



European Cluster Managers' Club Event - 29 September 2010 - Brussels ***Draft programme***

The first European Club of Cluster Managers event will offer an interactive meeting point for cluster managers to get inspired by fresh ideas, to build new partnerships and linkages with others and to further professionalise through specific break-out sessions.

09:00 – 10:00

Registration and coffee

Introductory session (10:00 – 10:45)

Excellence in cluster management

This session will introduce the theme of professionalisation of cluster management and the key factors towards cluster management excellence. It will present the objectives of the Club of Cluster Managers, which aspires to become a focal point for those cluster managers, who have the ambition to continuously develop and reach high quality in their daily job.

- Emiliano Duch, Competitiveness
- Jenny Clucas, Chemicals Northwest (UK)
- Werner Pamminer, Upper Austria Plastics Cluster (Austria)
- Nicholas Szechenyi, Europa InterCluster

Getting acquaintance with all participants (10:45 - 11:00)

Session (11:00 - 12:00)

Practices and tools for cluster management excellence

This session will present new instruments and tools that can help improve cluster management and cluster support services offered to their enterprises. It will give an insight into useful examples such as a benchmarking tool of cluster organisations and the on-line Cluster Collaboration Platform.

- Gerd Meier Zu Köcker, Kompetenznetze Deutschland
- Lucia Seel, The European Cluster Collaboration Platform

Round Table (12:00 - 13:00)

Achieve sustainable cluster financing

This interactive session will present different cluster governance schemes and financing models for cluster organisations, which is a highly relevant topic in order to create sustainable cluster organisations. A debate will be launched among cluster managers in the format of a round table, where they can share their experiences and solutions.

Moderator: Jean MJ Severijns, project manager Internationalisation Province of Limburg (NL)/ chairman IRE Community of practice

- Jean-Pierre Saintouil*, Pôle Cancer-Bio-Santé (France)
- Željko Erkapic, Agricultural Equipment Cluster (Croatia)
- Alexander Bode, Hessenmetall Cluster Initiative (Germany)
- Enzo Sisti*, Veneto Nanotech (Italy)
- Erik Bunis*, LTC (Sweden)

13:00 – 14:00 **Lunch Break**

Break out sessions (14:00 – 16:00)

Towards Excellence of cluster management

The parallel sessions will aim at providing trainings, materials and brainstorming to cluster managers on particular issues of cluster management such as marketing, strategic analysis or networking skills. The sessions will also give a flavour of the future services provided by the European Cluster Managers' Club.

Choose any session (either one session of 2h or two sessions of 1h each)

TRAINING SESSIONS		
Hours Rooms	14:00 - 15:00	15:00 - 16:00
1	Visibility and attractiveness of clusters through brand management - <i>Marcus Andersson & Per Ekman, Tendensor AB</i> -	
2	Cluster strategic analysis - Case Study - <i>Emiliano Duch, Competitiveness</i> -	
3	Cross-sectoral cluster cooperation - <i>Daniel Tartonne, Europa InterCluster & Simone Hagenauer, Ecoplus Agency</i> -	- Social and networking skills – <i>Xavier Denoël*, Train4Trade</i>

BRAINSTORMING SESSIONS		
Hours	14:00 - 15:00	15:00 - 16:00
Rooms		
4	Indicators for cluster management excellence - <i>Gerd Meier zu Köcker,</i> <i>Kompetenznetze Deutschland</i> <i>& Helmut Kergel, VDI/VDE Innovation + Technik GmbH –</i>	
5	Building the European Cluster Managers' Club - <i>Daniel Stürzebecher,</i> <i>MFG Baden-Württemberg mbH -</i>	Presentation of practical tools for cluster managers <ul style="list-style-type: none"> ▪ CLOE: Management Guide for Development, Matching and Internationalisation of Clusters - <i>Ralf Eichhorn, Economic Development Karlsruhe -</i> ▪ Cluster Help Desk for EU & Japan ▪ CReATE Toolkit

16:00 – 16:30 **Coffee Break**

Wrap Up and next steps for the Club (**16:30 – 17:00**)

- Nicholas Szechenyi, Europa InterCluster

Session (17:00 – 18:00)

Election of the Cluster Manager of the Year 2010

The jury members will introduce the four nominees that have been selected following an open call for applications. They will have to answer to some final questions on site. The vote at the end of the session is restricted to cluster managers only, who will decide on the final winner.

President of the Jury: *Christoph Beer, ICT Cluster Bern (Swiss), Cluster Manager of the year 2008*

Jury Members:

- *Dusan Busen, Automotive Cluster (Slovenia), Cluster Manager of the year 2006*
- *Harald Bleier, Lower Austria Plastics Cluster*
- *Jean-Luc Ansel, Cosmetic Valley (France)*
- *Klaus Hassis, Bwcon Cluster Initiative (Germany)*
- *Nick Storer, Envirolink Cluster (UK)*
- *Lars Horsholt Jensen, Brains Business ICT Cluster (Denmark)*
- *Gabor Lemak, Mobility and Multimedia Cluster (Hungary)*
- *Andrea Balestri, Carrara marble cluster (Italy)*
- *Irina Blomqvist, Digibusiness (Finland)*

Closing of the day (18:00)

19:30 – 21:30

**Award of the Cluster Manager of the Year
Results and cocktail reception**

A prize will be handed out to the winner

Venue: Brussels Town Hall, Grand Place