The EU allocated € 54 billion for innovation and business growth within a 7th Framework Programme to support SMEs in Europe. Øresund IT was responsible for demonstrating how to make your business grow using this funding method, thus we arranged for a number of Swedish and Danish companies to share their experiences with the Framework Programme.

Galileo Masters Kick-Off
March 16-17 - European Kick Off, Spain

Øresund IT presented the ICT cluster of the Øresund Region at the European Commission in Madrid for an audience of about 200 people. The response was very impressive and confirmed that we are indeed one of the leading ICT clusters in Europe.

Development of Living Labs
May 13-15, Switzerland

As a member of Living Labs Global, Øresund IT participated in this event focusing on creating new business around mobile application. Furthermore, we visited the European R & D office of Google, presenting the strengths of our region and establishing new contacts with the company.

Tech-transfer Forum Greifswald
June 11-12, Germany

Øresund IT was key note speaker at the Tech-transfer Forum in Germany presenting our region and how to increase the number of research projects that goes to market. The activity got a lot of attention in Germany leading to a deeper connection to advanced German research.

European Innovation Alliance Yearly Summit
June 17-18, Hungary

Øresund IT hosted a popular workshop about Living Labs methods and how to use them as a way to increase the ratio of commercialization in research projects. As a direct result Øresund IT initiated collaboration with the largest Hungarian ICT cluster around Budapest.

Future Internet Conference
July 3-5, Luleå

As one of the leading Living Labs on the commercialization stage, Øresund IT presented the results from the Innovation Circle project and arranged a workshop about how to boost innovation.

Europe Innova Annual Partner Event
September 20-22, Greece

The Europe Innova network is run by the EU and DG Entreprise. During the annual partner event important information is given

about the EU policies regardingtypes of project funding for the coming year. At this year's event Øresund IT gave a presentation about the mobile industry in our region.

Innovation Circle dissemination event
September 30, Stockholm
The Innovation Circle project ended in September and all of the results were presented in Stockholm. We showed that it is possible to increase the speed of taking innovations to market with help from platforms like Innovation Circle and made a plan of how the project can develop during 2010.

Mindtrek
September 30-October 2, Finland
Mindtrek is one of Europe's largets conferences about social media. Øresund IT participated and was active in workshops about how to convert exsicting media to the new, social ICT environment.

BrandIT Kick-Off
October 7, Copenhagen
Project partners met for a three hour network meeting and introduction to the purpose of BrandIT. As lead partner representative, Øresund IT's CEO Micael Gustafsson presented the background of the project and the initiative of branding the ICT cluster in the Øresund Region.

Seting up seed funds
October 28-29, Holland
Øresund IT is part of Achieve More; a network of clusters and incubators sponsored by the EU and by-invitation-only. In our work to developing the region knowledge about international seed funds will become useful. The next step is to investigate how we can be part of the European Seed funding emanating from Luxembourg.

Forum Virium Annual Living Labs Summit
November 3-4, Finland
An annual international event attracting participants from all over Europe. Øresund IT presented how Living Labs can increase research-based business. We experienced great interest in future collaboration within EU projects from the city of Helsinki, Philips User Research Laboratories and Tekes.

Intercluster 2009
December 3-4, Belgium
Here we received great attention from European cluster agencies which is important to us as these agencies build the new cluster excellence programs in Europe.

Esconet User Driven Conference
December 6-7, Italy
Øresund IT participated to build relations with clusters of user innovation as a driving force for the European Space Programme.

BRANDIT

In the fall of 2009 Øresund IT kicked-off BrandIT; a project to facilitate more research, focused recruitment, and more knowledge about the ICT cluster in the Øresund Region. The results of BrandIT are targeted to other European ICT clusters including students, researchers, and executives, as well as to ICT actors in the rest of the world.

About the project

The Øresund Region has one of the greatest concentrations of actors within the ICT industry in Europe which is the basis for attracting international research facilities, the most qualified people, and internationally established companies and investments.

The purpose of BrandIT is to make sure that the ICT cluster in the Øresund Region will remain and continue to bring financial growth to the region. This will be accomplished through the development of a branding strategy that will place this region in an international context and consciousness, e.g. through benchmark analysis, statistical data collection and analysis, and best-practice experiences. Therefore, the project partners of BrandIT began the necessary work of analyzing the cluster and compare it to other clusters in October 2009. Furthermore, it is an important element of the BrandIT project to spread information on the ICT cluster's capabilities and prepare facilities for visiting delegations.

All of these activities will take place during the next three years and will be managed and undertaken by Øresund IT. In cooperation with the project partners* we will ensure high quality data and execution of the project.

BRINGING MONEY
BACK TO THE REGION

During our ten years of existence, Øresund IT has given back a factor 10 Return on Investment to the region. National funds, EU funding, and regional funding have reflected back on the regional ICT industry and on the universities as research money and concrete projects. These figures are the same for all of the organizations within Øresund Science Region and show that both the cluster theories and the triple helix model actually work. In real figures Øresund Science Region has generated over 50 million Euro in cash at the public cost of about € 4,5 million.

Financing post docs

An early example of how Øresund IT has given back value to the region are the nine post doc graduates we financed during the first years. Each post doc had a value of approx. € 100,000 and was a significant contribution to the research environment of ICT and Bio-technology during the beginning of this century.

Running projects

More recently Øresund IT has run different projects partly financed by industry, academia, and public funding. For instance Living Labs Øresund which is a project aiming to help the mobile industry in the region to develop better services from a perspective of user-driven innovation. The project has a significant part financed by national funding, all of it extracted to public good of the region. The results from the project are very positive, conducting knowledge about innovation and commercialization that has been spread in the region, and examples of start-ups being helped by all the user activity arranged by Øresund IT.

Applying for EU-funding

At Øresund IT we have built up vast skills of how to propose and deliver good projects within the frames of various EU-funded programs. Adding investment aspects to the applications has turned out to be a great investment for society, where 1 Euro spent turns into 10 Euros in return from the project. A good example of this is BrandIT which has a turn over arond € 4 millions and where about 80 percent goes directly back to the region.

BOARD OF DIRECTORS

On March 24, 2009 Øresund IT's Annual Meeting took place at Copenhagen Business School. The board was elected and this year Øresund IT welcomed four new members to the board of directors: Per Warfvinge from Lunds Tekniska Högskola, Jan Kold from the Capital Region (Region Hovedstaden) both appointed by Øresund Science Region, and Malin Ruijsenaars from Axis Communications and Stefan Johansson from Invest in Skåne elected by Øresund IT's members.

At the Annual Meeting two speakers was presented to share their input on relevant topics for 2009: Lars Peterson from Velocity Management Group gave a speech about effective project management followed by Peter Ravn, CEO at SimCorp, on how to successfully manage IT companies during financial crisis.

As always, the Annual Meeting also served as a meeting place for members and the Øresund IT team. It was an excellent opportunity to listen to your need and it helped us develop the services you need during the year.

Chairman	Niels Bo Theilgaard	NBTI A/S
Industry DK	Sam K. Steffensen	Million Brains A/S
Industry SE	Malin Ruijsenaars	Axis Communications
Industry DK	Kim Østrup	IBM A/S
Industry DK	André Rogaczewski	Netcompany A/S
Industry SE	Henrik Bengtsson	SonyEricsson
Public SE	Helena Svedberg	Region Skåne
Public DK	Jan Kold	the Capital Region of Denmark
Public SE	Stefan Johansson	Invest in Skåne
University SE	Per Warfvinge	LTH/LU
University DK	Jan Damsgaard	CAICT/CBS
University SE	Eva Engquist	MAH
University DK	Kaj Madsen	DTU

WISHES FOR THE FUTURE

Closing the books of 2009 and looking towards 2010 I have some reflections about the role of Øresund IT, the challenges we meet and wishes for the future:

Effects of the financial crisis – we know that several companies in our region are struggling with their financial situation and low margins. As one of our more important tasks is regional development of the ICT sector, Øresund IT will play a bigger part in helping people to find jobs on either side of Øresund, attracting new companies to the region, and helping start-ups to further develop. We will do this, as usual, through different collaborative projects with other actors in the area. The goal is to keep key knowledge in our region, since we know that in a couple of years we will have a new wave of competence shortage.

Making the region more well known – the branding project, BrandIT, will make great impact on the regional ICT market. Not only will the project attract new companies to the region, it will also help us to attract more capital and top knowledge. This will be essential if we want to continue to be amongst the leading ICT clusters in Europe.

Taking Øresund IT towards cluster excellence – the next couple of years the creation of excellent clusters is on the agenda of the European Union. Øresund IT has already expressed its interest in representing one of the excellent clusters in Europe within the ICT field. This is important for our region; allocating a lot of European seed money as well as research and development funding to industry and academia.

Developing the triple helix model – as the first cluster organization in Europe, Øresund IT will try to involve a fourth stakeholder to the model – the users surrounding our organization or the community we are a part of. New research shows that involving users in the development of traditional cluster organizations will increase the output and results as well as give valuable findings to the other cluster stakeholders. This will make us the first quadruple helix cluster organization in Europe.

Consolidating our finances - 2009 was a financially good year with a positive result for Øresund IT. We know that 2010 seems to be tougher and in order to meet this, we will try to be as cost efficient as possible, but we

will also make even harder efforts to increase public financing and financing through EU programs. With a historical return on investment rate of 1 to 10 we will show that all regional investment in Øresund IT gives back at least 10 times the money while also creating a large number of jobs.

Growing closer to other Øresund cluster organizations – During our 10 years of existence we have been part of the Øresund Science Region. In the future we will make a joint effort to show this holistically. With support from a completely new graphic profile and an evident connection with the other industrial clusters in the Øresund Region, we believe that the next 10 years will be even more exciting for everybody. It is with great enthusiasm that I and all my employees at Øresund IT leap into 2010, well aware that we are part of the best and greatest ICT cluster in the world.

Micael Gustafsson
CEO, Øresund IT

ØRESUND
IT

The Øresund IT team 2009

(from left)
Micael Gustafsson
Doris Søgaard Faver
Emmi Holmsted
Alfred Gunnarsson
Karina Kolter
Philip Stankovski

MEMBERS LIST 2009

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www.5te.dk
www.5teunit.dk

Anoto
www.anoto.com

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www.apptus.com

Atrendia Aps
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Avensia Innovation AB
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Axis Communications
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Bitsim
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CapGemini
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Connecta
www.connecta.se

ConsignIT
www.consignit.se

Copenhagen Business School, Center for Applied Information and Communication Technology
www.cbs.dk

Copenhagen Capacity
www.copcap.com

Cybercom AB
www.cybercomgroup.com

Danmarks Tekniske Universitet, Department for Informatics and Mathematical Modelling
www.imm.dtu.dk

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www.lund.se

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Lund University, Faculty of Engineering, Electrical and Information Technology
www.eit.lth.se

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www.control.lth.se

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