

異業種交流活動から見た産業クラスター計画 –テクノミクス北九州を事例にして–  
(Cross-Industry Exchange Activities: Suggestion for Industrial Cluster Projects)

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**Abstract**

This paper analyses the roll of the cross-industry exchange activities of small and medium enterprises in order to give some suggestions to the industrial cluster projects which are now undertaken.

This paper is divided into two parts. First, the author checked the description of White Papers on Small and Medium Enterprises in Japan (SME White Paper) about the cross-industry exchange activities. SME White Papers in early stage expected that such activities generated the new business in the near future. But the recognition shifted to the expectation of stimulation to each member enterprise, not new business.

Then the author made a survey on one group of cross-industry exchange activities, whose name is Techno-mix in Kitakyushu-city in order to confirm such recognition. Techno-mix tried some product development projects. But they were not successful because they were not deeply considered market development. Their lesson told us that projects which started only because they can made would fail and that enough consideration after development such as marketing was important.

Then Techno-mix shifted their focus on the information exchange, including the corporate managements. It gave tight relationship among member enterprises which generates important outputs. They can share the different types of business information through exchange activities. Although they have some limits to continue their activities, well managed information exchange is very meaningful for SMEs.

**Key words:** cross-industry exchange activities, SME

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