

This paper describes the establishment, process, and results of a project named CSM (Centre of Excellence for Steel Production and Metal Manufacturing). The aim of CSM was to promote economic growth in the Municipality of Halsnæs. It was a partnership between private and public sector including a university, initiated by the Municipality of Halsnæs in April 2011 and concluded in January 2014. Halsnæs lies in the northern part of the capital Region of Denmark. It was jointly funded by the municipality, the Technical University of Denmark and The National Market Development Fond. CSM aimed at finding new and innovative ways of organising as well implementing university research based business development for SMEs within steel production and metal manufacturing. To achieve this, professional innovation and process consultants were employed as bridge builders. The project has given promising results in relation to business development for SMEs built on university research and organised as Public-Private-Partnership. It has underlined the need for professional bridge building innovation and process consultants with comprehensive understanding of research as well as business. The final results will be presented and discussed in this paper, and the perspective for a continuation of the project into a new project, based on the lessons learned from this project, will be outlined.

Key Words: SMEs, Public-Private Partnerships, University Research based Business Development, Innovation and Process Consultants, Steel Production and Metal Manufacturing.