

## Turkish Good Practice Example

<b>Type of product or service</b>	Other
<b>Target group(s) addressed</b>	Machinery, metal and casting sectors
<b>Title</b>	Clustering of Machinery, metal and casting sectors in the Ataturk Organized Industrial Zone
<b>Short description</b>	Implementation of clustering approach to the machinery, metal and casting sectors
<b>USPs (Key elements of the service that are unique selling propositions)</b>	<p>Innovative approach, different than traditional support services</p> <p>By participating to the cluster, small and young SMEs will have the same advantage in procurement (cost advantage), improve their commercial relationships with the older, more experienced SMEs and large enterprises.</p>
<b>Methodology</b>	<p>Field study</p> <p>Workshops, identifying the vision, strategy and actions of the cluster</p> <p>Writing the roadmap</p> <p>Training to the cluster members</p>
<b>Content</b>	Meetings, interviews
<b>Contribution to skills</b>	<p>Corporate development</p> <p>Cost advantage</p> <p>Improving skills in R&amp;D, Production Technique, Marketing and Product Development</p> <p>Increasing the both commercial and non-commercial Relationship between the cluster members</p> <p>Increased competitive advantage</p>
<b>Quantitative aspects (duration, number of participants respectively SMEs involved)</b>	<p>200 SMEs involved</p> <p>Duration of the project: 9 months</p> <p>Activites have continued after the project has ended</p>
<b>Responsible institution/ contact person</b>	<p>Izmir Ataturk Organized Industrial Zone Mr.Cavit Kahya</p> <p>Mrs.Buket Pişkin</p>
<b>Direct link</b>	<a href="http://www.iaosbkumelenme.org">www.iaosbkumelenme.org</a>