



Faculty
of Agronomy

Department of Applied
and Landscape Ecology

Milada Št'astná

The South Moravia Case Study

Mendel
University
in Brno



European Union Seventh Framework
Programme (FP7)

South Moravian Region

(Jihomoravský kraj)



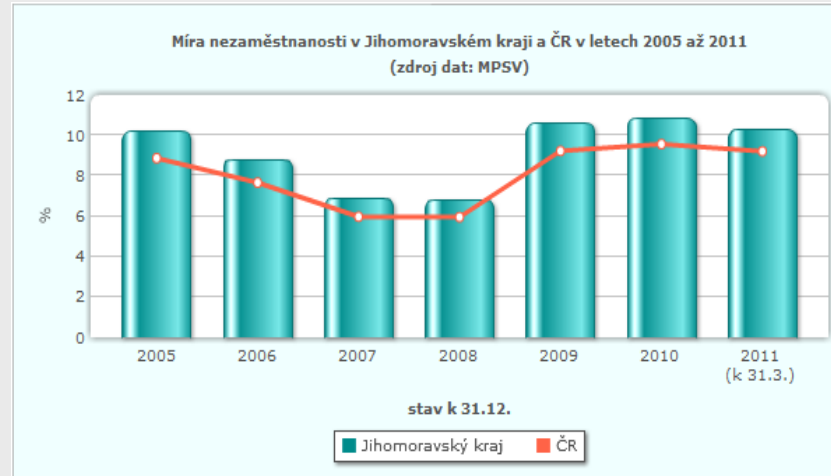
Hierarchy of administrative/statistical units

NUTS 1	NUTS 2	NUTS 3	LAU 1	LAU 2
Czech Republic	Jihovýchod (South-East)	Jihomoravský kraj (South Moravia)	Blansko Břeclav Brno-město (city) Brno-venkov Hodonín Vyškov Znojmo	672 municipalities
Strongly rural region				

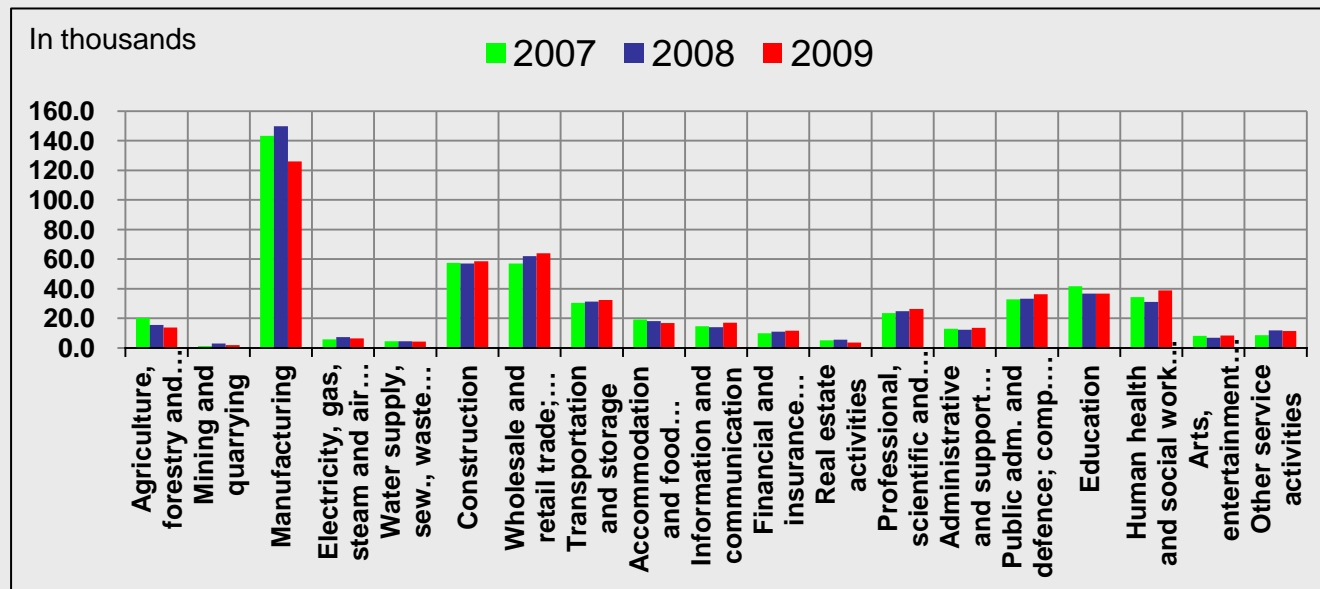
Percentage of inhabitants in particular settlements type

Brno	33,5 %
Cities (above 20 000)	10,0 %
Towns (5 - 20 000)	11,5 %
Countryside	45,0 %

The Regional Economy



Unemployment CZ vs SM region 2005-2011



Employment by sector (2001-2007)

Summary of the region

- The dominant presence of a **single large city** (Brno) that acts as a primate city in the region.
- A gradient of decreasing population density from the **urban** centre of Brno, through a **peri-urban** commuter belt to remoter **rural** districts.
- A relatively **strong** industrial sector.

- A **polarised** agricultural sector.
- A small but **developing** tourism sector.
- Significant **economic growth** over the last decade, but still with comparatively **low GDP** and **household income** relative to other European regions.
- **International borders** and relative proximity to major cities in neighbouring countries.

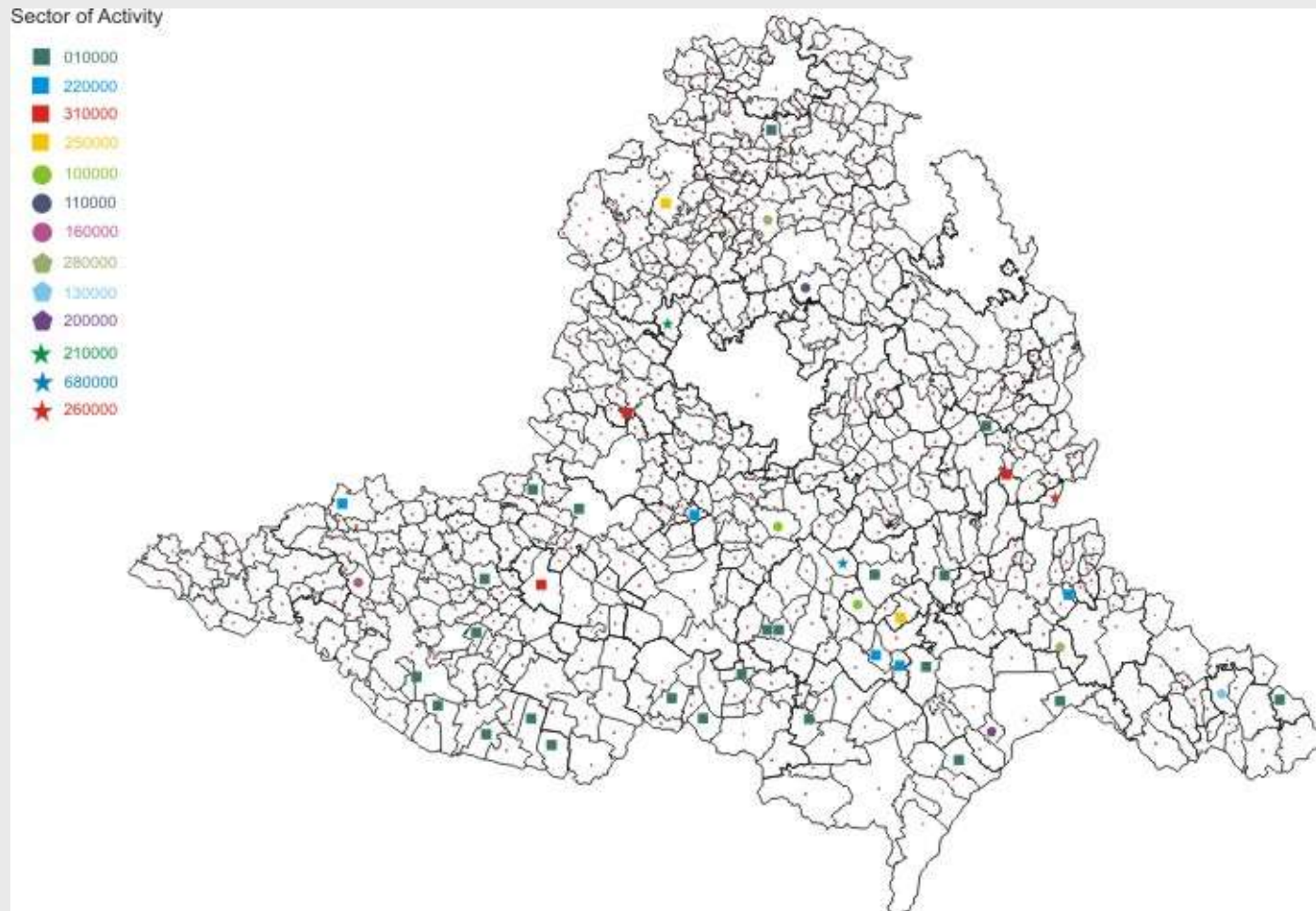
1. Electronic Business Survey

- Can small enterprises in rural areas benefit from globalisation to the same extent as their urban counterparts?
- How has the business environment and technology changed the international opportunities available to rural businesses in recent years?

- What are the key characteristics of small rural businesses and their entrepreneurs which allow strong international trading patterns to develop?

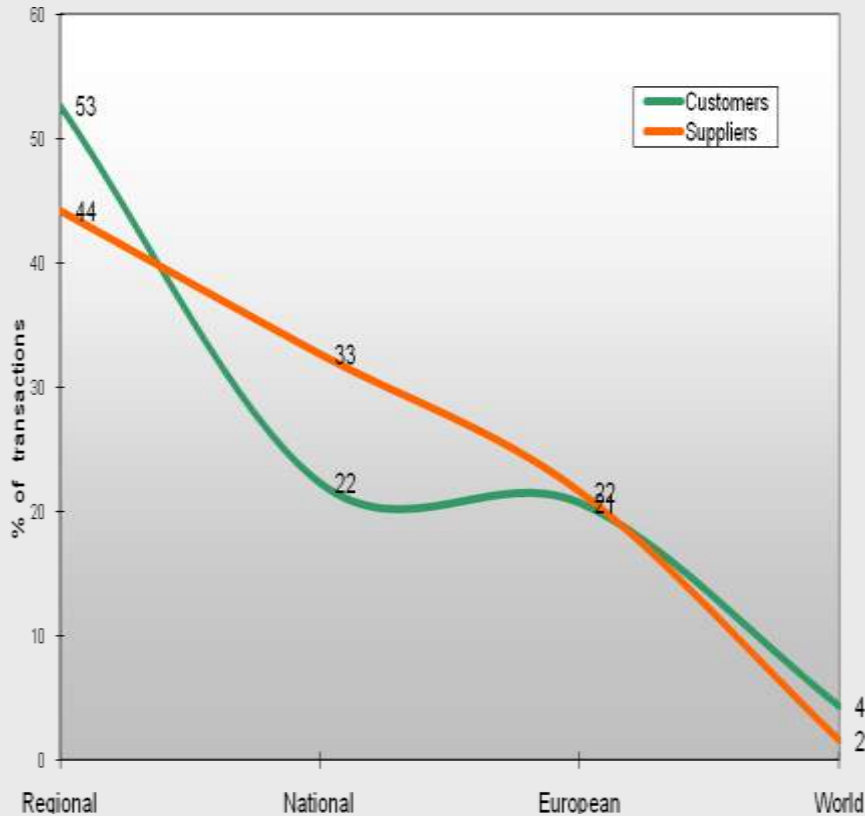
- How do rural businesses derive strength from being part of a small, supportive business community, or from other aspects of their local business environment, such as close links to local institutions and agencies?

The first Analysis

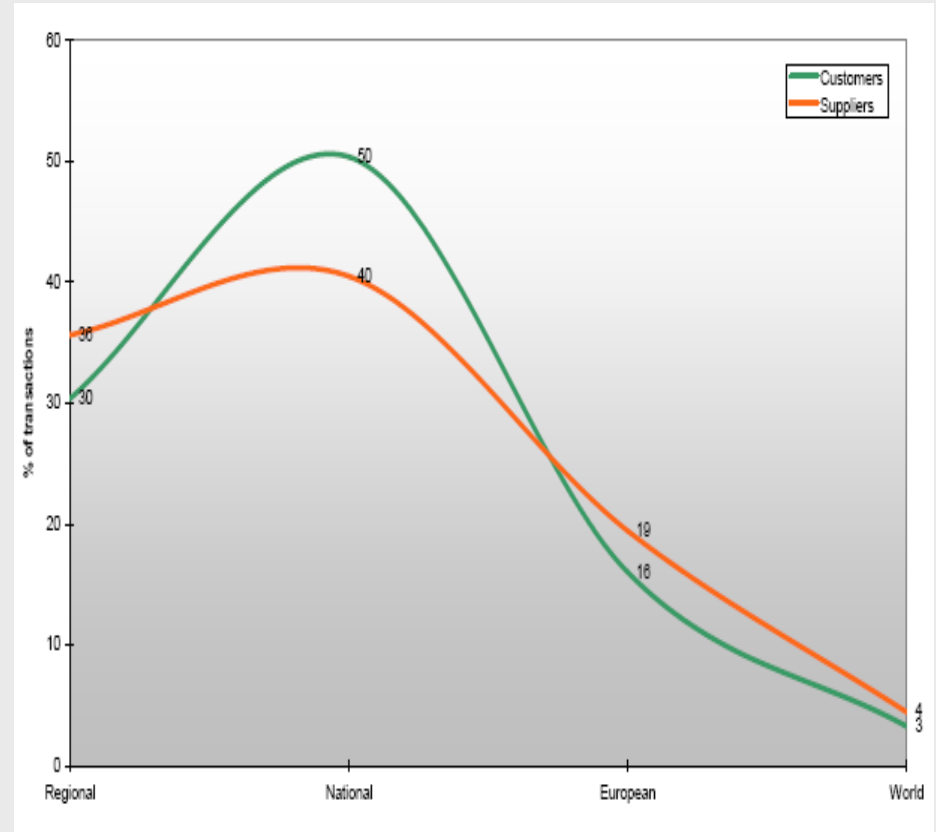


Geographical location of responding firms.

2. Summative Analysis

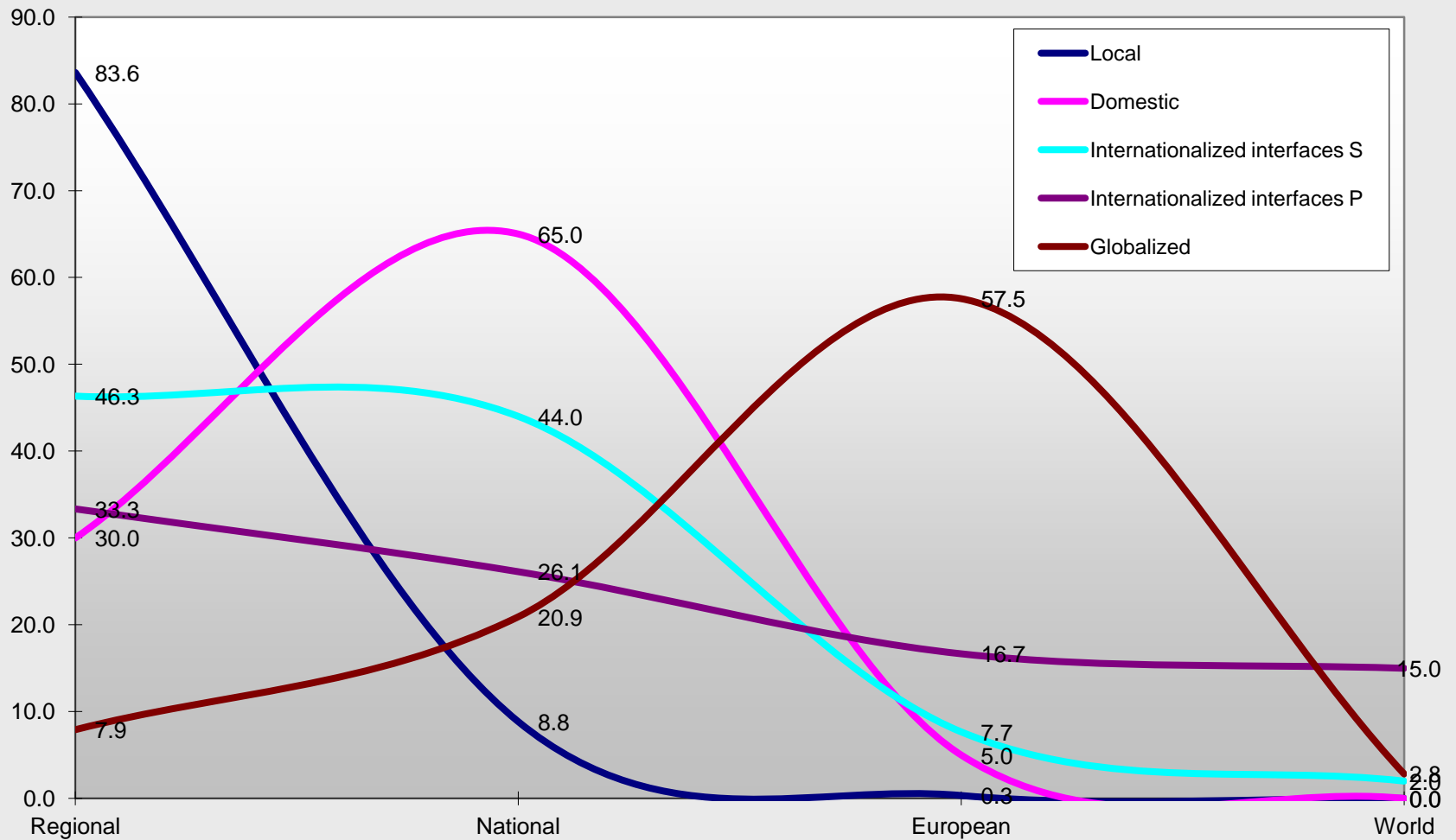


Czech Republic

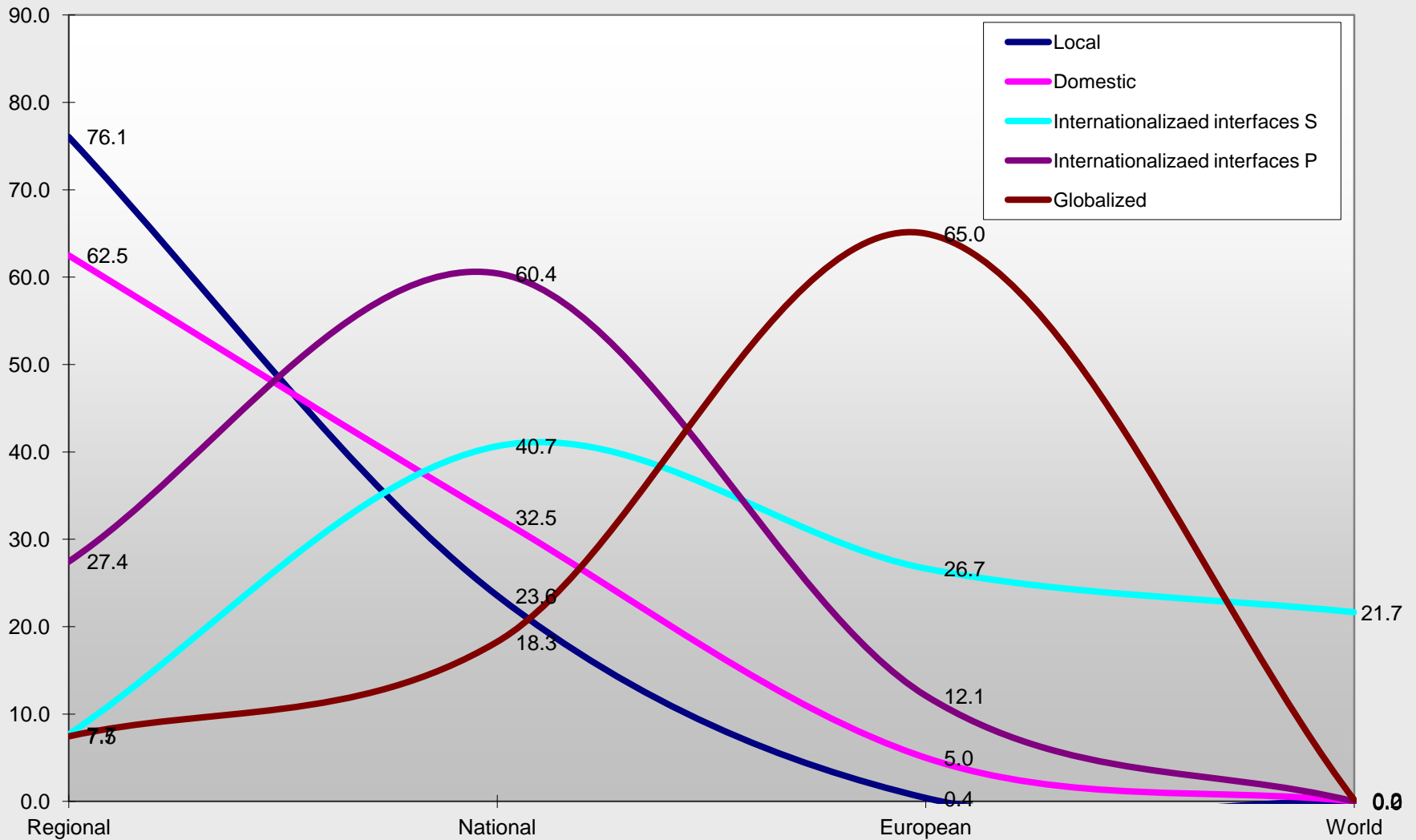


Sweden

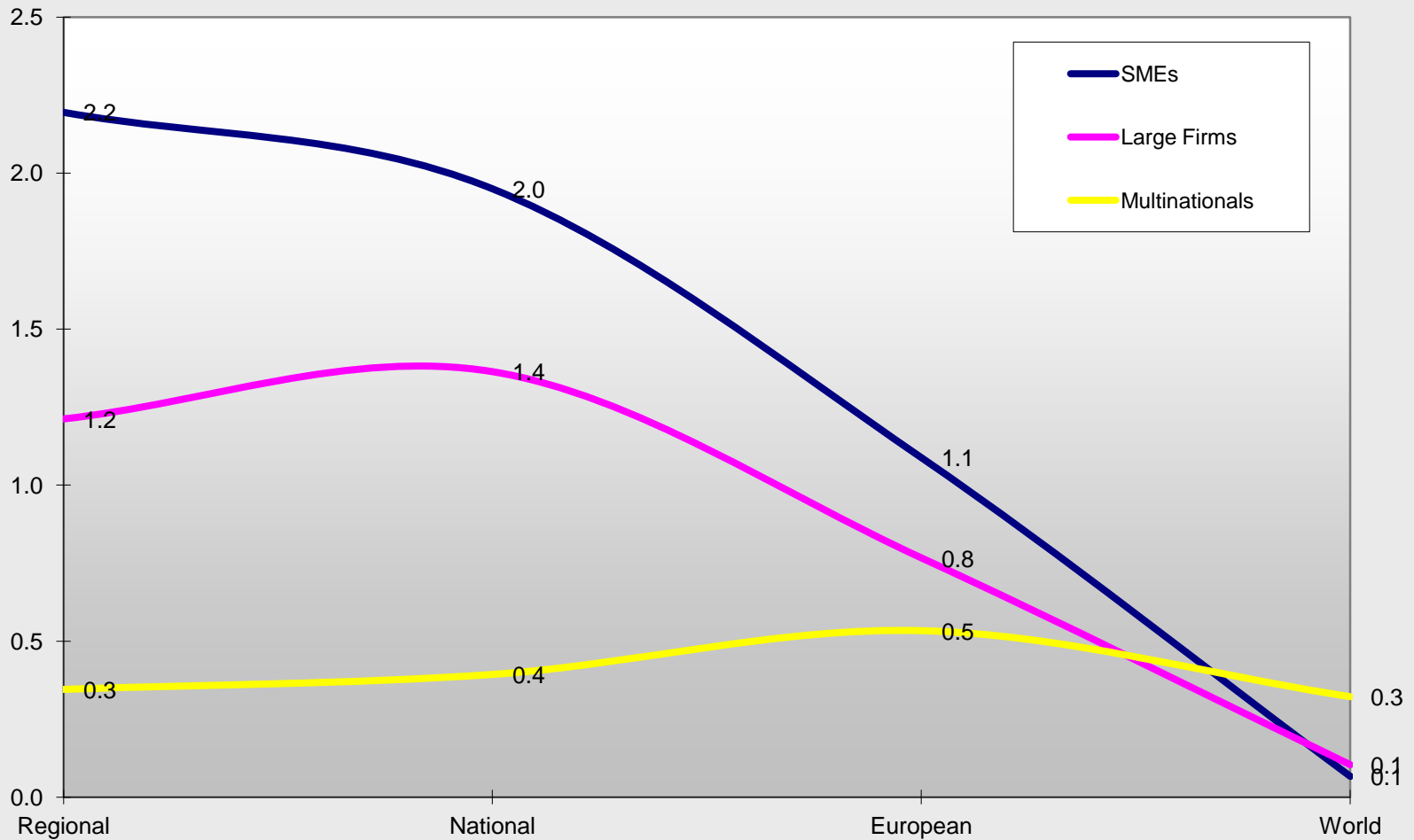
Average proportion of **transaction** taking place at different level for all valid responses (45).



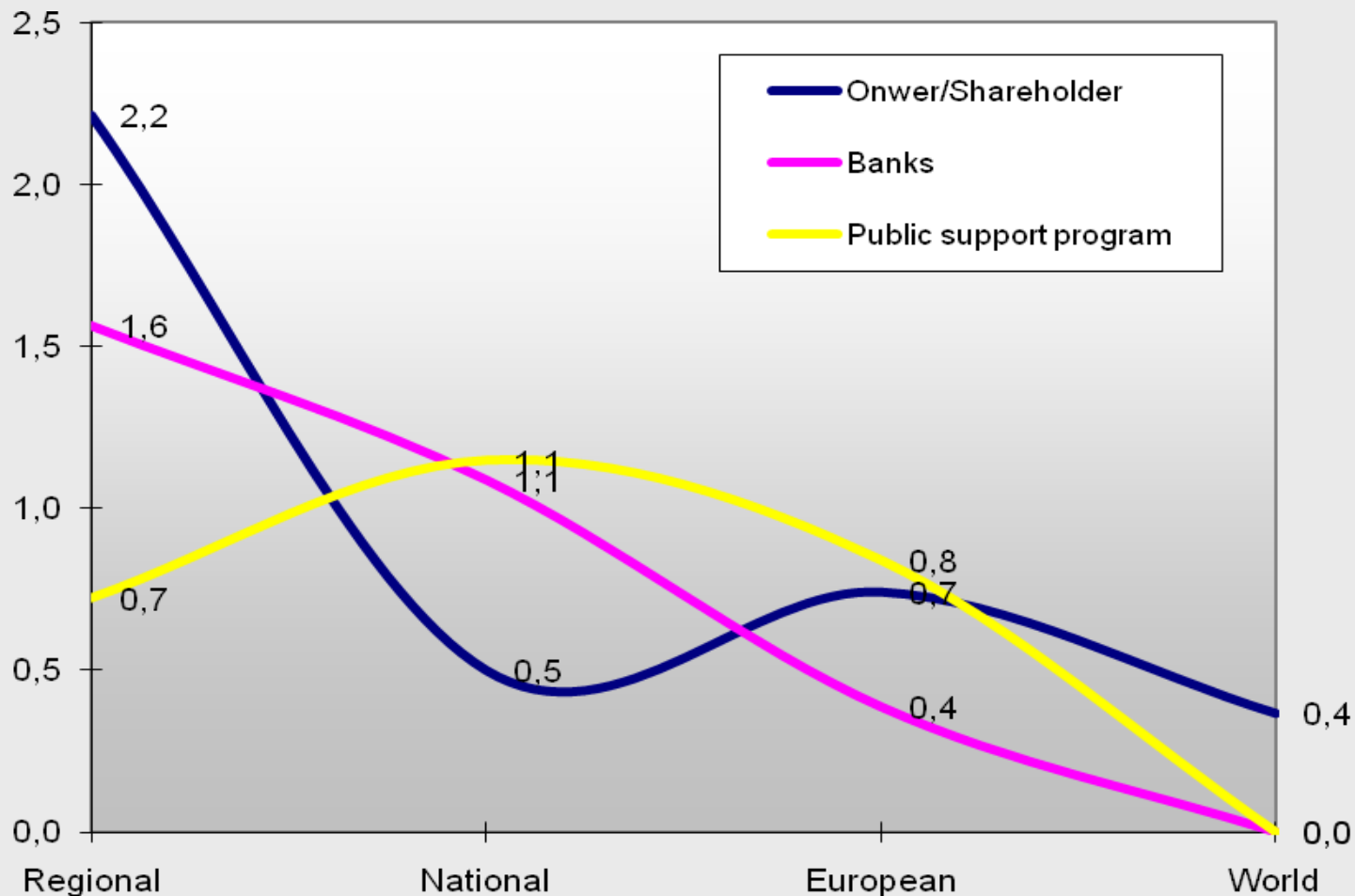
Average proportion of **purchases** taking place at different levels by type of firms, according to the Index of Globalization.



Average proportion of **sales** taking place at different levels by type of firms, according to the Index of Globalization.



Averaged expressed scores to the question on "collaboration with other firms".

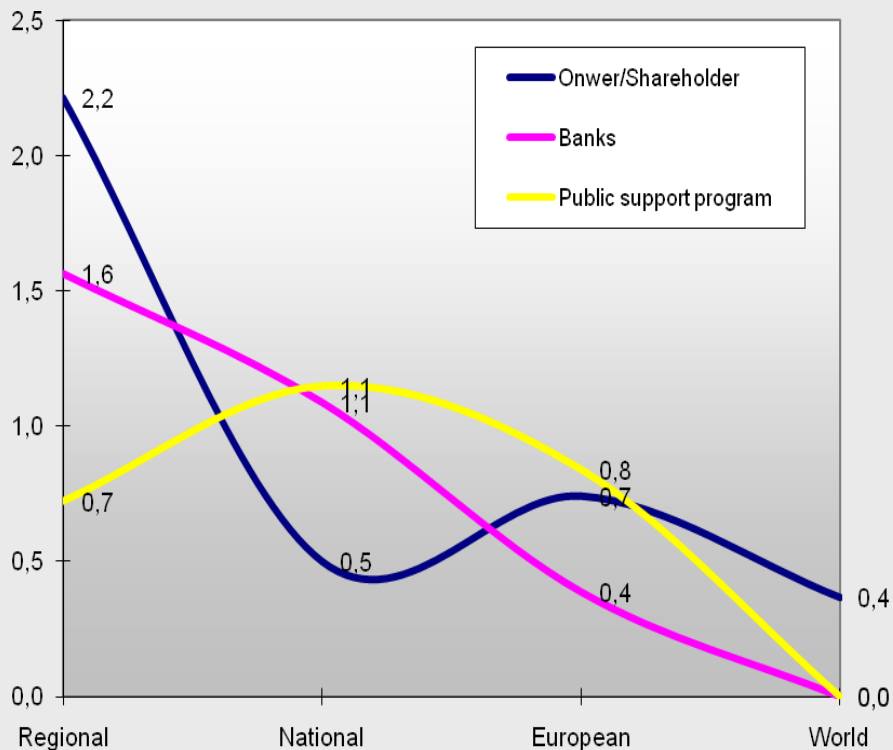


Financial space. Percentage of finances flowing from different sources into the firms.

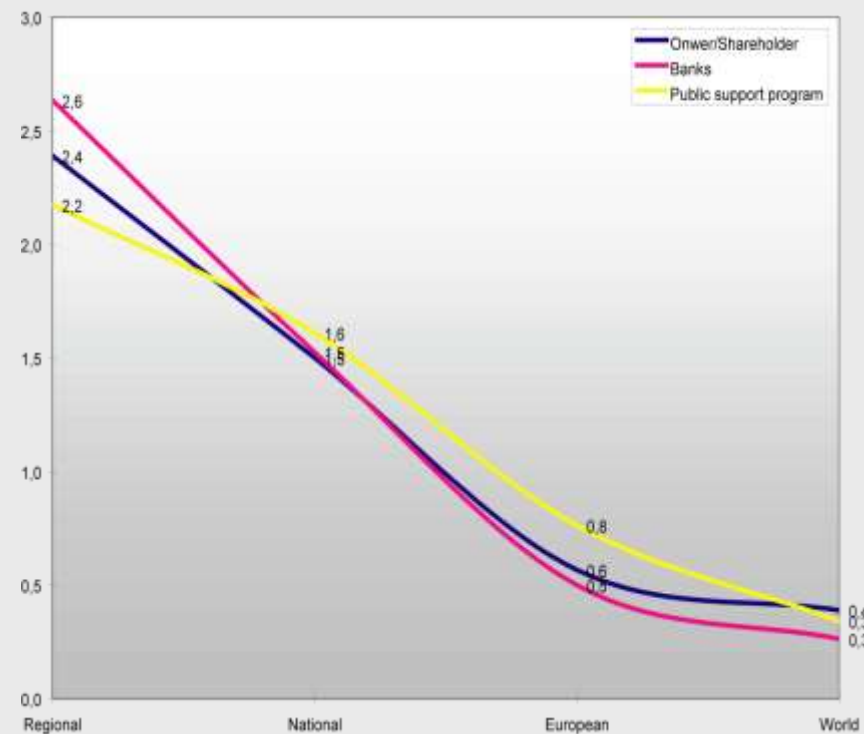
Typology of firms according to their transactional space

SALES

PURCHASES		Local	Domestic	National	Inter-nationalized	Globalized	Total
	Local	9	2	0	1	1	13
	Domestic	1	4	1	2	2	10
	National	1	0	0	0	1	2
	Inter-nationalized	0	2	0	2	2	6
	Global	2	0	3	1	6	12
	Total	13	8	4	6	12	43



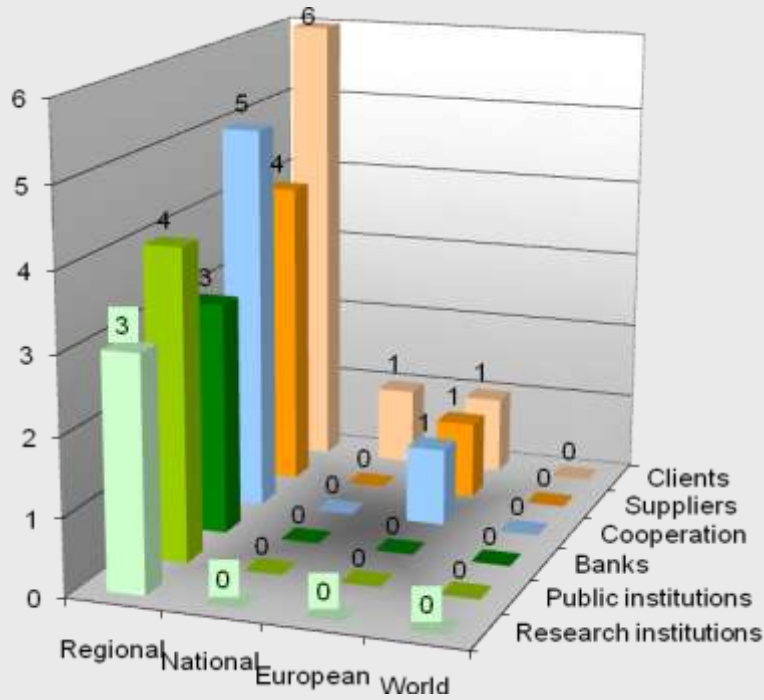
Czech Republic



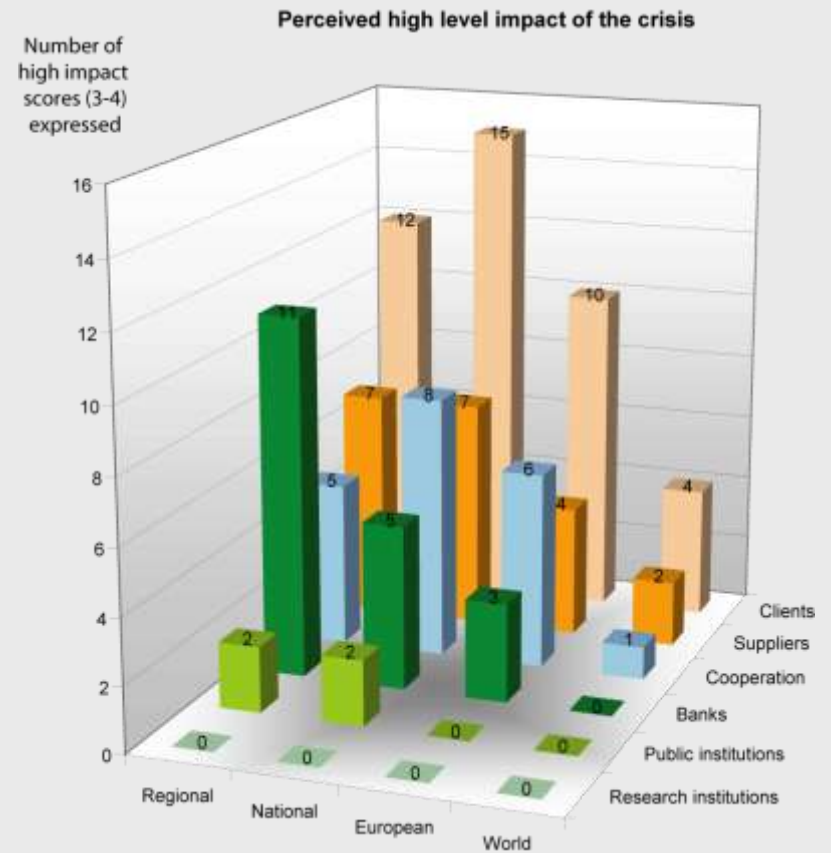
Sweden

Financial space. Percentage of finances flowing from different sources into the firms.

Global economic crisis top impact.



Czech Republic

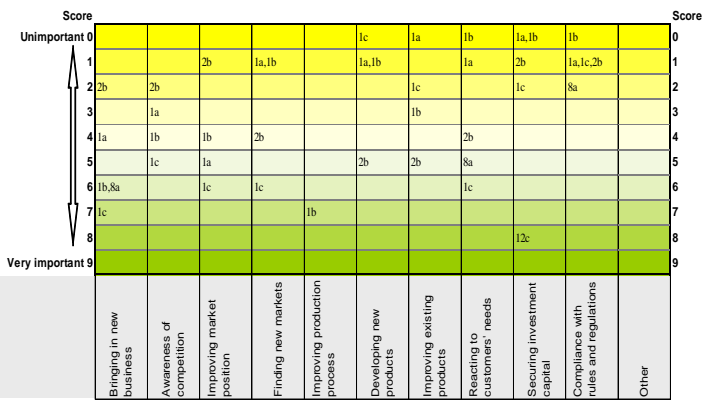


Sweden

The Actor Map and Cobweb Diagram

Interview Number: 01

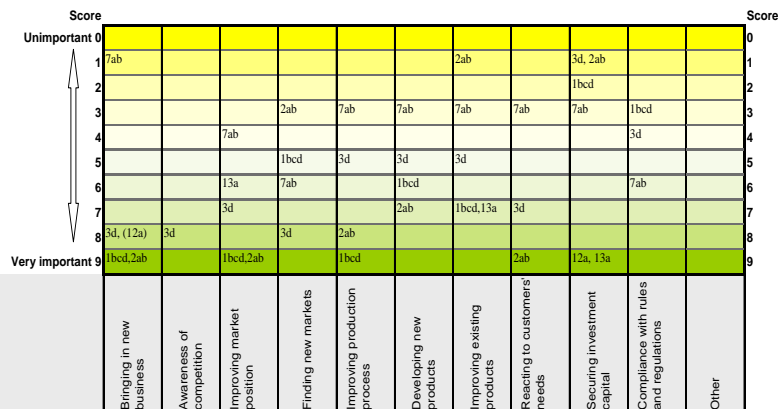
The role and importance of different actors in your network



	1a	1b	1c	2a	2b	8a	12c
1a- customers (regional)	4	3	5	1		1	0
1b- customers (national)	6	4	4	1	7	1	3
1c- customers (european)	7	5	6	6		0	2
2a- suppliers (national)	2	2	1	4		5	5
8a- research institution (regional)	6						8
12c- bank (european)							
Not used							
Not used							
Not used							

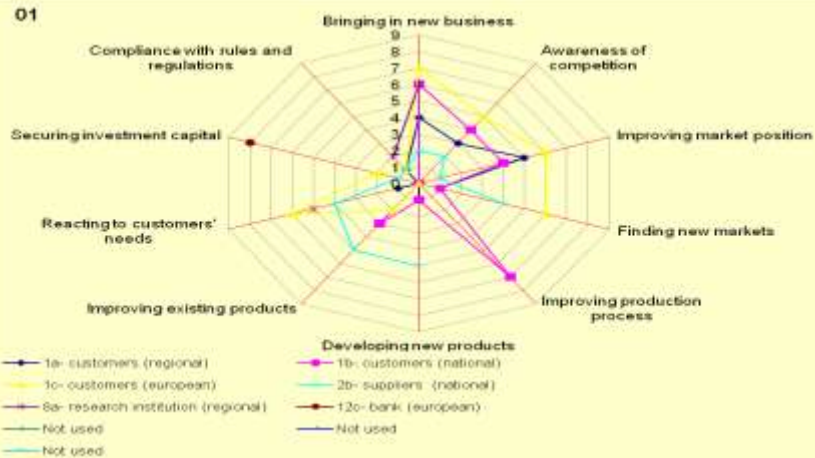
Interview Number: SE01

The role and importance of different actors in your network

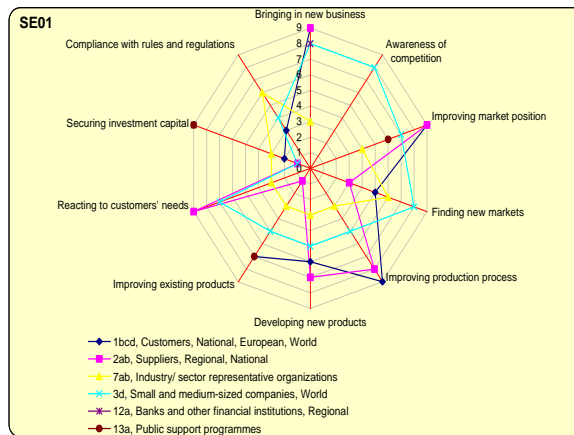


	1bcd	2ab	7ab	3d	12a	13a
1bcd, Customers, National, European, World	9		9	5	9	6
2ab, Suppliers, Regional, National	9		9	3	8	7
7ab, Industry/ sector representative organizations	3		4	6	3	3
3d, Small and medium-sized companies, World	8	8	7	8	5	5
12a, Banks and other financial institutions, Regional	8					7
13a, Public support programmes						
Not used						
Not used						
Not used						

01



SE01



Czech Republic

Sweden

Good practices examples

- *Regional policy landscape for business and networking support* (mapping the main 'public' actors)
- *Brokering networks* (providing an overview on how the different actors work concretely with the networking of Regional small firms)
- *An overview of main Network Initiatives* (providing an overview of the most interesting initiatives taken by the public actors in order to support the development by rural/Regional small firms of broader and stronger business networks)
- *Successful networking practices* (providing concluding insights on particular networking processes that are deemed as successful in the case study Region)

Synthesis diagram presenting different actors at the different geographical levels within the South Moravian Region

European geographical coverage

- CCR - Centre for Regional Development
- RRAJM - Regional Development Agency South Moravia

National geographical coverage

- CCR - Centre for Regional Development
- RRAJM - Regional Development Agency South Moravia
- JIC - South Moravian Innovation Centre

Regional geographical coverage

- CCR - Centre for Regional Development
- RRAJM - Regional Development Agency South Moravia
- JIC - South Moravian Innovation Centre
- KHK JMK - Regional Chamber of Commerce of South Moravia
- Local Action Group Znojmo winery

The South Moravian Innovation Centre (JIC)

- Innovative network academy
- Incubation Program
- Innovation vouchers
- Brokerage



Successful initiative: **Innovation Academy**

A training of managers and owners of companies to face new challenges in sharpen competitive environment in which innovation is just becoming a new source of competitive advantage and society growth.

Innovation Academy program is based on a **combination of best practices and trends** in the field of innovation management.

„The purpose of the academy is an understanding of the innovative concept of innovation“.

To include a practical element in the form of **workshops and coaching** of specific business projects. Part of the Innovation Academy is also **excursion leading** to important companies in the region.

The participants obtain a certificate after the successful defense of their innovative project at the end of the course.

Lesson to learn:

It highlighted the importance of innovation in each sphere of the enterprise.

It allowed to gain new information and to establish a number of new cooperations.

GENERAL FINDINGS

- Czech case study areas exhibited **some degree of internationalisation** of their transaction networks (15 %).
- Non-market interactions tended to be mostly confined within **the national context**.
- International linkages did not tend to be direct and 'translocal', with SME partners, but rather **indirect or 'vertical'** (i.e. through multinational companies acting as intermediaries.)

- International linkages were often seen as **more valuable** than local ones.
- The main benefit from international linkages was **access to market intelligence**.
- Where more local networking was important, **shared learning** about compliance with regulation was a key motivation.
- Interaction with supporting agencies remains predominantly **regional or national**.
- The key form of policy support was '**network brokerage**' by public, private or voluntary agencies.

Thank you for your attention!

