TracE-kEI

News release#5: September 2017
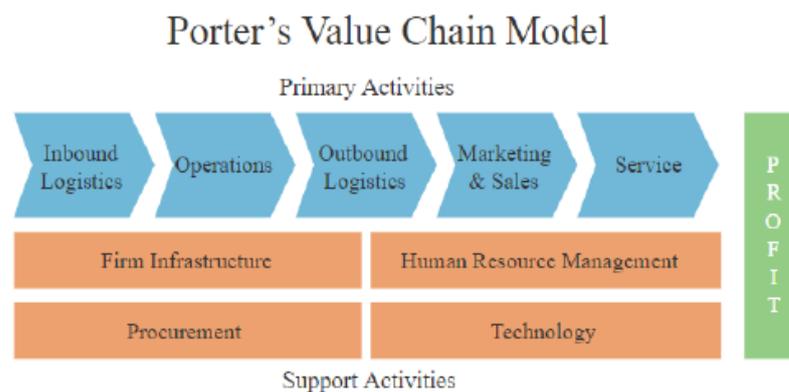
Value Chain Analysis for the three Industry sectors of TRACE-KEI clusters

All TRACE-KEI clusters performed value chain analysis in the three relevant sectors – **Agro-food, ICT and Energy**. The main goal of the this task was to provide clusters' managers with global view and better perspective about value-chains their associates cover and to know the positioning of each cluster member on a value chain both in terms of identifying potential synergies and market positioning.

For the implementation of this task, the cluster managers used the knowledge about Porter's Value Chain Model, acquired during the 1st joint training on 28 and 29 of June in Bari.

Porter's Value Chain Model defines value chains in two distinct types of activities:
- Primary activities: includes inbound logistics (getting the material in for adding value by processing it), operations (which are all the processes within the manufacturing), outbound (which involves distribution to the points of sale), marketing and sales (which go sell it, brand it and promote it) and service (which maintains the functionality of the product, post sales).
- Support activities: are the ones that feed into all the primary activities as the firm infrastructure; human resources, procurement to buy or source goods at the right price, and technology

Porter's Value Chain Model

Primary Activities

Inbound Logistics	Operations	Outbound Logistics	Marketing & Sales	Service	P R O F I T
Firm Infrastructure		Human Resource Management			
Procurement		Technology			

Support Activities

The analysis of the value chains included most of the companies of each cluster, their position in the different value chains and the possible synergies between the emerged value-chains.
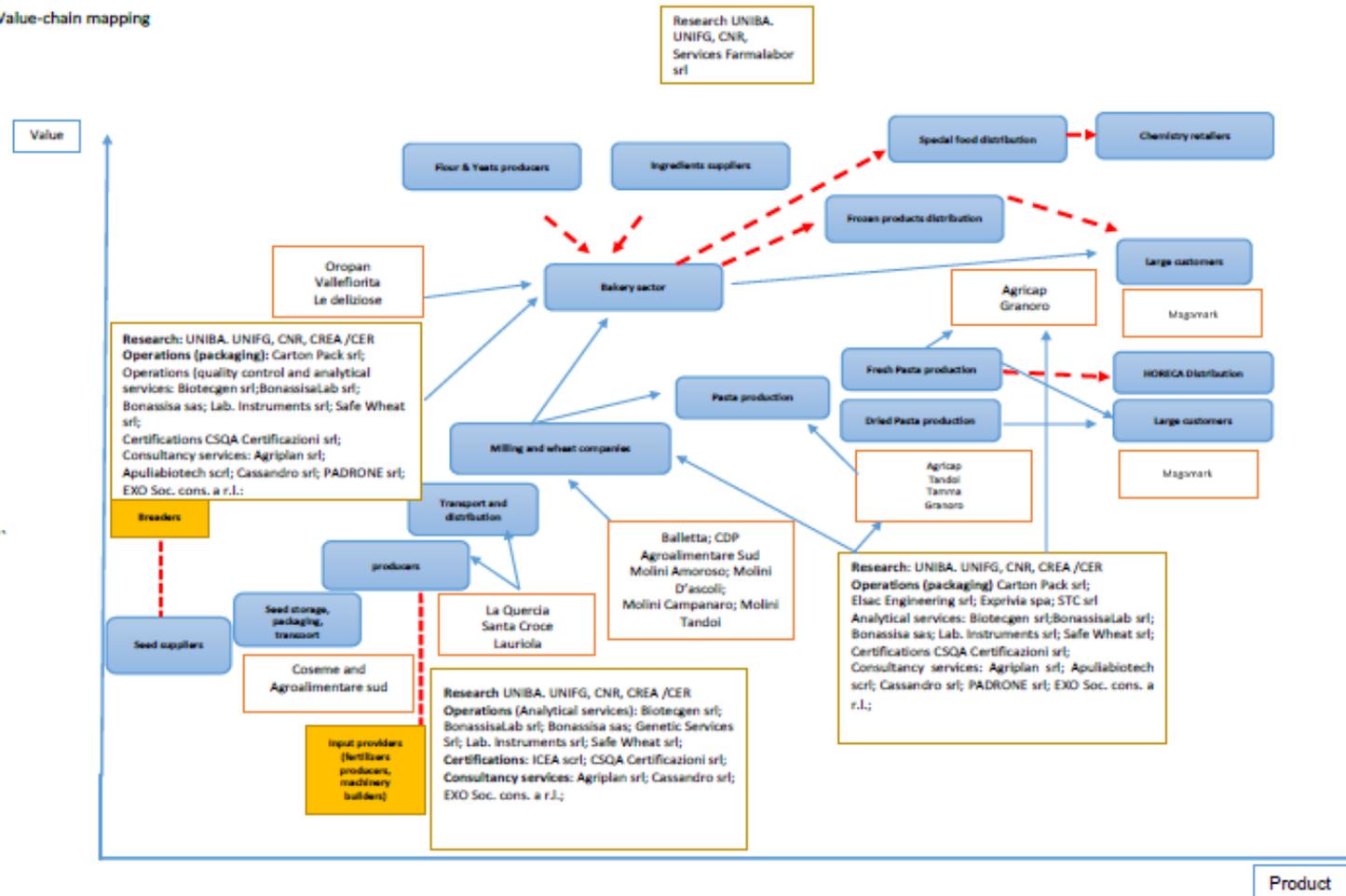
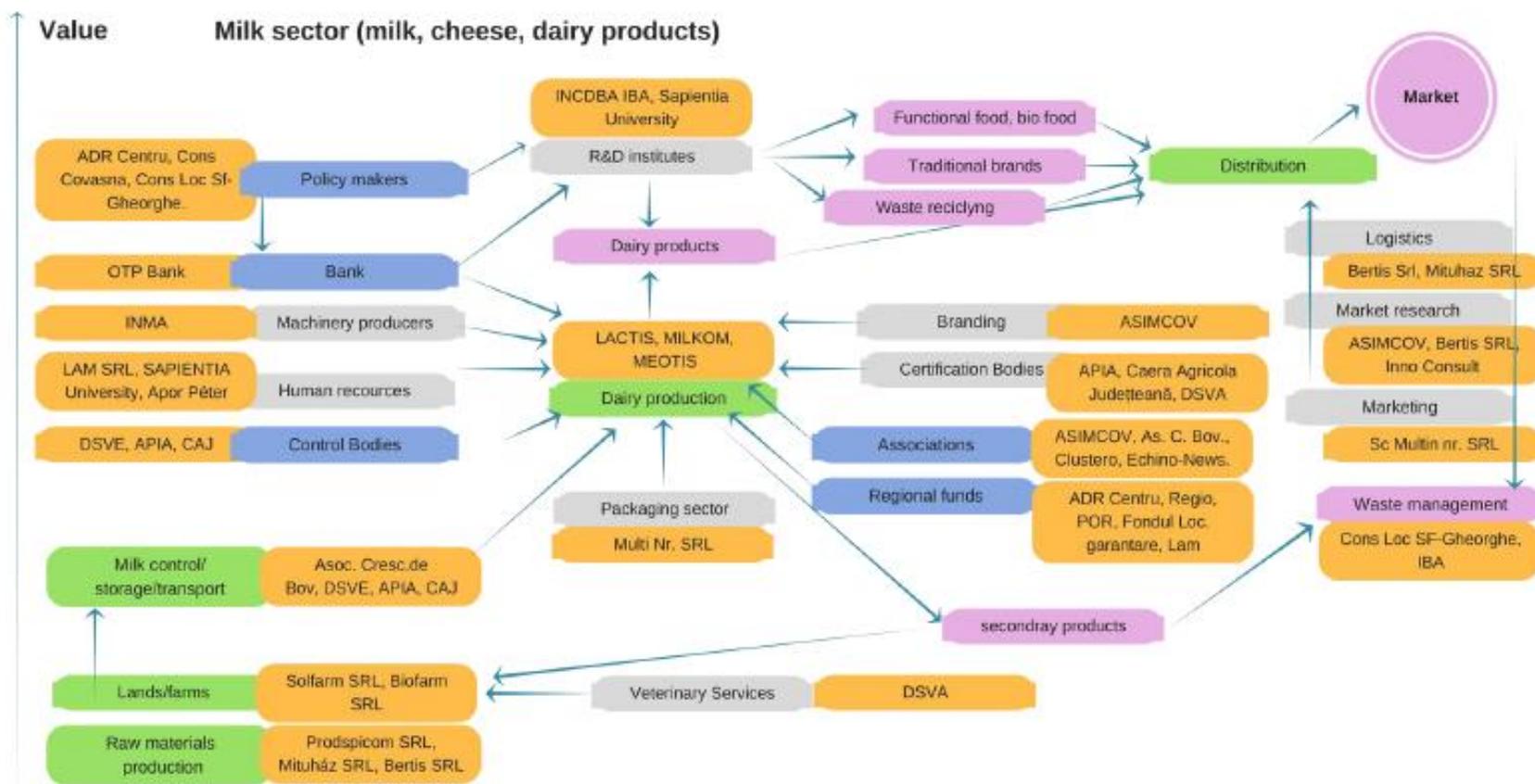Some examples of the established value chains by sectors:

- **Agro-food sector**
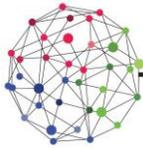
Mapping of DARE cluster members on value chain of cereal, bakery and pasta sub-sector:
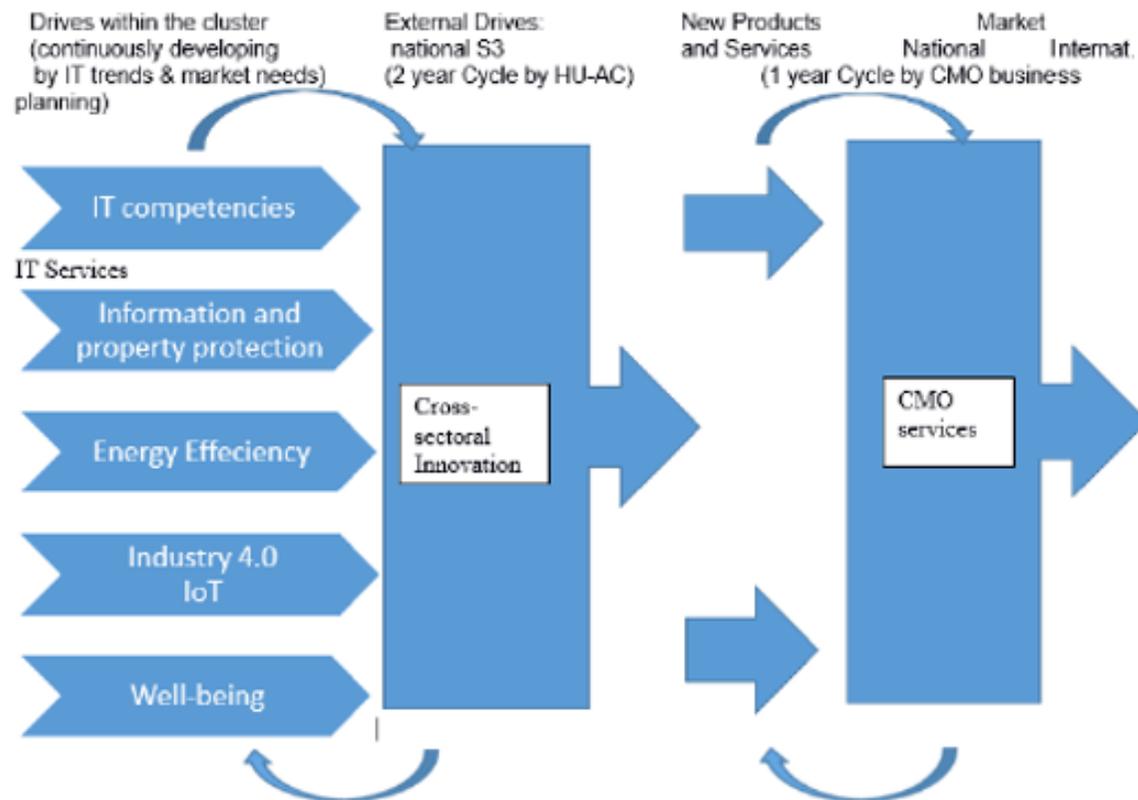
Value-chain mapping

Mapping of AGROCO cluster members on value chain of milk sub sector:

- **ICT sector**

*Value chain of IT sector, prepared by Innoskart:*

Mapping of Madan Parque members on Value chain of services sub-sector:

R&D

TECHNOLOGY TRANSFER

TECHNOLOGY IMPLEMENTATION

BUSINESS DEVELOPMENT

Holos

PowerUP — Security Design

Artica CC — Creative Computing

Computer Vision

Artica CC — Content Creation

Technology Transfer

Technology Procurement

Custom Development

PowerUP

S3 Portugal

Unparallel In

Wakaru

(dominant is "Tech Transfer" & "Tech Procurement")

Web Security

CLOUD Computing

System Maintenance

Architecture

Risk & Compliance

On-premises Technology Assurance

PowerUP / Holos

Industrial Property

Training

Outsourcing

Digital Strategy

Consultancy

Audit Review

Market Intelligence

Governance

Computer Audit

Business Alignment

S3 Portugal — PowerUP

Artica CC — Care4IT

Holos — Simbiose

ParetoIT — SQIMI

S3 Portugal — Wakaru

2/3 tenants

BestSupplier — Wakaru

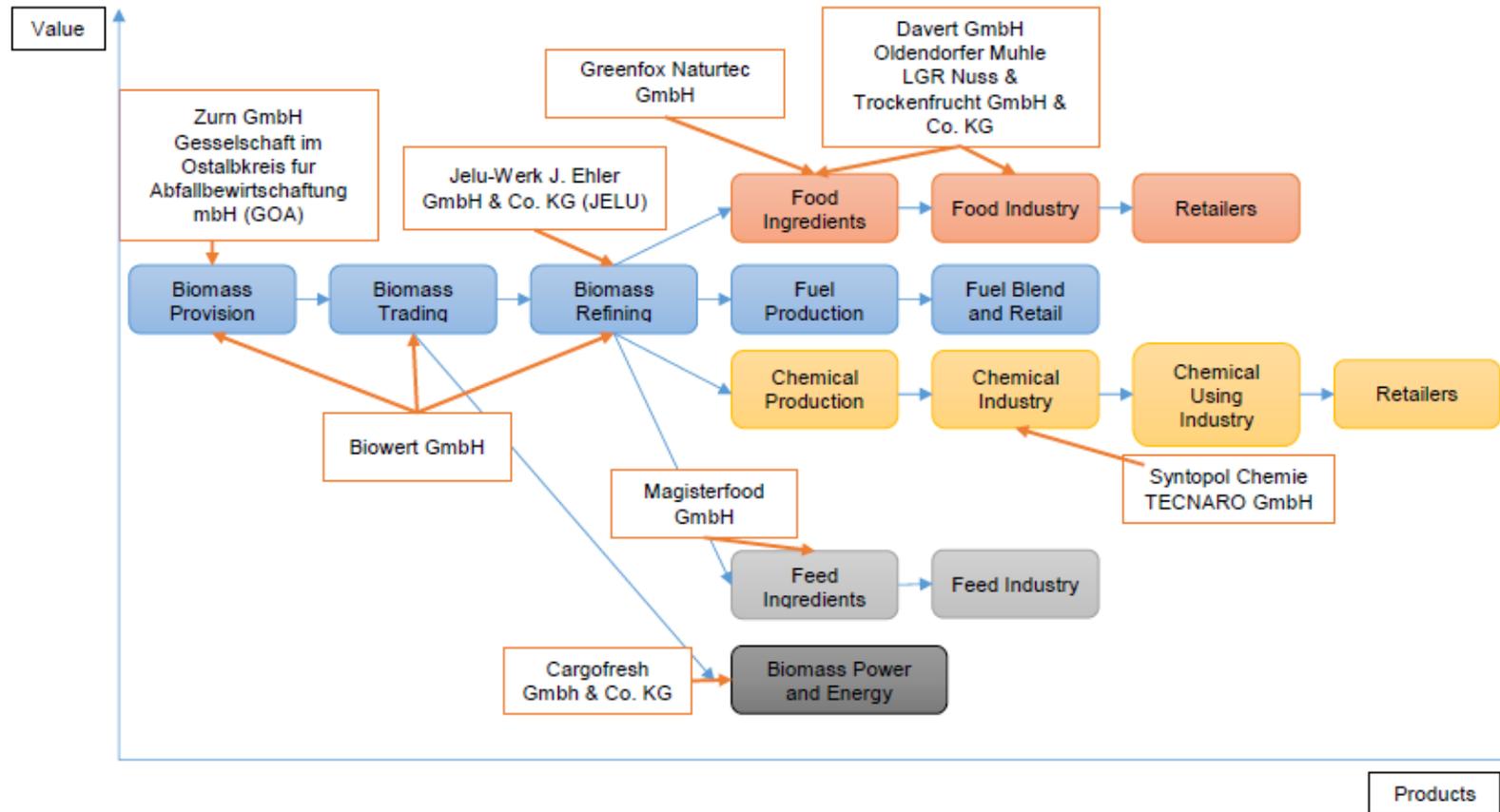- **Energy sector**

Mapping of Green synergy cluster members on value chain of energy efficiency services
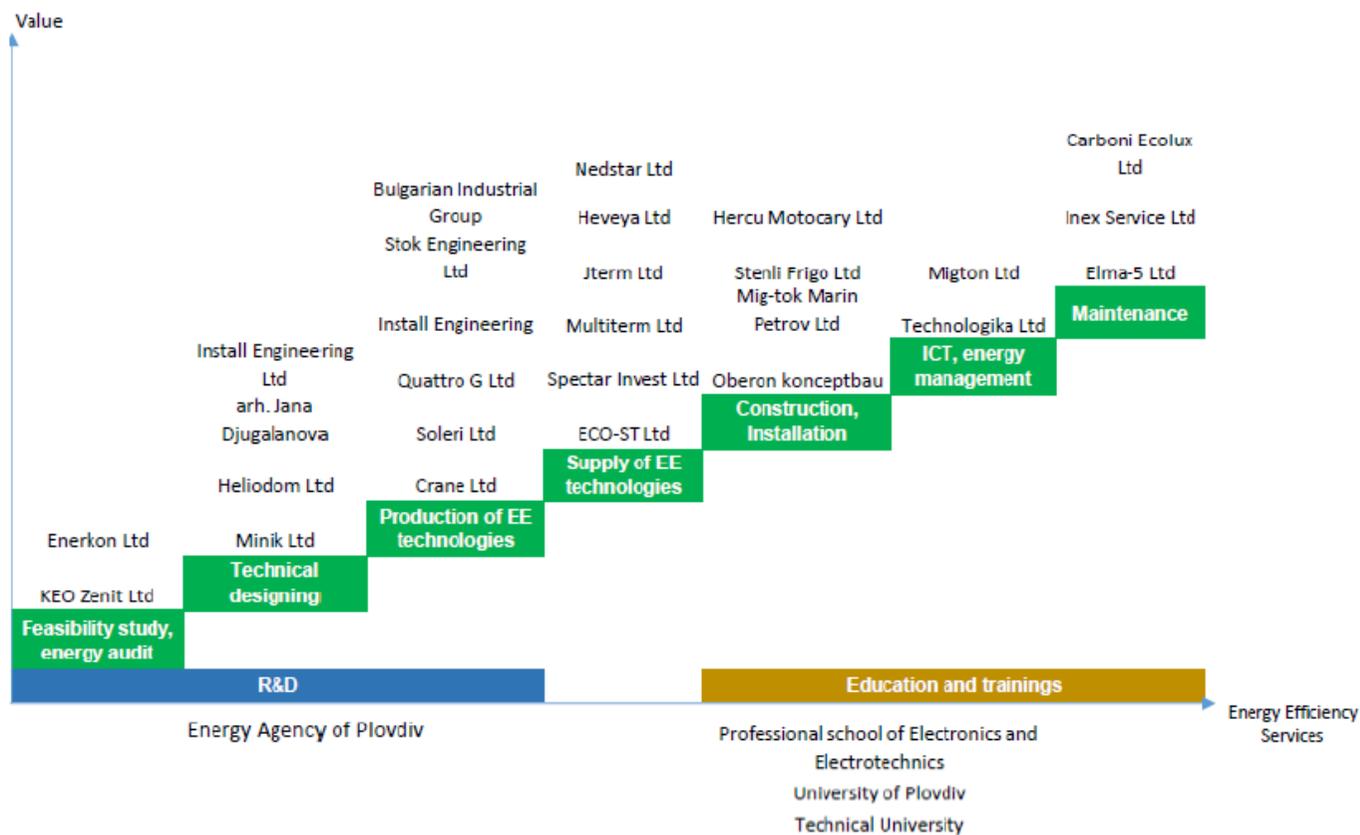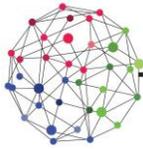
Mapping of Biomastec members on Biomass sector:

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Co-funded by the COSME programme
of the European Union

Value chain of energy sector, performed by Cluster for energy efficiency

EE SYSTEM	MARKETING	CUSTOMER	DESIGN	SUPPLY CHAIN	REALIZATION	TESTING	SERVICES
							Comp. 1 - 21
						Comp. 2	
					Comp. 1	Comp. 8	
					Comp. 2	Comp. 11	
				Comp. 6	Comp. 4	Comp. 15	
			Comp. 5	Comp. 9	Comp. 8	Comp. 18	
			Comp. 7	Comp. 12	Comp. 10	Comp. 19	
		All members	Comp. 11	Comp. 13	Comp. 14	Comp. 20	
	Comp. 3		Comp. 15	Comp. 15	Comp. 15	Comp. 21	
All members			Comp. 20	Comp. 18	Comp. 19		
			Individual 2	Comp. 19	Comp. 20		
			Individual 3		Bank		
					Guarantee Fund		

PRODUCT

After analysing all value chains provided by Trace-Kei partners, there are different types of synergies that can be done: synergies by bringing new members to the cluster, improved synergies among associates or synergies between clusters, through cross-sectorial collaboration.

By this mapping exercise, TRACE-KEI partners concluded that associated companies may discover new markets, internal and international ones, when cross-collaborations are better exploited.

Moreover, the cooperation among TRACE-KEI clusters where the nexus ICT-Food-Energy is represented may help to face more promising challenges to meet the Industry 4.0 strategy and the EU Bioeconomy agenda.

European Cluster Collaboration Platform:
https://www.clustercollaboration.eu/eu-initiatives/cluster-excellence/trace-kei-trans-national-collaboration

www.linkedin.com/company-beta/17936797