



**European Academy**

for Taxes, Economics & Law

# Cluster Policy and Management– European and Regional Initiatives for Innovation

European Conference

**22<sup>nd</sup> and 23<sup>rd</sup> September 2008, Berlin, Germany**

**Brochure**

# WHAT IS THE CONFERENCE ABOUT?

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## TOPIC

National and regional governments recognised the potential of clusters as a driver in regional development policy. By taking determined actions public authorities can significantly improve cluster development. This results in strengthening local economies, creating new jobs and attracting new investors. This is why many cluster initiatives have recently been launched. Some countries have included cluster policy in national development plans, while others pursue regional policy models. It has become clear that only decisive measures can strengthen regional clusters and lead to a successful regional policy. The European Commission has established a number of programmes supporting research and development to enforce innovation. However, efficient innovation processes need to be transferred towards the business environment. Therefore, the European Commission started new initiatives to enable national and regional governments to create and develop regional clusters.

## EUROPEAN CONFERENCE

The European conference provides participants with information on current development of European cluster initiatives and efficient cluster management policies. European clusters organisations and new initiatives are presented by the European Commission. International experts demonstrate a wide range of solutions for national and regional authorities. Representatives of cluster initiatives share their experience on management tools, transnational cluster and national programmes. As an excellent communication platform this conference aims to bring together relevant actors from public institutions, research institutes, universities and the private sector.

## YOUR BENEFIT

- You learn from the experience of best practices of regional cluster policy
- You familiarise yourself with the latest methods and findings of cluster management
- You learn how to combine different management methods and how to strengthen your region through innovation
- You increase the efficiency of your work by implementing latest trends and analyses
- You profit from rich course material and handouts

## TEACHING METHODS

- Lectures and case studies
- Discussions and Q & A Sessions
- Best practice reports
- Interactive workshops

## TARGET GROUP

- Regional Networking Groups involved in cluster projects and initiatives
- European Ministries of Economy and Finance
- Economic Development Agencies
- National and regional EU funds Managing Authorities
- Intermediate Bodies
- Research Institutes
- Innovation and Technology Companies
- Municipalities and NGO's





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## PROGRAMME

# DAY 1

**08:00-08:55**

Registration and handout of documents

**08:55-09:00**

Introduction by the European Academy for Taxes, Economics & Law

### European Cluster Strategy

**09:00-10:00**

Opening session

#### The European Cluster Strategy

- Presentation of the different EU activities in the area of clusters, in particular the PRO INNO Europe and Europe INNOVA initiatives of DG Enterprise
- Towards a European Cluster Strategy: From the European Cluster Memorandum to the [forthcoming] Communication on Clusters and beyond

*Carsten Schierenbeck, Policy Officer  
European Commission, DG Enterprise & Industry*

**10:00-10:45**

#### Specific EU Activities for Cluster Managers

- The new focus of the [forthcoming] Europe INNOVA initiative and its specific activities for Cluster Managers
- European Clusters Observatory
- Clusters Linked Over Europe (CLOE) project

*Kincső Izsák, European Commission DG Enterprise & Industry*

**10:45-11:15**

Refreshment break

**11:15-12:00**

#### How to Increase Innovation and Competitiveness through Clustering Efforts

Now that the use of clustering tools is becoming widespread, it is still not obvious to many how clustering could help closing the European innovation gap. Too often, the tool is mixed up with the goal, leading to lists of officially recognized and public funded „clusters“. The risk is that companies and intermediary institutions consider the created cluster associations as an achievement, rather than seeing cluster reinforcement as an important tool to develop innovation and competitiveness.

*Emilio Duch, President, The Competitiveness Group, Spain*

**12:00-12:30**

#### ROUND TABLE

Pros and Cons of National Cluster Initiatives

**12:30-14:00**

Lunch break

#### International Clusters' Cooperation

**14:00-15:00**

#### The Operational Programme “Competitiveness” as a Tool for Sustainable Development in Greece

- What is the OP “Competitiveness”
- Strategic directions
- Available resources: Priorities & actions

*Eleftherios Stavropoulos, Special Secretary for Competitiveness, Ministry of Development of Greece*

**15:00-15:45**

#### Success Factors in Transnational Cluster Cooperation

- What is the added value for clusters to engage in transnational cooperations?
- What role for clusters in stimulating transnational technology transfer?
- What kind of support profile do clusters have to offer when engaging in a transnational cooperation?
- How does an active participation in EU funded innovation programmes help regional clusters to scale up their own services and gain a more attractive image within the partnership?
- How to structure exchange programmes between clusters?
- What are the future key topics of transnational cluster cooperation?

*Dr. Gerrit Stratmann, General Manager, Technology Transfer Network Hessen, Germany*

**15:45-16:15**

Refreshment break

# PROGRAMME

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## DAY 1

16:15-17:00

### **Successful Cross-Clustering**

- 4 Clusters and 2 Centres of competence (Cluster: ICT Cluster, Medical Cluster, Precision Cluster [Machinery and Micro] and a service cluster / Centre of Competence: Environment and Design)
- innoBE as a facilitator for clusters is the heart for a successful cross-clustering
- Common targets, different strategies
- Cluster management in the same office as a success-factor
- Additional competences (Example: precision technology as a part of medical technology)

*Christoph Beer, Cluster-Manager and Member of Management Team innoBE AG  
ICT Cluster Bern, Switzerland*

- Cluster management only plays the role of facilitator for the members from each cluster to cooperate. Companies must be the driving force of the cooperation

17:45-18.00

Closing discussion

18:00

End of first conference day

17:00-17:45

### **Methodology for a Strategic Cooperation Between Clusters**

- Weight of European clusters is usually insufficient on the scale of the global market. Hence they must combine their strengths and cooperate
- Up to now in best cases, clusters have tried to cooperate within the same field of activity. Experiences show that the overlapping competitive interests are too strong and hinder efficient cooperation
- Cooperation partners should not either be picked by acquaintance or friendship but as the result of rigorous strategic intelligence analyses based on complementarities in the value chain
- A long-term common market oriented strategy has to be defined first, instead of starting by looking for common projects

*Nicholas Szechenyi, Managing Director,  
Europa InterCluster, Hungary*



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## PROGRAMME

# DAY 2

### Best Practice of Regional Cluster Policy

09:00-09:45

#### Innovation Policy and Cluster Support Instruments in Emerging Regions

- State of the art of the innovation policy at national and regional level
- Evolution of innovation policy making at regional level – strengths and weaknesses
- Pilot projects for innovation support at regional level
- Regional clustering – focus on the automotive cluster
- Trends and challenges on the European and global market for regional SMEs
- Early lessons coming from and emerging regional economy
- Future scenarios

*Raluca Cibu-Buzac, Director, West Regional Development Agency, Romania*

09:45-10:30

#### Are Clusters aware that they are Clusters? A case study from Turkey

- Info on EU Turkey Business Centre
- General information on current clusters and cluster development activities in Turkey
- The importance of social capital in cluster development activities
- Case study on organic agricultural products cluster in Turkey with - practical experience

*Damla Taskin, Director of the Izmir ABIGEM A.S., European Union Turkey Business Centre, Izmir, Turkey*

10:30-11:00

Refreshment break

11:00-11:45

#### Why our Clusters do not grow? Depths Analysis of the Clusters in West Pannonia

*Tamás Koscondi, Head of International and Business Development Department, West Pannon Regional Development Agency, Hungary*

11:45-12:30

#### Becoming a “Cluster of Excellence” through Cross-border and International Cooperation in the Interreg III A & C Projects “NICE Pamina - Network of IT-Clusters d’Espace Pamina” and “CLOE-Clusters linked over Europe”

- NICE Pamina cross-border cooperation
- CLOE-Clusters linked over Europe the first „Fast Track Project” of the EU:
- Background and results (impact on regional cluster strategy and further ERDF subventions
- Region Karlsruhe: aims, methods, future outlook

*Steffen Buhl, CLOE Initiative Coordination, Germany*

12:30-14:00

Lunch break

14:00-14:45

#### Evaluation of Cluster Organisations - The Case of Measurement in the Region of Värmland, Sweden

- Why evaluate cluster organisations?
- How can we measure effects of processes for innovation and growth in a region?
- How to develop indicators for cluster organisations?
- Creating true value - Results of the cluster evaluation in Värmland
- Policy changes – Harder priorities and increased political focus

*Staffan Bjurulf, Regional Advisor, Region Värmland, Sweden*

14:45-15:30

#### The Role of Clusters in Slovenian Automotive Industry

- Automotive global trends
- Slovenian automotive industry
- Automotive cluster of Slovenia
- Cooperation of spheres
- Collaboration among clusters and associations
- Future and emerging challenges
- Summary

*Dušan Bušen, Managing Director, GIZ ACS Automotive Cluster, Slovenia*

15.30-16.00

Refreshment break

16:00-16.45

#### The Corallia Cluster Initiative: an Innovation Catalyst for Regional Development in Greece

- Corallia: the first national cluster policy/initiative in Greece
- The pilot-phase of Corallia: results, best practices and lessons-learned
- Cluster development challenges at large-scale deployment
- Corallia as the facilitator for business and research innovation actors
- Regional development and innovation excellence: indicators and metrics of Corallia's results

*Dr. Nikos Vogiatzis, Director of Cluster Operations and Technologies Corallia Cluster Initiative, Greece*

16:45-17:00

Closing discussion

17:00

End of the conference

## SPEAKERTEAM

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### CHRISTOPH BEER

**Cluster-Manager, ICT Cluster Bern, Switzerland**

Since 2002 Christoph Beer has worked in the field of knowledge and technology transfer, innovation management and cluster management at innoBE AG as Member of the Management team. He has over 20 years experience in the ICT-Sector and has worked on various positions, for example: international management consulting, project management, development of business applications, hardware oriented programming and R&D in electronics. He has a technical background (Electronics and Informatics) with a post-graduate education in Economics. In innoBE he is responsible for the domain of cluster-management and knowledge and technology transfer. He is also the Cluster Manager of the ICT-Cluster Berne (tcbe.ch) and of the Service Cluster Berne (WBCB). The EU Project NICE, Networking ICT Clusters in Europe (FP6), is part of his current activities. In this project he is the leader of the three partners of the Berne region. He works as the "cluster"-interface in the region of Berne between the service cluster, the medical cluster, the precision cluster and the ICT cluster.

### STAFFAN BJURULF

**Regional Advisor, Region Värmland, Sweden**  
Staffan Bjurulf graduated at the University of Karlstad and obtained a Master of Economics in 1991. He started his career as private consultant. 1996 he changed to the Swedish State Development Organisation Almi Företagspartner AB. From 2001 on he has been intensively occupied with the cluster development problematic as Regional Advisor of the region Värmland. As expert in monitoring and evaluation of cluster development he contributed in years 2005-2008 in the national agency NUTEK in Sweden as Project Leader of national action. At the same time

Staffan Bjurulf represents the region Värmland in European Initiative CLOE. Since last year he also works as Project Leader in the EU-NUTS 2 programme monitoring cluster evaluation in North Midsweden.

### STEFFEN BUHL

**Project Coordinator, CLOE Initiative Coordination, Germany**

Since more than five years Steffen Buhl is responsible for the international contacts and European projects of the Economic Development Karlsruhe. He has managed several cross-border projects in the frame of Interreg III A for example PEP and NICE Pamina. From the beginning he has been responsible for CLOE-Clusters linked over Europe.

### RALUCA CIBU-BUZAC

**Head of the Department for Regional Policy and Internationalisation within West Regional Development Agency based in Timisoara, Romania**

West Regional Development Agency is an NGO created by law, and its mission encompasses tasks that are usually the prerogatives of a regional government, e.g. regional planning and policy-making, management of EU pre-accession and currently Structural Funds, regional innovation, FDI attraction and international cooperation. During the almost 8 years with the agency, Raluca Cibu-Buzac gained extensive information on innovation policy, innovation management, research-industry links and cluster development. She managed many projects, including the Regional Development Strategy of the Region, Techimpulse – Regional Center for Innovation and Technology Transfer, ICT Cluster. Raluca Cibu-Buzac worked in European expert groups, e.g. IRE Steering Committee, EURADA or DG Research "Blueprints for Foresight", Group of National Senior Officers for the EC Strand 3 innovation support projects.

### EMILIO DUCH

**President, The Cluster COMPETITIVENESS Group, Spain**

Emiliano Duch is the Founder and President of the Cluster Competitiveness Group. He has acted as advisor to public administration institutions and governments all over the world, including different Regions of Spain, UK, Italy, France, Belgium, Denmark, Sweden, Argentina, Colombia, Thailand as well as for multilateral institutions like the European Union, the United Nations, the World Bank and the Inter-American Development Bank. Emiliano has currently been directing the study on the „Entrepreneurial innovation in the new Member States: challenges and issues at stake for the development of clusters of innovative firms“, funded by the EU Commission's DG Enterprise and Industry's Innovation Unit, which has involved the mapping of clusters in the 10 new Member States of the EU and the assessment of cluster and innovation policies carried out by national and regional governments. Recently, he has been invited to do a similar exercise for the EU 15 plus the partner and new candidate countries. Emiliano has a Master in Public Administration (MPA) from Harvard University, an MBA from the Harvard Business School and is an Architect from the Universitat Politècnica de Catalunya (UPC) in Barcelona.



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## SPEAKERTEAM

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### KINCŐ IZSÁK

#### **DG Enterprise & Industry, European Commission**

Kincő Izsak works as a Project Officer in the DG Enterprise & Industry of the European Commission in Unit D2 'Support for Innovation'. She is responsible for project contracts, furthermore for the cluster observatory and the horizontal aspects of the Europe INNOVA initiative. Previously, Ms Izsak worked for a regional development agency in Hungary where she first was managing interregional, innovation and research related projects and then moved to Brussels to represent the Eszék-Alfold region on regional development and regional innovation issues in the European Union. She obtained a diploma as a Certified Economist and holds a Master in International Business.

### TAMÁS KOSCONDI

#### **Head of International and Business Development Department, West Pannon Regional Development Agency, Hungary**

Tamás Koscondi obtained his Master of Science in Agronomy from the PATE University and Master of Science degree in Economics from the College of Business and Trade in Hungary. He studied one year at the University of Nottingham at the Faculty of Agriculture and Food Sciences in England. Additionally, he gained the Ph.D. degree from the Szent István University in Hungary. Tamás Koscondi worked first as independent researcher in USA and Hungary. In 2000-2002 he contributed in the West-Pannon Rural Development Office and as a civil servant at the Hungarian Ministry of Agriculture and Regional Development. Afterwards he became the Head of Division at Department of Rural Development in the Ministry of Agriculture and Rural Development. As delegate of the Ministry he was active in different EU Commission working groups. Since 2006 he works at the West Pannon Regional

Development Agency as Head of International and Business Development. He is in charge of developing and implementing of the regional development policy and ERDF programming and responsible for the support of clusters and international projects.

### CARSTEN SCHIERENBECK

#### **Policy Officer, DG Enterprise & Industry, European Commission**

Carsten Schierenbeck is a Policy Officer responsible for cluster cooperation in the Directorate-General of Enterprise and Industry of the European Commission. He works in the 'Support for Innovation' Unit, where he manages a number of project contracts under the Europe INNOVA initiative that is aimed at fostering transnational cooperation between cluster organisations. He represents the unit on cluster-related aspects of innovation policy. Previously, Carsten Schierenbeck has undertaken research on clusters and regional innovation systems for the University of Birmingham in the UK, worked for the West Midlands in Europe regional office in Brussels and worked for a SME in property management in Germany. He holds an MBA in International Business Administration, a Bachelor of Commerce and a Professional Qualification in Property Management.

### ELEFTHERIOS STAVROPOULOS

#### **Special Secretary for Competitiveness, Ministry of Development, Greece**

Eleftherios Stavropoulos is Special Secretary for Competitiveness at the Ministry of Development since December 2007. From October 2005 until December 2007 he was the Greek representative at the European Union for Regional Policy and Structural Funds. He was Member of the Greek Negotiating Team for the European Financial Perspectives 2007 – 2013 (EU Budget) and for the new legislative framework of Structural Funds. From March 2004 until October 2005 Mr. Stavropoulos was Director of the Private Cabinet of the Deputy Minister of Foreign Affairs, Mr. Y. Valinakis and Advisor for European Affairs. During the period from June 2000 to April 2004 he was Special Advisor for European projects in the area of Innovation and Information Society at the region of Southern Aegean and was responsible for European and foreign relations of the region. From July 1997 till June 2000 was Special Advisor to the Ministry of Foreign Affairs on European Affairs and Greek – Turkish relations. From October 1990 until October 1994 he was Assistant Researcher at the Hellenic Foundation for European and Foreign Policy – ELIAMEP, the most prominent think tank in foreign policy of Greece.

## SPEAKERTEAM

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### GERRIT STRATMANN

**Coordinator of Technology Transfer Network Hessen, HA Hessen Agentur GmbH, Germany**

Dr. Gerrit Stratmann is Coordinator of the TechnologyTransferNetwork Hessen at the HA Hessen Agentur GmbH. Linking up all Hessian universities and the leading business associations, the network promotes industry-science cooperations and cluster initiatives. He is Member of the Board of the microelectronics network "mst-Netzwerk Rhein-Main e.V." and Coordinator of the Europe INNOVA network "TCAS" (Transnational Clustering in the Automotive Sector). As a Consultant with agiplan AG he drafted a strategy for the transnational integration of European cluster regions for the European Commission and supported the built-up of automotive networks in Germany and Austria. In 1998 he graduated from the University of Leipzig with a Ph.D. in Political Science having consulted governments and international organisations on the co-ordination of international economic assistance. He holds a Diploma in Public Administration from the University of Constance, the IEP Grenoble and the London School of Economics.

### DAMLA TASKIN

**Director, Izmir ABIGEM A.S., European Union Turkey Business Centre, Izmir, Turkey**

Damla Taskin is currently working as the Director of European Union Turkey Business Centre Izmir, İzmir ABİGEM in Turkey. The organisation previously funded by the European Commission for four years; being the largest SME project of the EU in Turkey, it is currently fully self sustainable. The centre carries out activities on Private Sector Development both nationally and internationally. Damla Taskin has been working for EU Turkey Business Centre since 2004 and previously as Programme Manager, she was responsible for the Internationalisation Services of the same Centre carrying out consultancy and training services. She worked on the development of the Ex-Point programme a unique model for the export development of the region. Her area of expertise is economic and private sector development with focus on cluster development, export consortia, sales and marketing, business growth and strategic management. Damla Taskin has carried out activities in Cluster mapping and analysis in various regions of Turkey. She has been working as Senior Expert in United Nations and European Commission projects.

### DR. NIKOS VOGIATZIS

**Director of Cluster Operations and Technologies Corallia Cluster Initiative, Greece**

Dr. Nikos Vogiatzis was born in Athens, Greece. He holds a Ph.D. in Communication Electronics & Information Systems, a Masters in Project Management and a Diploma in Electrical & Computer Engineering. Dr. Vogiatzis has accumulated international experience in R&D projects and has held several managerial and engineering positions in both academic and corporate environments. He regularly undertakes consultancy assignments for the European Commission and the Hellenic national research bodies. He is author of several business and scientific publications, a chartered engineer of TEE, as well as a member of IEEE, PMI and other associations. Dr. Vogiatzis is currently the Director of Cluster Operations & Technologies in the Corallia Cluster Initiative in Greece.



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## ORGANISATION

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### DATE OF EVENT

22<sup>nd</sup> - 23<sup>rd</sup> September 2008

### EVENT LOCATION

Hotel Alexander Plaza  
Rosenstraße 1  
10178 Berlin  
Phone: +49 (0)30 24001 - 0  
Fax: +49 (0)30 24001 - 777  
Internet: [www.alexander-plaza.com](http://www.alexander-plaza.com)

### HOTEL ROOMS

The price for a single room at the conference venue hotel incl. buffet breakfast is 145,- Euro per night. When booking your room please refer to "European Academy" in order to benefit from this special price.

### EVENT PRICE

Early booking contingent until June 20<sup>th</sup> 2008  
**749,- Euro**, excl. German VAT (19%)

Normal price from June 21<sup>st</sup> 2008:  
**799,- Euro**, excl. German VAT (19%)

The above price covers the following:

- Entrance for both event days
- Hand-out documents
- Soft drinks and coffee/tea on both days
- Lunch on both days

### BOOKING NUMBER

K-60

### CONTACT

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### CANCELLATION TERMS

Pre-payment of the fee is a condition for participation. The time of booking does not affect the cancellation regulations. Cancellations shall be in writing. For cancellations received four weeks prior to the event or earlier: a € 80,00 (+ German VAT) administrative fee will be charged. The event fee will be reimbursed in full. For cancellations two to four weeks prior to the event the fee will be reimbursed at 50%, up to two weeks prior to the event or no-show: event fee will not be reimbursed. We reserve the right to change or cancel the event. In the event that the European Academy for Taxes, Economics & Law has to cancel or postpone an event, payments received will be reimbursed in full. We herewith inform you that we exclude the liability for any damages in connection with the event. Personal data provided by attendees (name, company/organisation) will be used during the organisation of the event and distributed to other attendees. With your signature, you agree that we can contact you by fax, email or telephone and that we can use and distribute the provided data in professional terms. If you do not agree, please delete the respective part(s) of the sentence(s) or contact us. You can withdraw your agreement at any point in time. This agreement shall be governed by German law, the courts of Berlin shall have exclusive jurisdiction.

**NOTE**

Please note, you can register as many delegates as you wish (except, the symposium is fully booked). You only need to copy this formular for as many persons you wish.

Europäische Akademie  
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## BOOKING

EVENT NUMBER: K-60 (PR)

DATE: 22<sup>nd</sup>-23<sup>rd</sup> SEPTEMBER 2008

Herewith we register the following persons to the European Conference: „Cluster Policy and Management-European and Regional Initiatives for Innovation“

### Delegate 1

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
Department \_\_\_\_\_ Fax \_\_\_\_\_  
Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
Your organisation \_\_\_\_\_  
Street \_\_\_\_\_ Hotel reservation  
Postcode / City \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_  
Country \_\_\_\_\_

### Delegate 2

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
Department \_\_\_\_\_ Fax \_\_\_\_\_  
Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
Your organisation \_\_\_\_\_  
Street \_\_\_\_\_ Hotel reservation  
Postcode / City \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_  
Country \_\_\_\_\_

### Delegate 3

First name \_\_\_\_\_ Last name \_\_\_\_\_ Phone \_\_\_\_\_  
Department \_\_\_\_\_ Fax \_\_\_\_\_  
Job position \_\_\_\_\_ E-mail \_\_\_\_\_  
Your organisation \_\_\_\_\_  
Street \_\_\_\_\_ Hotel reservation  
Postcode / City \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_  
Country \_\_\_\_\_

### Invoice organisation

To the attention of \_\_\_\_\_  
Street \_\_\_\_\_ Tel. \_\_\_\_\_  
Postcode / City \_\_\_\_\_ Fax \_\_\_\_\_  
Country \_\_\_\_\_ E-mail \_\_\_\_\_

In case of registration of more than one delegate - do you prefer: ☐ single invoice? ☐ collective invoice?

☐ Herewith, we grant authorisation for the reservation of hotel rooms. Any alterations concerning the hotel reservation shall be in writing.  
Please note that hotel costs will be paid by delegates themselves at the hotel.

Place, Date

Authorised Signature / Stamp

Pre-payment of the fee is a condition for participation. The time of booking does not affect the cancellation regulations. Cancellations shall be in writing. For cancellations received four weeks prior to the event or earlier: a € 80,00 (+ German VAT) administrative fee will be charged. The event fee will be reimbursed in full. For cancellations two to four weeks prior to the event the fee will be reimbursed at 50%, up to two weeks prior to the event or no-show: event fee will not be reimbursed. We reserve the right to change or cancel the event. In the event that the European Academy for Taxes, Economics & Law has to cancel or postpone an event, payments received will be reimbursed in full. We herewith inform you that we exclude the liability for any damages in connection with the event. Personal data provided by attendees (name, company/organisation) will be used during the organisation of the event and distributed to other attendees. With your signature, you agree that we can contact you by fax, email or telephone and that we can use and distribute the provided data in professional terms. If you do not agree, please delete the respective part(s) of the sentence(s) or contact us. You can withdraw your agreement at any point in time. This agreement shall be governed by German law, the courts of Berlin shall have exclusive jurisdiction.