



CLUSTERS IN A  
CREATIVE ECONOMY  TCI  
New Agendas for Companies and Policy Makers  
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## **Cluster Policy in a Creative Economy in Germany/NRW**

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North Rhine-Westphalia is Germany's economically strongest State. It produces 21.5% of the German GDP and almost 16% of its export goods. North Rhine-Westphalia is characterized by a mix of large-scale enterprises and small and medium sized businesses. 16 of Germany's top 50 enterprises are based in North Rhine-Westphalia (e.g. Bayer, Deutsche Telekom, Thyssen Krupp...), but it is the 755.000 small and medium sized businesses which are the region's backbone and which represent 99.5% of the state's enterprises.

To keep and strengthen this top ranking position, North Rhine-Westphalia adapts to the new challenges of the global market and constantly strives for innovation in technology and digitalization. But major innovations cannot be achieved alone which is why North Rhine-Westphalia developed a strong network of clusters between businesses and institutions. The state government supports 16 state-clusters, seven of which are from the Ministry of Economic Affairs, Energy and Industry of the State of North Rhine-Westphalia (Production, Logistics, ICT, Automotive, Synthetics, Chemistry, Creative Industry). The main tasks of these clusters are: connecting suitable partners for cooperation on a national and international level, organization of events, exchange of information and experience, providing platforms, and promoting next generation technological niches.

North Rhine-Westphalia aims to strengthen all sections of the value chain and to keep them within the state. This requires exchange across different branches and cooperation among the different actors from economy, science, culture, and politics.

**TCI 2015 Secretariat**

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