

The Vision and Mission of Hungarian Medium-sized Enterprises

Reka Horeczki, MTA KRTK, Hungary

In the company structure of Hungary mainly small and medium enterprises represent themselves, fulfilling an important role in the economic life of the country. Although medium-sized enterprises are valued in the prevailing concepts of regional competitiveness (regional clusters, industrial districts, regional innovation systems etc.), and they play a crucial role in various industrial regions' high resilience under the current crisis, their development has not been adequately studied. The focus of research has been either on the higher, or lower size category of industry (large, mainly transnational enterprises vs. small enterprises, typically in their early development phase), and mainly lacking a territorial perspective.

Our empirical research was mainly based on in-depth qualitative interviews with the senior managers or owners of medium-sized enterprises in Hungary, supplemented by a smaller control group of policy experts (leaders of chambers of trade and industry). These interviews were focused on the situation, competitive strategies and current challenges of domestic medium-sized enterprises; as well as policies which help or hinder their development. Enterprises have been selected from three Hungarian regions: a peripheral, under-industrialised region characterised by deep deindustrialisation processes (Southern Transdanubia, particularly its spatially deconcentrated machine industry); a region with the strong presence of FDI and developed enterprise networks (Western Transdanubia, particularly the city of Győr); and a region which has recently undergone a positive exogenous shock via large-scale FDI inflows (Southern Great Plains, particularly the cities Kecskemét and Dunaújváros).

Based on the conducted interviews, I intend to present the vision, mission and development possibilities of medium-sized companies.

Defining New Urban Agendas for City-districts from a Multilevel Perspective. Lessons Learned from Three Districts in Berlin

Georg Hubmann, CHORA Conscious City, Germany

Cristian Matti, Copernicus Institute for Sustainable Development - Utrecht University & EIT climate KIC, Belgium

Districts are heterogeneous in typology, socio-economic structure, and administrative organisation while they are aiming for regional visibility through development strategies of the urban system in which they are embedded. In doing so, each district is aimed at creating agency to develop their respective urban agenda, however, supra-local and multilevel mechanisms and commitments influence and impact their development. How do city-districts create agency to develop their respective urban agenda and can districts be a vehicle for regional policies and governance?

This paper takes a systematic look at three districts in Berlin (Moabit, Schöneweide and Buch) in order to analyse their initial situations, development paths, and their degree of contribution to city-wide policy goals. It will focus on the respective initiatives of the districts and also elaborate on the specific governance context of Berlin being both a state and a city. The analysis continues to make understandable the impact of the districts on a city-wide strategy called "Zukunftsorte" that addresses a regional policy to strengthen places with knowledge based network structures and interrelations between economy and science. The paper is based on research projects that facilitated integrated district development plans in the three districts in 2016 and 2017.