

Shaping Innovation Policy for the European Union

Challenges and Proposals from the Point of View of a Global Player

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AVL



AVL COVERS ALL CUSTOMER SEGMENTS



Passenger Cars



2-Wheelers



Racing



Construction



Agriculture



Commercial Vehicle



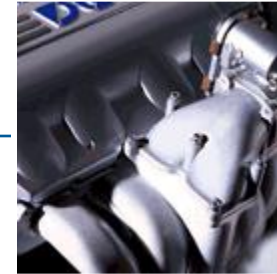
Locomotive



Marine



Power Plants



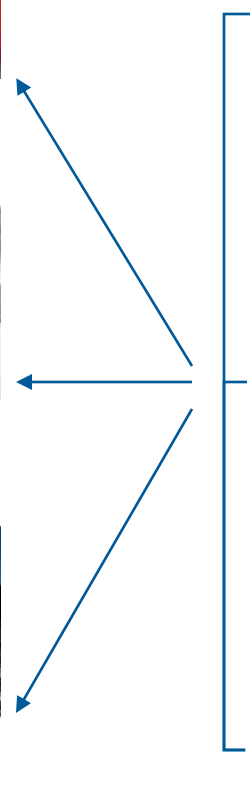
Engineering



Simulation



Testing



AVL – TECHNICAL CENTERS POWERTRAIN



Ann Arbor,MI



UK



Haninge



Södertälje



Headquarters Graz



Moscow



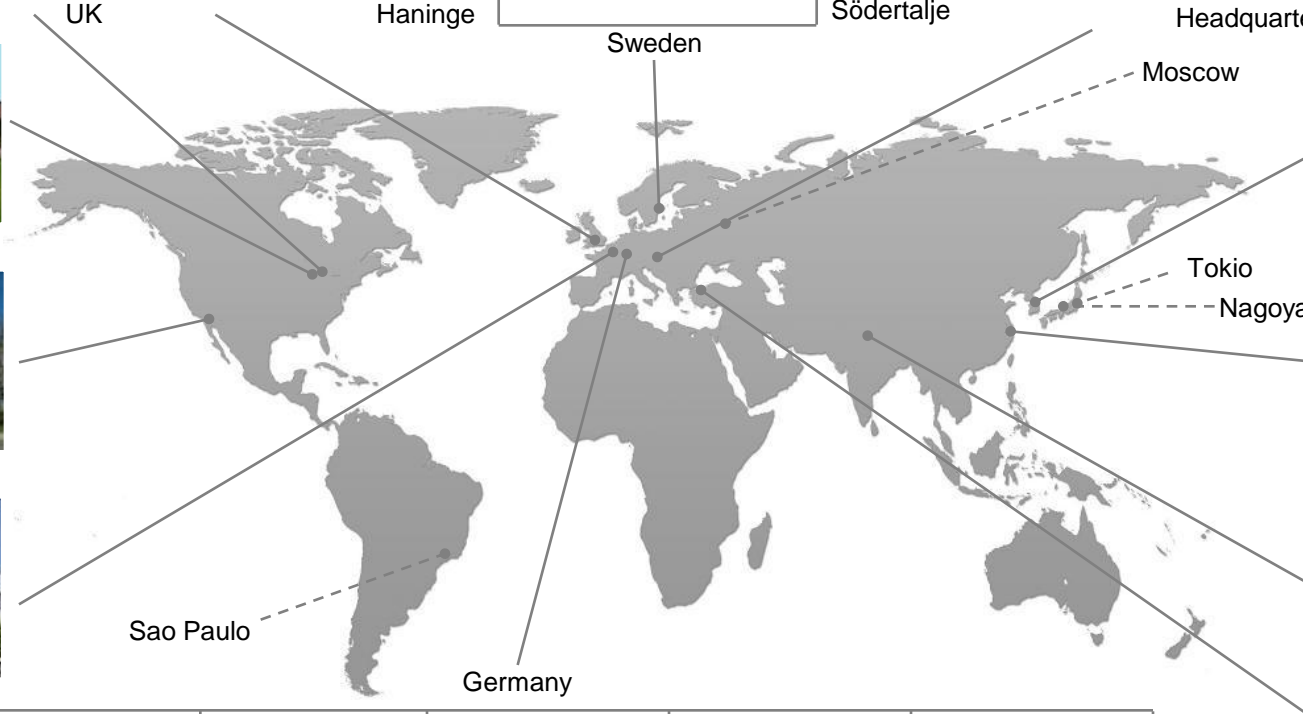
Plymouth, MI



Lake Forest, CA



France



Korea



China



India



Neuenstadt



München



Regensburg



Stuttgart



Ingolstadt



Remscheid



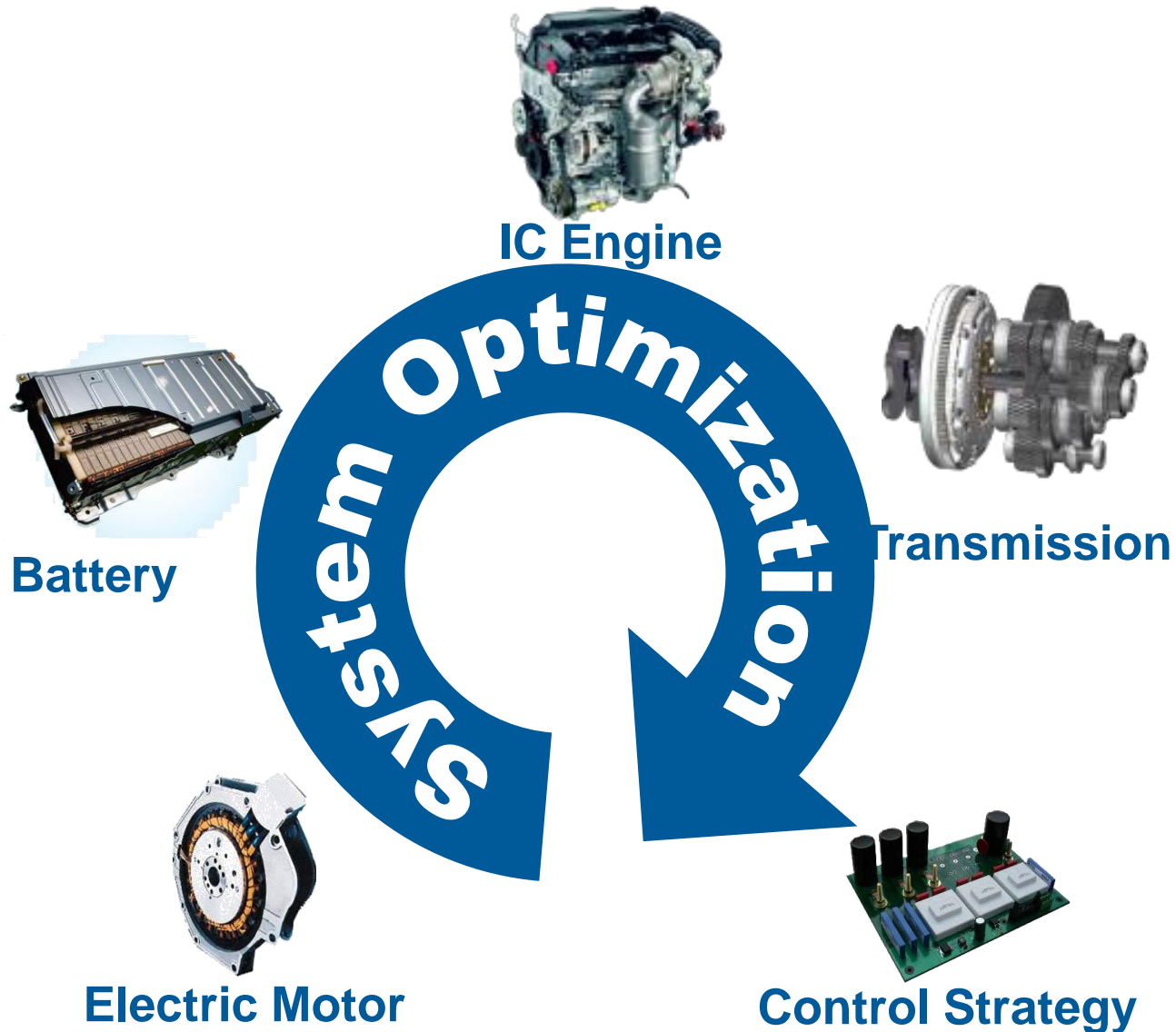
Turkey

AVL – A GLOBAL PARTNER

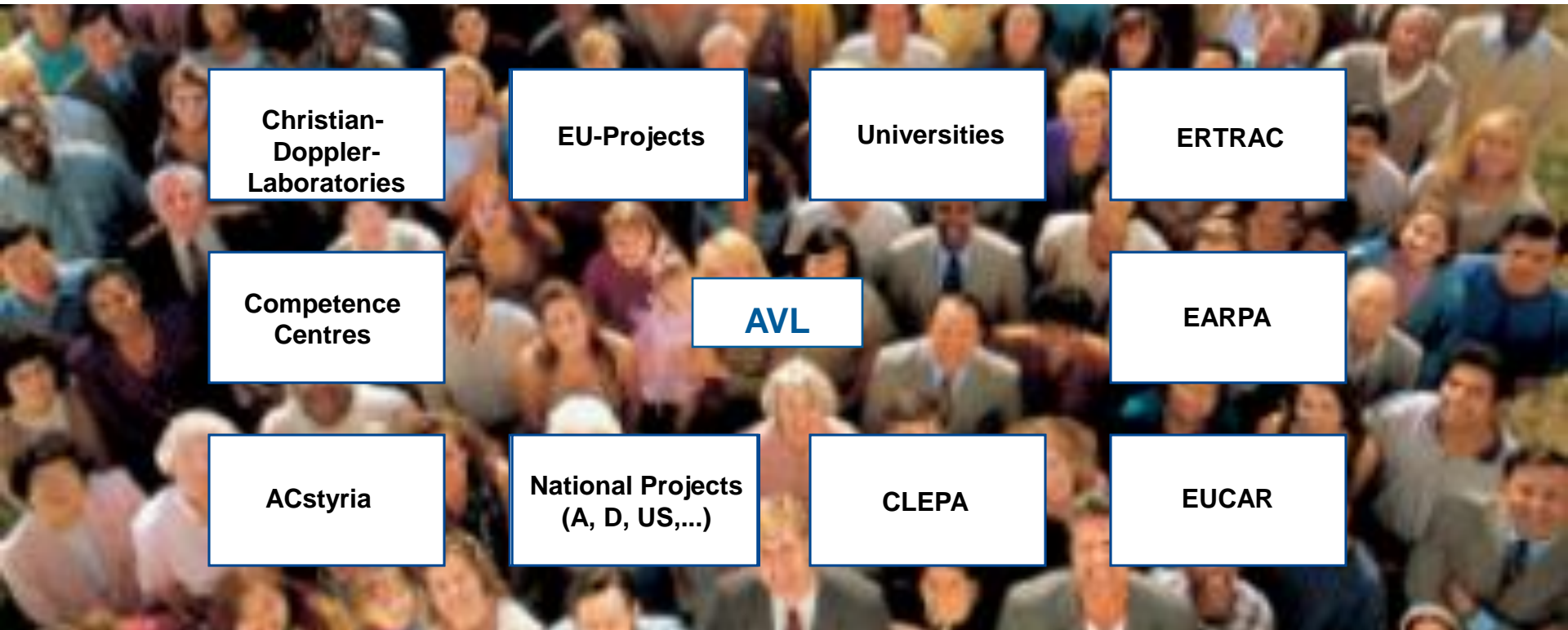




FIVE ELEMENTS OF THE POWERTRAIN



NATIONAL AND INTERNATIONAL COOPERATIONS

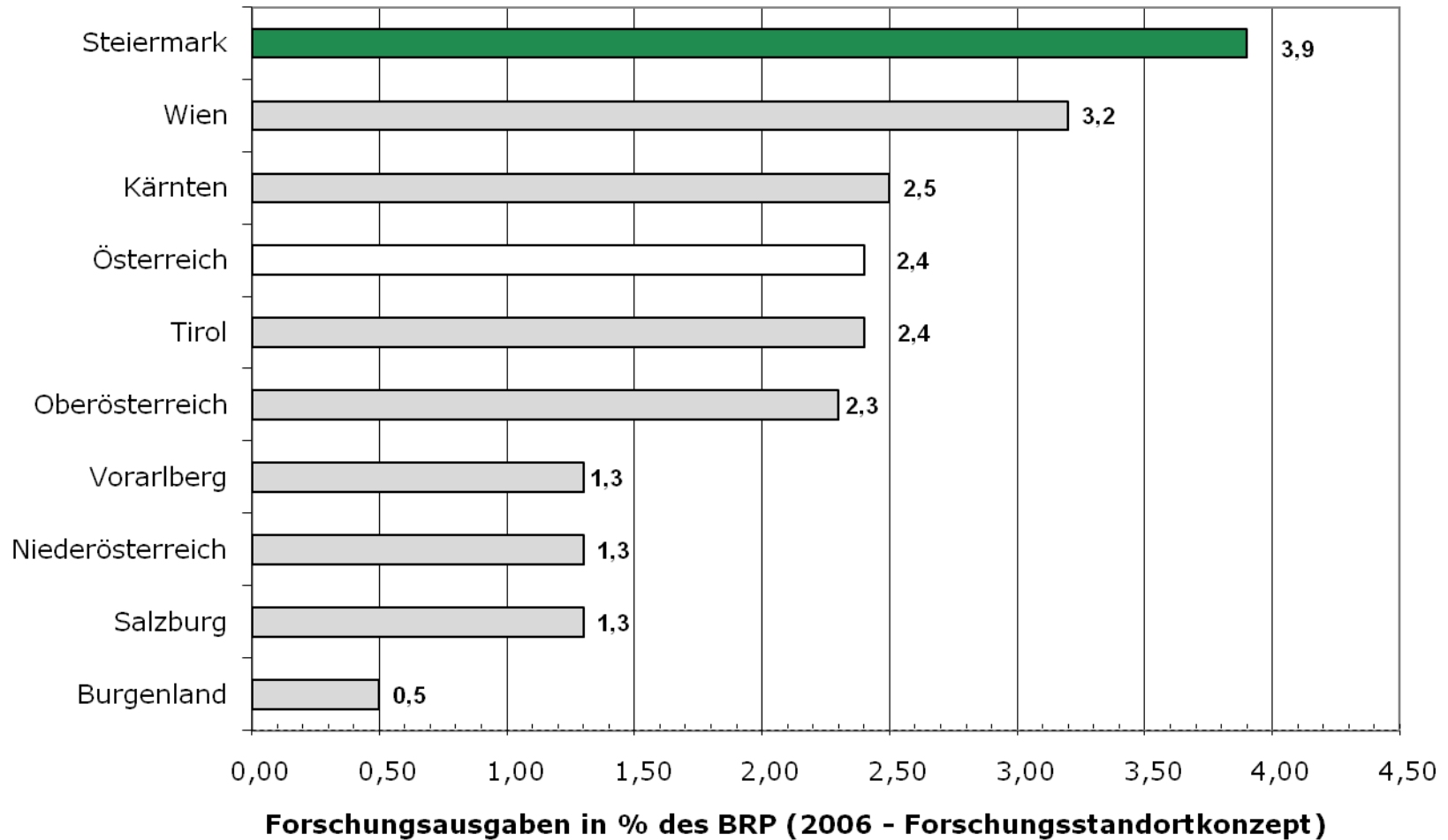


National Networks



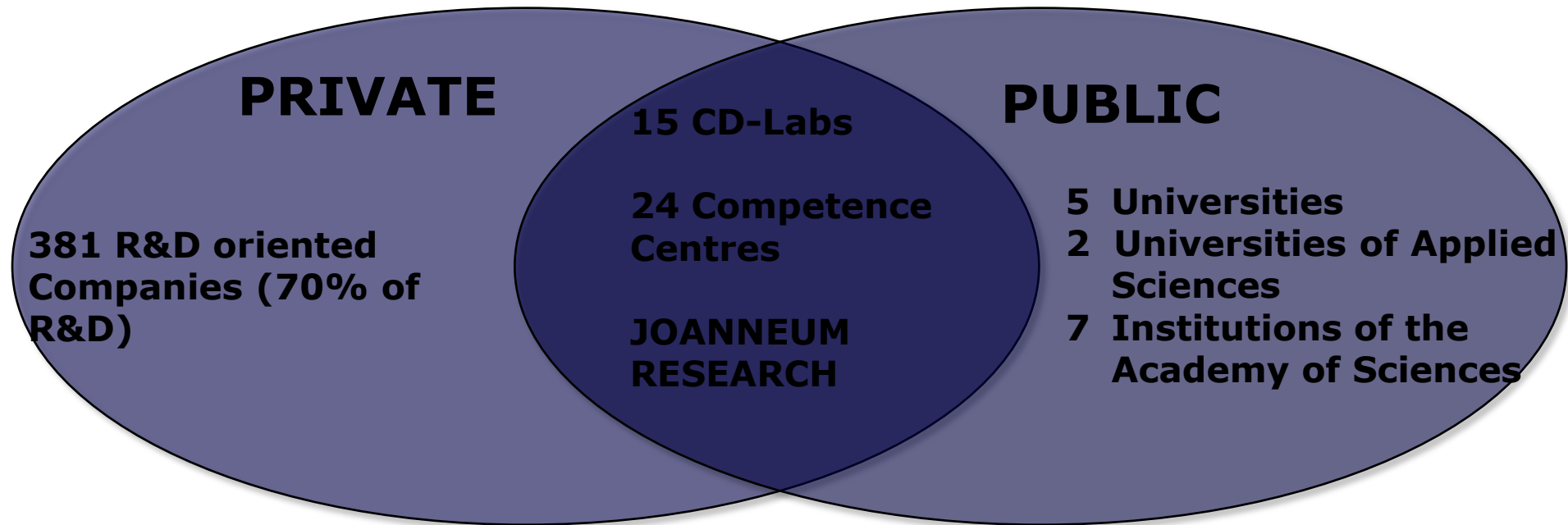
European Networks

STYRIA – LEADER IN AUSTRIAN R&D EXPENDITURE



Source: Steirischer Wissenschaftsbericht 2008/09

BROAD BASIS OF INSTITUTIONALIZED COOPERATION BETWEEN PUBLIC AND PRIVATES ORGANIZATIONS



Source: Government of Styria

The Goal – Applied Innovations

Innovation

Development of the Business Location

Clusters, Networks, Strengths

Self Employment and Entrepreneurship

Qualification

Regions and Infrastructure

Innovative Financing

SUMMARY

- Basic and applied research has to be seen as equal and equally desirable.
- Leading Industrial Competence Centers in Europe attract projects from the world market, also for the benefit of smaller companies in the supply chain.
- Further development of the framework conditions for R&D.
- Strengthening of the “Cluster Approach”.