

# THE EMCAT CLUSTER



INTERNATIONAL CLUSTER BEST PRACTISE MODEL

PRESENTATION BY JEFF SCRIVNER

CEO EMTEX

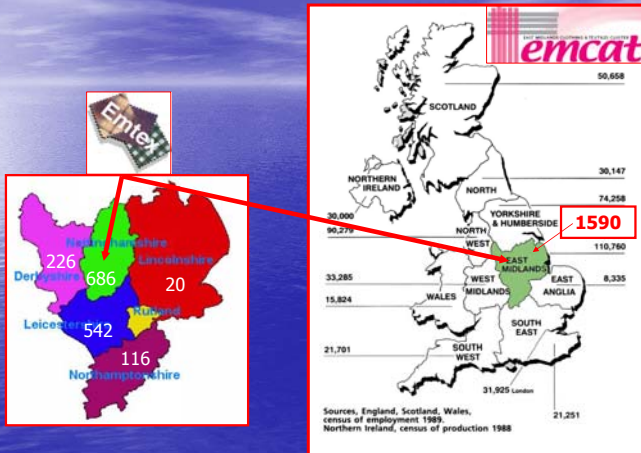


# MERHABA

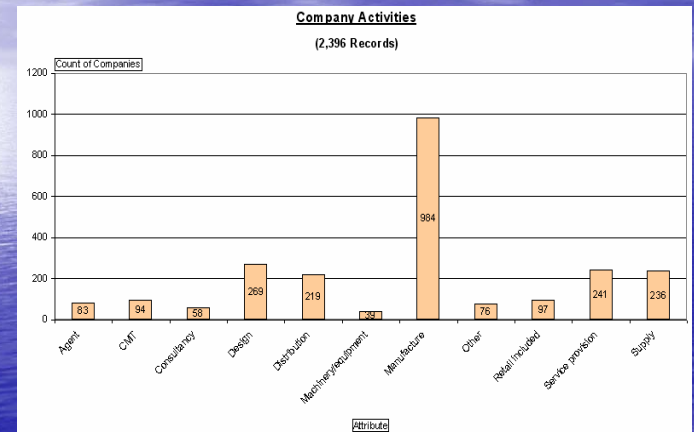
clustering<sub>06</sub> Istanbul Conference  
Terms of Reference

“Cluster Organisation and Practice”  
A case study view showing how the EMCAT cluster delivers value services, showing any strength's and weakness's?

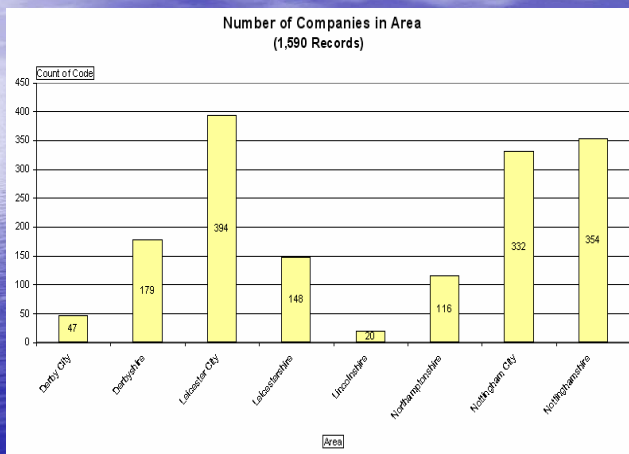
## The CLUSTER's Location



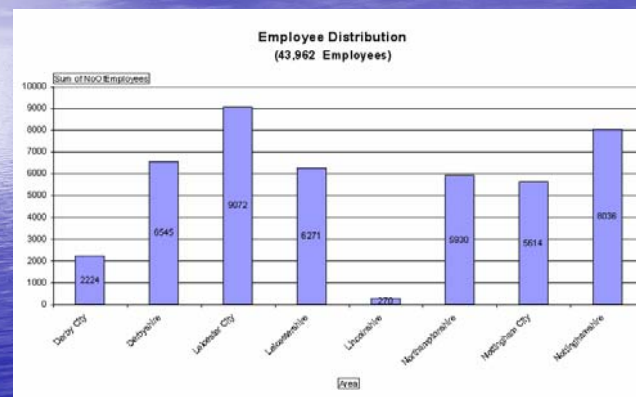
## THE EMCAT CLUSTER COMPANY ACTIVITY



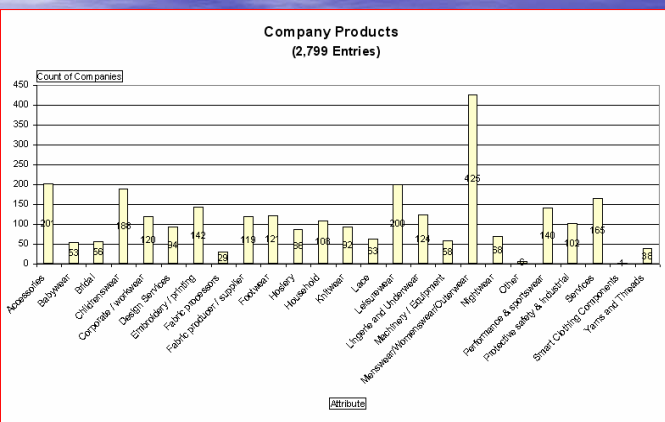
## THE EMCAT CLUSTER COMPANIES



## THE EMCAT CLUSTER EMPLOYEES



## THE EMCAT CLUSTER PRODUCTS



## EMTEX ROLE IN THIS CLUSTER

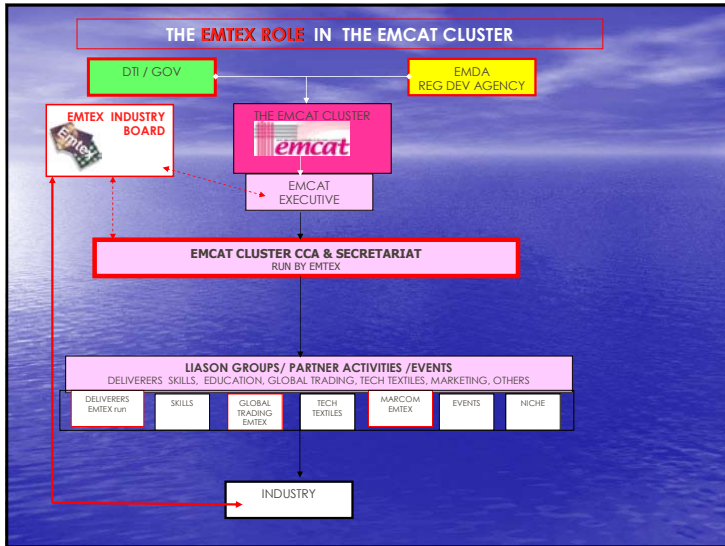
• WHAT IS EMCAT ?



• WHAT IS EMTEX?



- WHO DOES WHAT AND WHY ?
- THE KEY TO A CLUSTER
- WHAT DOES IT DO ?



- ### THE EMCAT CLUSTER WHO DOES WHAT?
- **The STRATEGY**
  - Who decides what to do ?
  - Who funds it ?
  - Who delivers ?
  - Partnerships
  - Vision
  - Roles and Responsibilities
  - Delivery

- ### THE EMCAT CLUSTER PROJECTS
- ## EMTEX run the PROJECTS
- 
- **DELIVERY MECHANISM**
  - **NEED for PROJECTS**
  - **FUNDING SOURCES**
  - **OUTPUTS**
  - **TIME SCALES**
  - **TYPES OF PROJECTS**
  - **FUTURE STRATEGY**

- ### THE EMCAT CLUSTER EXAMPLES OF PROJECTS
- #### Current Projects
- 
- |                   |                      |
|-------------------|----------------------|
| • Global Trading  | • Business Space     |
| • Win in IT       | • Design Network     |
| • Design Network  | • Future Industry    |
| • Fieldwork       | • Trends Library     |
| • Business Bureau | • Creative Prospects |
| • IT 4 All        | • New Dev Initiative |
| • INVACT          | • Education          |



**Global Trading**

<http://www.emtex.org.uk/GlobalTrading.asp>

- Support for Overseas Trading
- Sourcing and Selling
- Contribution to costs
- Access to specialists
- Trade Missions
- Product Sourcing Networks



Trade missions /visits

- Bangkok [2]
- Belarus
- China[6]
- Denmark
- Finland
- Hong Kong [5]
- India [2]
- Ireland
- Lithuania [3]
- Romania
- Taiwan [2]
- Turkey
- Vietnam
- + Individual trips

Events/ activity

- Inward missions [6]
- Workshops / seminars [8]
- E Flyer information [ 36]

- 139** sme's enrolled
- 61** assisted
- 69** Given € assistance
- 85** job created
- 82** job safeguards
- 2** business start ups
- 53** trading on line
- 28** increased ICT
- 18** network clusters
- 53** female owned
- 31** ethnic owned

THE EMCAT CLUSTER

**GLOBAL TRADING PROJECT FINANCES**

- Gross project value £ 792 K
- 5 year project 2002 -2007
- GRANT £284 K = 36%
- SME CONTRIBUTION £ 200K
- Emtex contribution/costs £308K
- £ SUPPORT TO Sme's



THE EMCAT CLUSTER

**GLOBAL TRADING PROJECT Expenditure**

ITEM	2002	2003	2004	2005	2006	2007	Total
Salaries/cons	7,135	57,000	56,842	50,000	50,000	25,000	245,977
Overheads	467	6,495	8,202	14,000	14,000	10,000	53,164
Evaluation	0	0	0	2,000	2,000	2,000	6,000
Travel & Sub	436	30,094	24,206	25,000	25,000	15,000	119,736
Workshops	15	3,566	439	2,000	2,000	2,000	10,020
Revenue costs (Sme activity)	0	94,677	67,796	64,750	64,750	64,750	356,723
<b>TOTAL</b>	<b>8,053</b>	<b>191,832</b>	<b>157,485</b>	<b>157,750</b>	<b>157,750</b>	<b>118,750</b>	<b>791,620</b>



## THE EMCAT CLUSTER GLOBAL TRADING COMPANY CASE STUDY

- PHEONIX SPRAYS DECKS, NOTTINGHAM ,ENGLAND JOEL SCOTT MD
- MAIN TASK TO FIND SOURCES OF MANUFACTURE FOR A NEW PRODUCT RANGE OF CANOE/WATER SPORTS PROTECTIVE WEAR.
- ACTION ....ACCESSED TRADE VISITS AND SUPPORT TO HONG KONG /CHINA AND TAIWAN. 2004 -2005.
- SELECTED SUPPLIER [SPOTURN] IN TAIWAN SPRING 2005.
- ALSO USED DESIGN SUPPORT, WEBS SITES AND MARKETING PROJECTS
- See WEBSITE [www.elephantwear.co.uk](http://www.elephantwear.co.uk)
- LAUNCHED NEW PRODUCT RANGE & BRAND ELEPHANT WEAR IN DEC 2005, FOR SPRING 2006.
- SOLD 70% OF STOCK IN 3 MONTHS NOW TRADING AT SALES OF £8K /MONTH AND GROWING.....T/OVER TO DATE £ 60k
- TAKEN ON SALES REPRESENTATIVES AGENTS AND 1 STAFF PERSON
- ACCESSED OVER £6K SUPPORT...OVER 2 YEARS.

## THE EMCAT CLUSTER GLOBAL TRADING COMPANY CASE STUDY ELEPHANTWEAR




## emcat CLUSTER OVERVIEW

- - VE ..... PROBLEMS / Issues
- +VE ..... BENEFITS / Results

## THE EMCAT CLUSTER

## QUESTIONS

- Thank you....Tesekkurler.....
- Any Questions?



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