



## 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 discuss the issue of cluster management as a profession, will give an introduction to the European Cluster Excellence Initiative and will present the idea of the Club of Cluster Managers.

- Emiliano Duch, Competitiveness
- Pat Foreman, Food NorthWest (UK)\*
- Werner Pamminer, Plastic 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 good practice examples and tools that can help improve cluster management such as benchmarking of cluster organisations and the new Cluster Collaboration Platform.

- Gerd Meier Zu Kocker, Kompetenznetze Deutschland
- Lucia Seel, Clusterland OÖ

## Round Table (12:00 - 13:00)

### Achieve sustainable cluster financing

In this interactive session: Several cluster managers will debate on their different cluster governance schemes and financing models and interact with the audience.

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

- Judith Tierstrip\*, Institute for Work and Technology, Author of the paper: "Cluster initiatives under pressure!?! Financing models for sustainability"
- Jean Yves Delaune, Cluster West (France)
- Emilio Bonilla, Railgrup (Spain)
- Željko Erkapic, Agricultural Equipment Cluster (Croatie)

13:00 – 14:00

Lunch Break

## Break out sessions (14:00 – 16:00)

### Towards Excellence of cluster management

These parallel sessions aim at providing materials and trainings to cluster managers on particular issues of cluster management. There are samples of the services that the European Cluster Managers' Club will or could provide.

*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	Marketing, identity and visibility for clusters - <i>Marcus Andersson, Tendensor</i> – (2 hours)	
2	Strategic Analysis - Case Study - <i>Emiliano Duch, Competitiveness</i> - (2 hours)	
3	Cross-sectoral cluster cooperation - <i>Daniel Tartonne, Europa InterCluster &amp; Simone Hagenauer, Ecoplus Agency</i> -	Cross-sectoral cluster cooperation - <i>Daniel Tartonne, Europa InterCluster &amp; Simone Hagenauer, Ecoplus Agency</i> -
4	- Social and networking skills – <i>Xavier Denoël*</i> (2 hours)	

BRAINSTORMING SESSIONS		
<u>Hours</u>	<b>14:00 - 15:00</b>	<b>15:00 - 16:00</b>
<u>Rooms</u>		
5	Indicators for cluster management excellence - <i>Gerd Meier zu Köcker,</i> <i>Kompetenznetze Deutschland</i> & <i>Helmut Kergel, VDI/VDE Innovation + Technik GmbH –</i> (2 hours)	
6	Building the Cluster Managers' Club brainstorming - <i>Daniel Stürzebecher, MFG Baden-</i> <i>Württemberg mbH -</i>	Practical instruments & tools for cluster managers <i>CLOE Guide, CReATE Toolkit,</i> <i>EU - JAPAN cluster cooperation...</i>

**16:00 – 16:30**      **Coffee Break**

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

**Session (17:00 – 18:00)**

**Election of the Cluster Manager of the Year 2010**

This session includes the presentation of the jury members, presentation of the four nominees and questions from the audience. The voting session is restricted to cluster managers only, who will select the final winner.

**Jury Members:**

- *Christoph Beer, ICT Cluster Bern (Swiss), Cluster Manager of the year 2008*
- *Dusan Busen, Automotive Cluster (Slovenia), Cluster Manager of the year 2006*
- *Harald Bleier, Plastics Cluster (Austria)*
- *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)*

**Closing (18:00 – 18:15)**

- Nicholas Szechenyi, Europa InterCluster

**19:30 – 21:30**

**Award results and cocktail**

A prize will be handed out to the winner

*Venue: Brussels City Hall*