

THE
Smartest
PLACES
ON EARTH

WHY RUSTBELTS ARE THE EMERGING
HOTSPOTS OF GLOBAL INNOVATION

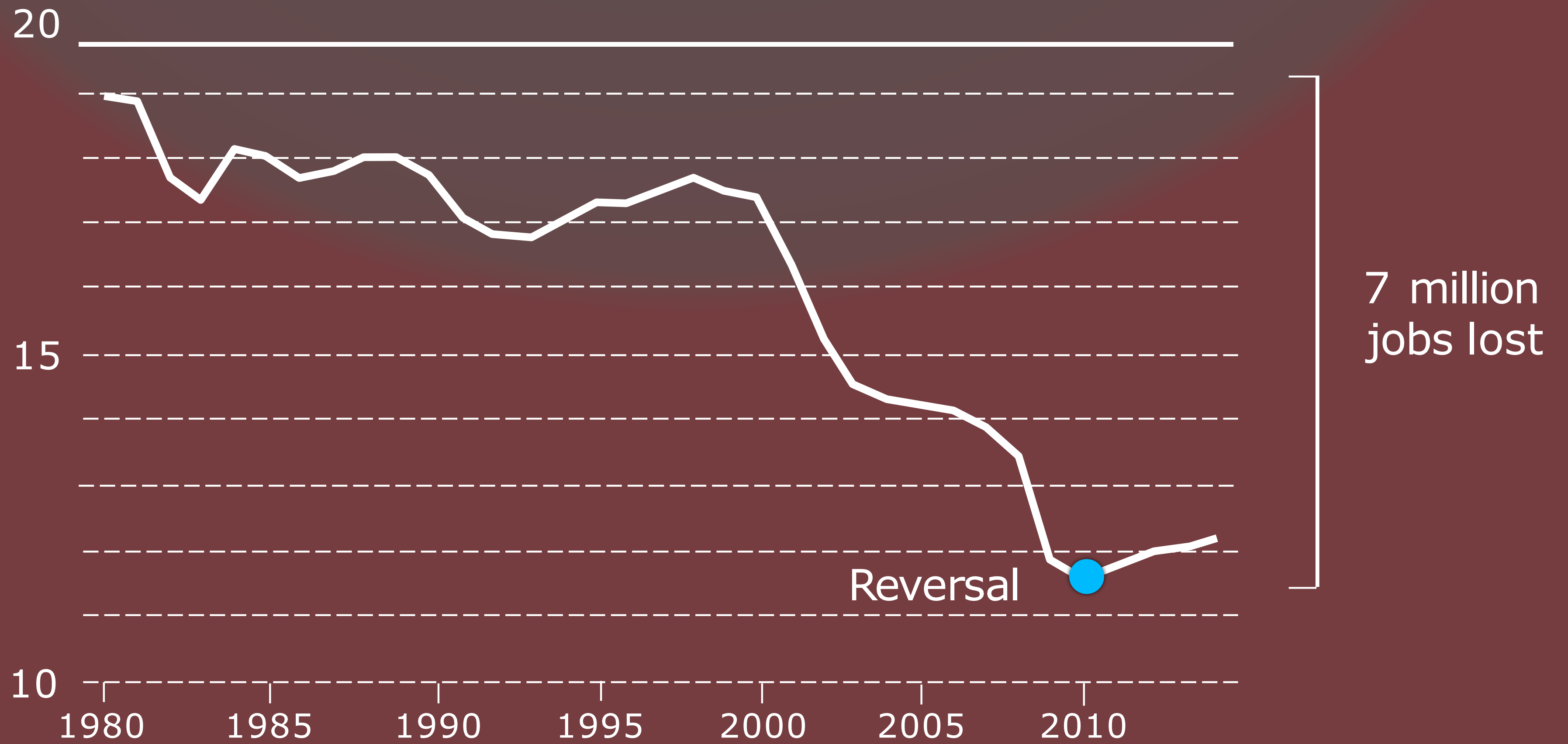
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Looking in the rearview mirror

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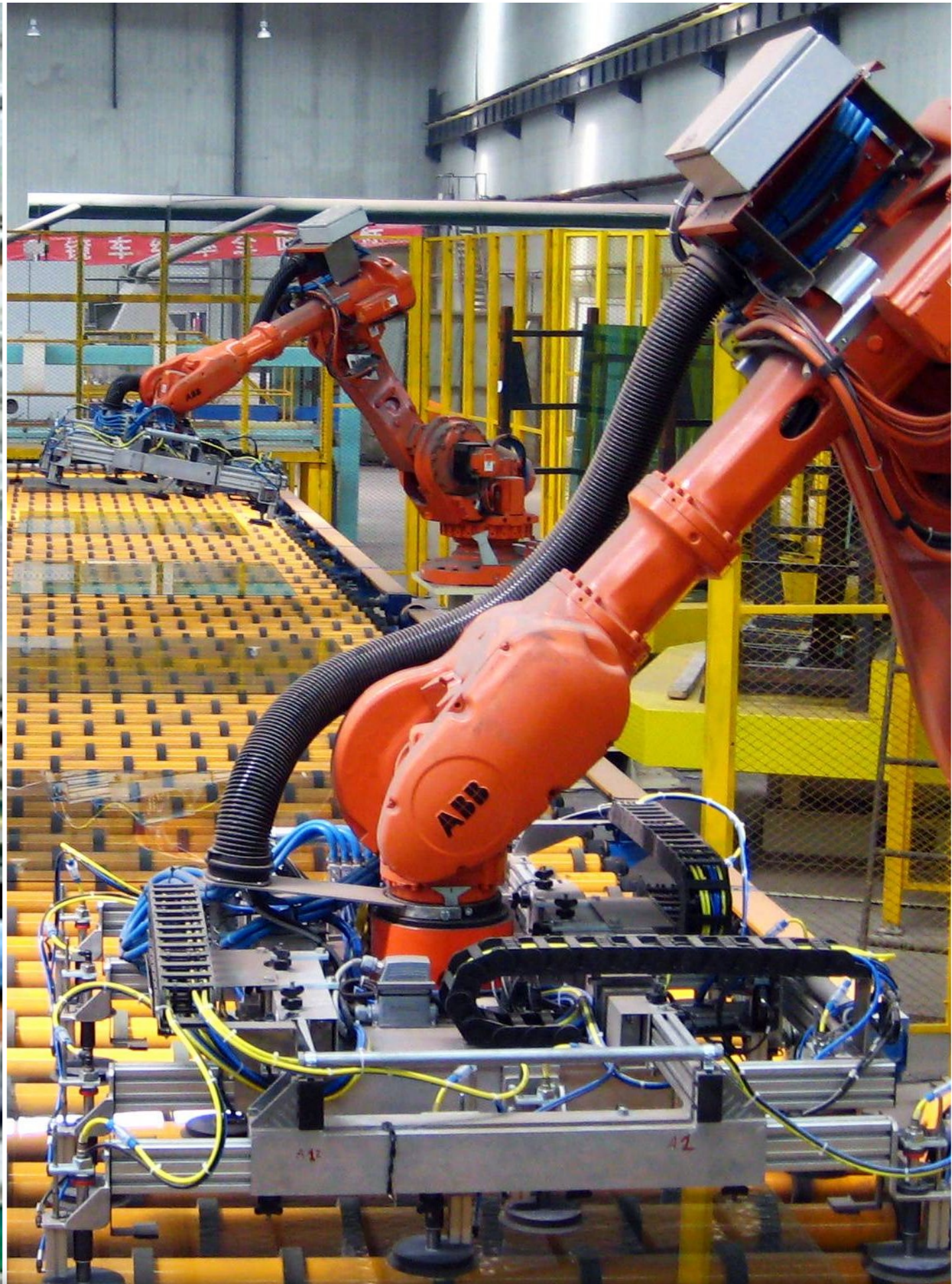
U.S. Employment in Manufacturing Industries (in millions)



Looking in the rearview mirror



Competition



Automation



2008 Crisis

Not the whole story

The American (and Northern European)
economies are NOT on the decline but
regaining competitiveness

The new
paradigm

The era of cheap is over

The era of “smart” has begun

Manufacturing is not coming back...

...it is being reinvented

Two pillars

1. Sharing brainpower

Sharing brainpower

In the past



Hierarchical



Closed/ IP-oriented



Siloed



Top-down



Lone ranger



Suburban, isolated
research labs

Today



Collegial



Open



Multidisciplinary



Bottom-up



Collaborative

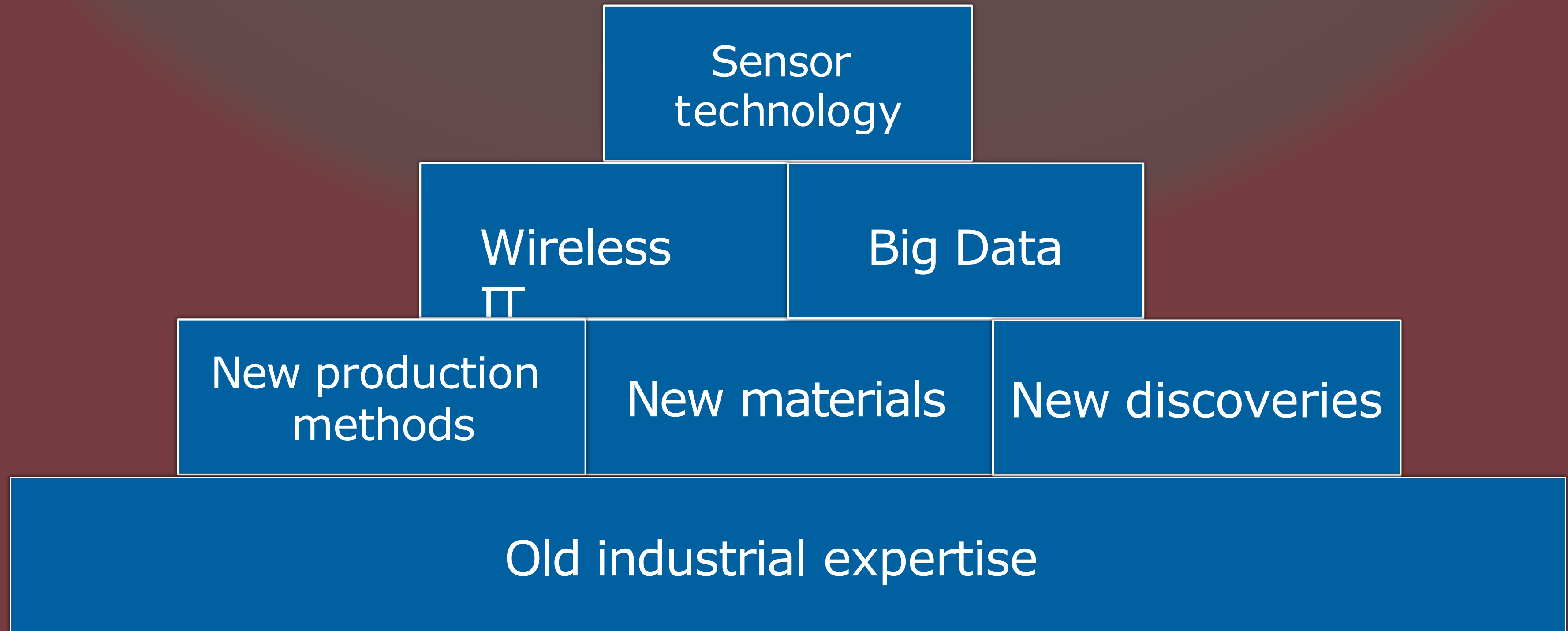


Urban innovation
districts

Two pillars

1. Sharing brainpower
2. A new branch of the economy

A new branch of the economy



A new branch of the economy

Smart products



The future is all about connecting and connectedness



A new branch of the economy

New production methods



New production methods are reinvigorating old industries

From Rustbelts to Brainbelts

From Rustbelts to Brainbelts

Akron, Ohio — From rubber capital to polymer city



World-class research on polymers stayed



A connector: Luis Proenza

What makes a brainbelt?

- A life-threatening situation
- Universities performing world-class research
- Complex, expensive challenges requiring a multi-disciplinary approach
- Openness to sharing brainpower
- A connector and supportive local officials
- Infrastructure that attracts and retains top talent
- Access to venture capital

From Rustbelts to Brainbelts

Albany, New York — Nanotechnology



From Rustbelts to Brainbelts



From Rustbelts to Brainbelts

Eindhoven — From lightbulbs to the world's smartest city



From Rustbelts to Brainbelts

Zurich — life science brainbelt



From Rustbelts to Brainbelts

Dresden — Chips in former East Germany



From Rustbelts to Brainbelts

Lund-Malmö — From shipyards to Particle Accelerator



From Rustbelts to Brainbelts

Oulu, Finland – from Nokia to wireless medicine



From Rustbelts to Brainbelts



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Rustbelt cities are building on forgotten strengths, transforming themselves into brainbelts

They are creating the smart products that the 21st century demands

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