



**Workshop on**

# **New challenges for the European Cluster Observatory**

*How cluster analysis can be used to design better cluster policies supporting industrial transformation and entrepreneurship in Europe*

**11-12 October 2012**

Workshop organised by the Directorate-General for Enterprise and Industry, in collaboration with the Emilia-Romagna Region

Under the patronage of  
Department of Economics Marco Biagi  
University of Modena and Reggio Emilia



Venue: University of Modena and Reggio Emilia  
(Fondazione Universitaria Marco Biagi - Largo Marco Biagi 10 41121 MODENA)



## **Objectives**

Building upon the results obtained by the European Cluster Observatory<sup>1</sup> (ECO) so far, the aim of this workshop is to reflect on how to strengthen the “golden triangle” of clusters, emerging industries and entrepreneurship as a catalyst for restructuring regional economies and facilitating wealth creation and economic growth. Cluster organisations, regional cluster initiatives and other enterprise networks could have a catalytic role for the emergence of new industries that are driven by new technologies and entrepreneurship, but this transformative potential is not sufficiently recognised by policy makers.

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<sup>1</sup> [www.clusterobservatory.eu](http://www.clusterobservatory.eu)

Therefore, the challenge for the next phase of the ECO is how to capture and better demonstrate the dynamics and impact of clusters and cluster policies and how they contribute to the emergence of new industries, the transformation of industrial structures thereby creating value and economic growth in regions. This discussion will help prepare the design of the next generation of EU actions in this area that would be implemented in 2013 in the framework of the Competitiveness and Innovation Framework Programme (CIP).

## **Background**

Since its launch in 2006, the ECO has been instrumental in providing a consistent view of the economic geography of clusters in Europe. It was an important step forward for analysing industrial specialisation patterns through a common and scientifically sound statistical methodology combining different types of data and indicators. The ECO has made these analytical results available to the whole business and policy community through a well designed and user-customised web interface. Today, the ECO allows enterprises, investors and cluster managers to easily identify hotspots in their field of activities in 36 European countries, and it also enables regional policy makers to benchmark their cluster specialisation profiles across Europe in most industrial sectors, including services.

In the same ECO framework, complementary efforts are currently undertaken to identify embryonic industrial agglomerations that emerge from new technological developments and business models. This process is currently transforming traditional industrial sectors, blurring the frontiers between manufacturing and services and reshaping the industrial landscape in Europe and beyond. To better understand and identify such trends, the ECO is gathering additional statistical data on equity investments and mergers & acquisitions that occur in some emerging industrial fields with high growth potential, including mobile and mobility industries, creative industries and eco-related industries.

## **Challenge**

The issue today is how to pursue and better valorise this work for policy making. In other words, to which extent and how the statistical findings of the European Cluster Observatory can help policy makers design better policies that facilitate regional restructuring, create more resilient industrial structures, promote entrepreneurship and support the emergence of new industries, thereby developing new competitive advantages, fostering SME internationalisation efforts to access global value chains, addressing societal challenges, and mediating the impact of the financial crisis and natural disasters.

Particularly in times of austerity and tightening of public spending do regions need to adopt more systemic and inclusive strategies that make best use of already existing strengths and assets and realise the full potential impact from the assets and talents available in the region for the renewal or replacement of outdated industrial structures. This entails a more efficient, effective and synergetic use of public policies, investments and support mechanisms. These have to focus scarce human and financial resources in a few competitive areas and create, at the same time, an environment open for foreign knowledge and talent in order to strengthen the region's industrial capacity and thus boost economic growth and value creation.

The ambition is to transform the ECO from cluster and cluster policy analysis to a service for regions that are interested in better capitalising on the cluster concept for the renewal of their industries and the promotion of entrepreneurship. Questions to be discussed at this Workshop include:

- How has the ECO worked in practise? What are its main achievements and what needs to be improved further?
- What are the emerging industrial mega trends and which of them could be catalysed by clusters? How can clusters and cluster policies best support regions in transforming their existing industrial structures and systems to build new internationally recognised competences in manufacturing and service industries?
- How can clusters help regions identify and capitalise on their high value-added activities that offer the best chance of strengthening their competitiveness by exploiting emerging needs and trends to better position themselves in global value chains?
- What types of data, analysis and services should the European Cluster Observatory offer to regions that wish to adopt such a systemic approach that builds on the transformative potential of clusters and cluster policies to support emerging industries and entrepreneurship?
- How should the “model demonstrator regions” that will benefit from the advice from the ECO be selected and how to ensure broad European added value through wider policy learning?

## **Structure and format**

The workshop is structured in three parts:

- The first part will present the key statistical findings and other results of the ECO, the difficulties faced as well as any possible improvements related to data gathering, indicators and the ECO user-customised web interface;
- The second part will present the results obtained so far by the ECO in relation to the identification of emerging industries and the necessary regional framework conditions for their support, as well as the results from a recent study on clusters and business networks as partners for supporting SME internationalisation;
- The third part will discuss and reflect on how to better valorise these results for policy making, how to organise policy learning in close cooperation with the European Cluster Alliance, and how to develop policy-focused services across the EU.

The format for each session will consist of presentations given by key speakers, followed by three or four short interventions from panellists to present experiences, on-going efforts and possible synergies with the session topic. A “*what I like/believe/want, what I don't like/believe/want*” session on the subject will then kick off the open discussion with the audience. All presentations and discussions should respect the following guiding principles in order to facilitate interactions and time keeping. The working language of the workshop is English.

## **Guiding principles for the workshop moderator, speakers and panellists**

- ✓ Short opening speeches from VIPs
- ✓ No presentation of individual speakers
- ✓ Short presentations - 5 slides for key speakers and 2 slides for panellists
- ✓ Be always to the point, on schedule, and conclusive
- ✓ Be provocative, in a constructive way
- ✓ Original thoughts and fresh ideas are welcome
- ✓ No one is allowed to be bored – minimum one good laugh per hour

## **Participation**

Participants are kindly invited to use the registration form. Please be aware that hotel accommodation booking with hotels is at the responsibility of participants. Participation is limited to about 100 people, and the selection will be done on the basis of the registration date, ensuring to the greatest extent possible a balanced geographical distribution. Participation of some speakers in the Programme is still to be confirmed.

**Moderator: Daniele Colombo, Innovhub SSI, Italy**

**DAY 1 – 11 OCTOBER**

<b>9:00-9:30</b>	<b>Welcome addresses</b> <ul style="list-style-type: none"><li>• <b>Giorgio Pighi</b>, Mayor of Modena, Italy</li><li>• <b>Joanna Drake</b>, European Commission,</li><li>• <b>Aldo Tomasi</b>, Rettore of the University of Modena and Reggio Emilia, Italy</li><li>• <b>Gian Carlo Muzzarelli</b>, Minister for Industry and Innovation, Emilia-Romagna Region, Italy</li></ul>
<b>9:30-10:15</b>	<b>The European Cluster Observatory: main results and achievements</b> <ul style="list-style-type: none"><li>• <b>Örjan Sölvell</b>, European Cluster Observatory</li><li>• <b>Göran Lindqvist</b>, European Cluster Observatory</li><li>• <b>Nikos Pantalos</b>, European Commission</li></ul>
<b>10:15-11:15</b>	<b>The added value of cluster analysis: the view of experts</b> <p><b>Panellists:</b></p> <ul style="list-style-type: none"><li>• <b>Karen Maguire</b>, Regional Statistics Unit, OECD</li><li>• <b>Philippe Lefebvre</b>, Observatoire des pôles de compétitivité, France</li><li>• <b>Gerd Meier zu Köcker</b>, Institute for Innovation and Technology, Germany</li><li>• <b>Marco Rodolfo Di Tommaso</b>, University of Ferrara, Italy</li></ul>
<b>11:15-11:45</b>	<b>Coffee break</b>
<b>11:45-13:00</b>	<b>“What I like, what I don’t like”:</b> the view of users <ul style="list-style-type: none"><li>• <b>Julia Phoca</b>, Coralia Cluster, Greece</li><li>• <b>Fabrizio Conicella</b>, BioIndustry Park, Italy</li></ul> <p><b>Open discussion</b></p>
<b>13:00-14:30</b>	<b>Lunch</b>

14:30-15:15	<p><b>From a sector-based approach towards the concept of emerging industries</b></p> <ul style="list-style-type: none"> <li>• <b>Laurent Probst</b>, PriceWaterhouseCoopers, Luxembourg</li> <li>• <b>Francesco Baroni</b>, European Forum of Clusters in Emerging Industries &amp; Lombardy Region, Italy</li> </ul>
15:15-16:15	<p><b>What are the key emerging industries for Europe? - the view of investors</b></p> <ul style="list-style-type: none"> <li>• <b>Thierry de Molinari</b>, NeWorldCap, France</li> <li>• <b>Andrea Baldini</b>, Earlybird Venture Capital, Germany</li> </ul>
16:15-16:45	<p><b>Coffee break</b></p>
16:45-18:00	<p><b>“What I believe, what I don’t believe”: the view of practitioners</b></p> <ul style="list-style-type: none"> <li>• <b>Laurent Federspiel</b>, LUXINNOVATION, Luxembourg</li> <li>• <b>Emiliano Duch</b>, IESE Business School, Spain</li> </ul> <p><b>Open discussion</b></p>
19:30	<p><b>Dinner</b></p> <ul style="list-style-type: none"> <li>• <b>Fabio Sforzi</b>, University of Parma, Italy</li> </ul>

## DAY 2 – 12 OCTOBER

9:00-9:15	<b>Where are we? Recap &amp; introduction</b> <ul style="list-style-type: none"><li>• <b>Daniele Colombo</b>, Innovhub SSI, Italy</li></ul>
9:15-10:15	<b>Clusters as catalysts for industrial change: the role of clusters for entrepreneurship and regional growth</b> <ul style="list-style-type: none"><li>• <b>Christian Ketels</b>, Harvard School, Director of TCI</li><li>• <b>Paolo Bonaretti</b>, Aster – Consortium for Innovation and Technology Transfer in Emilia-Romagna, Italy</li><li>• <b>Elia Giovacchini</b>, Stockholm University</li></ul>
10:15-11:15	<b>From cluster analysis to supporting “model demonstrator regions”</b> <ul style="list-style-type: none"><li>• <b>Maciej Dzierzanowski</b>, Gdańsk Institute for Market Economics, Poland</li><li>• <b>Sergio Paba</b>, University of Modena and Reggio Emilia, Italy</li><li>• <b>Emily Wise</b>, TACTICS, Vinnova, Sweden</li><li>• <b>Silvano Bertini</b>, Production Activities trade and Tourism Directorate General, Emilia-Romagna Region, Italy</li></ul>
11:15-11:45	<b>Coffee break</b>
11:45-12:45	<b>“What I want, what I don’t want”: the policy view</b> <ul style="list-style-type: none"><li>• <b>Reinhard Büscher</b>, European Commission</li><li>• <b>Thomas Alslev Christensen</b>, Danish Ministry of Science, Technology and Innovation, Denmark</li><li>• <b>Hildegard Mai</b>, Wirtschaftsförderung Dortmund, Germany</li><li>• <b>Rasmus Wiinstedt Tscherning</b>, European Creative Industries, Alliance &amp; Centre for Culture and Experience Economy, Denmark</li></ul> <p><b>Open discussion</b></p>
12:45-13:30	<b>Final remarks and Conclusions</b> <ul style="list-style-type: none"><li>• <b>Carlo Corazza</b>, Spokesperson, Cabinet of Vice-President of the European Commission Antonio Tajani</li><li>• <b>Mario Calderini</b>, Policy Advisor Italian Minister for Education, Research and Innovation, Italy</li><li>• <b>Patrizio Bianchi</b>, Minister for Research and University, Emilia-Romagna Region, Italy</li></ul>
13:30	<b>Lunch and end of meeting</b> <ul style="list-style-type: none"><li>• <b>Giovanni Solinas</b>, University of Modena and Reggio Emilia, Italy</li></ul>