



DRAFT PROGRAM

The Nordic-German-Polish Cluster Excellence Conference 2011

The biggest European event for cluster managers and cluster policy makers in 2011!

26-27 May 2011 in Copenhagen, Denmark



The event is organized by:



norden

Nordic Innovation Centre



Ministry of Science
Technology and Innovation

INVITATION

It is the aim of most European governments to ensure that their enterprises are among the most innovative in the world and that the private sector invests much more in research and development.

One of the important means of realising this objective is to increase the dissemination of research and new knowledge and to promote collaboration between research and technology organisations, universities and private enterprises.

As it is the case in many other parts of the world, every year Northern European countries invest billions of Euros in developing new knowledge at our research, technology and educational establishments. At the same time we want our enterprises to have the best opportunities to tap into this knowledge. Cluster and network organisations are a powerful tool for doing exactly that.

Networks and clusters function as regional or national hubs for the areas in which they specialise. Every year several thousand companies and researchers meet to discuss new joint projects within the framework of the networks and clusters.

In recent years many countries have developed cluster and network policies to enhance the impact of research and innovation policies on economic growth.

Moreover, cluster and network organisations provide governments with a strategic opportunity to address social and economic challenges through innovation support programmes. In this regard, cluster excellence is important for many reasons: It contributes to more prosperity in regions, enhanced competitiveness for enterprises and increased returns on investment for investors.

New analyses show that collaboration projects between research and enterprises increases productivity per labour hour. Furthermore, when collaboration projects include enterprises from two or more countries there is also a significant positive impact on exports. Finally, some studies on collaboration projects and knowledge transfers also verify significant positive effects on employment.

The challenge today, however, is turning this knowledge into improved global competitiveness and economic growth. Internationalisation of clusters is thus of great importance. Through transnational collaboration between cluster and network organisations new cross border collaboration projects between enterprises of different national origin and research and technology institutions could be promoted for the benefit of productivity, employment and exports.

Aiming to promote cluster excellence and internationalisation of cluster and network activities for the benefit of enterprises all over Europe, these are the main objectives of the Nordic-German-Policy Cluster Excellence project.

It is a great pleasure to welcome you all here in Copenhagen to the Nordic-German-Polish Cluster Excellence conference.

Charlotte Sahl-Madsen

Minister of Science, Technology and Innovation of Denmark





Quentin Cooper
Moderator for the event
 TV and radio host BBC Radio 4 and Material World



Mr. Rainer Brüderle (tbc)
 Federal Minister of Economics and Technology



Ms. Charlotte Sahl Madsen
 Minister for Science, Technology and Innovation



Dr. Gerd Meier zu Köcker
 Manager
 Institut für Innovation + Technik, VDI/VDE-IT



Mr. Halldór Ásgrímsson
 Secretary General
 Nordic Council of Ministers



Dr. Thomas Alslev Christensen
 Head of department
 Ministry of Science, Technology and Innovation



Mr. Bernhard Conrad (tbc)
 Chief Technology Officer
 Lufthansa Technik AG



Peter Aalbæk Jensen (tbc)
 Producer and manager
 Zentropa



To be confirmed
 North European industrial CEO

ABOUT THE EVENT

You are invited to join the biggest European event for cluster and network managers and cluster policy makers in 2011, the Nordic-German-Polish Cluster Excellence Conference!

At the conference you will have the opportunity to:

- Meet and share experiences with more than 200 of the best cluster managers in Europe
- Organise one-to-one business meetings with other cluster managers of your choice in order to explore further possibilities for collaboration
- Hear the recommendations for cluster excellence performance based on an extensive benchmarking of almost 200 clusters - the largest benchmarking of this kind ever!
- Participate in thematic workshops focusing on best practice within areas of strategic interest of cluster managers – e.g. international collaboration, branding of the cluster, etc.
- Learn more about the possibilities of getting financial support for international collaboration

Practical information

When: 26-27 May 2011
Where: Øksnehallen, Halmtorvet 11, Copenhagen, Denmark
Registration fee: Euro 200,-
The registration fee includes lunch and refreshments both days, as well as the conference dinner and a spectacular light and sound show on May 26th.
Contact person: Tina Rud Mogensen, DASTI, Phone: +45 72265539. E-mail: trm@fi.dk

Register now at www.clusterexcellence.org!

26 May 2011

08:30 – 09:30	Arrival - Registration - Exhibition Breakfast Networking in the Exhibition Area Presentations of clusters in the Exhibition Area	
09.30 – 10.15	Official opening of the conference Moderator for the day: Mr. Quentin Cooper, TV and radio host, BBC radio 4 and Material World Opening speeches by: <ul style="list-style-type: none"> • The Danish Minister for Science, Technology and Innovation, Ms. Charlotte Sahl Madsen: The Danish Perspective • The German Federal Minister of Economics and Technology, Mr. Rainer Brüderle • Secretary General of the Nordic Council of Ministers, Mr. Halldór Ásgrímsson 	
10.15 – 11.00	The Impact of Cluster Excellence on Industry <ul style="list-style-type: none"> • Presentation by Mr. Bernhard Conrad, Chief Technology Officer (CTO) of Lufthansa Technik AG <i>(to be confirmed)</i> • Presentation of a North European industrial CEO <i>(to be confirmed)</i> 	
11.00 – 11.45	NGP Excellence: Key results form the cluster benchmark Presentation by Dr. Gerd Meier zu Köcher	
11.45 – 12.30	NGP Cluster Excellence price <ul style="list-style-type: none"> • Presentation of tree nominated cases stories for the NPG Cluster Excellence Price • SMS voting by the participants • 10.000 euro award for best case story 	
12.30 - 13.30	Lunch break	
13.30 - 15.30	Seminar I for policy makers: NGP Excellence - Key results from the policy benchmark Dr. Thomas Alslev Christensen	Speed dating among cluster and network managers in the Exhibition Hall Being involved in cluster management, you will know the importance of a good network. As a supplement to networking during breaks, the conference offers you the opportunity to join a 2-hours Business-2-Business speed dating with other clusters and networks.
15.30 - 16.00	Coffee break	
16:00 – 18.00	Workshops for policy makers: Future trends on cluster policies within the EU? <ol style="list-style-type: none"> 1. How should clusters be financed? 2. What should national strategies for the cluster policy focus on? 3. What programme support mechanisms are needed to foster world class cluster excellence? 4. How do we measure the impact of cluster programmes? 5. How do we promote internationalisation of clusters and cluster policies? 	Workshops for clusters managers on thematic topics <ol style="list-style-type: none"> 1. Sustainable Financing 2. Branding and Public Relations 3. Innovation Management 4. Innovative Services 5. How do clusters increase there internationalisation <p>All workshops for cluster managers will be doubled up, so that there will be 10 workshops in total.</p>
18.00 – 19.00	Break – drinks, snacks and networking	
19.00 – 19.30	Light/sound show A spectacular combination of music and technology from the Danish Light-cluster	
19.30 – 22.30	Official conference dinner event	
22.30	Return to hotels	

Day 1 — 11.00–11.45

Key results from the cluster benchmark

In this plenum event the new insights and findings from the NGP Excellence Project will be presented.

More than 150 clusters in the Nordic countries, Germany and Poland have been interviewed in the projects. The benchmarking exercise of the individual cluster and network organizations is based on a methodology developed by the Agency Kompetenznetze Germany. This methodology has already been used in several countries and has for this project been further developed and improved.

The general findings of the benchmark will be presented by Dr. Gerd Meier zu Köcher, director of the Agency Competence Networks Germany.

The objective has been to provide cluster and network organisations and policy makers with a better understanding on how to improve the quality and effectiveness of the work done by cluster managements regarding for example cluster strategy, services provided by clusters, organisation etc. Another objective has been to facilitate international collaboration between clusters.

The general findings and recommendations will enter into The Copenhagen Cluster Declaration that sums up the most important recommendations agreed by the national representatives at the conference, and will be handed over to participating policy makers from nations, regions and the EU.

Day 1 — 11.45–12.30

NGP Cluster Excellence Prize

A very important objective of the NGP Excellence Project is to identify best practice among clusters which can support Cluster Managers in achieving cluster excellence.

Therefore, the project partners behind the NGP Cluster Excellence Project have invited Cluster Managers to share the best practice example of their activities which has had a major impact on companies that are member of the cluster and industry in general.

The best practice cases will participate in a competition where the best success story will receive a prize of € 10,000 sponsored by The Danish Agency for Science, Technology and Innovation.

The three best success stories will be presented at the conference. This will be followed by a voting among the conference participants in order to select the winner of the NPG Cluster Excellence prize.

Furthermore, the 25 best success stories will be published in a booklet, which will be distributed at the conference.

The Steering Committee of the NGP Excellence Project has selected the three best success stories according to these four criteria:

1. The novelty and innovativeness of the activity
2. The results and benefits for the enterprises
3. The role played by the cluster in achieving the results
4. The learning potentials of the case for other clusters

The voting will be conducted via text-messages. So, don't forget to bring your mobile phone!



Day 1 — 13.30–15.30

Seminar I for policy makers

The project partners behind the NGP Cluster Excellence project have conducted an extensive benchmark of the different national and (in some cases) regional cluster policies and programmes in the Nordic countries, Germany, Poland and France.

The aim has been to identify best practice in areas such as:

- How can policy makers adopt a strategic approach to their cluster programmes?
- Which financial incentives and structures seem to work best?
- What kind of non-financial support structures should programme owners provide?
- How can national cluster programmes support the internationalisation of clusters
- How should we measure cluster excellence and the impact of clusters on the economy?

At the conference, the results of the policy benchmarking will be presented by two of the project partners, Mr. Thomas Alslev Christensen, DASTI, and Dr. Gerd Meier zu Köcker, VDI/VDE.

Furthermore, the policy recommendations from the benchmarking will be presented in the Copenhagen Declaration document. The Copenhagen

Cluster Declaration sums up the most important recommendations agreed by the national representatives at the conference, and will be handed over to participating policy makers from nations, regions and the EU.

Day 1 — 13.30 – 15.30

Speed dating among cluster managers

As involved in cluster management you will know the importance of a good network. Having good contacts to other clusters in different regions or different sectors can prove valuable for the services you can offer.

Traditional conferences offer good opportunities to meet likeminded people and create new contacts. Coffee breaks and lunch are typically where the networking takes place. At large conference it can however be difficult to find the people you want to meet and often you will find them occupied by someone else. As a supplement to networking during breaks, The Nordic-German-Polish Cluster Excellence Conference offers you the opportunity to join a 2 hour Business2Business (B2B) session.

The purpose of the B2B session is to offer the frames for short personal meetings between your

cluster and potential collaboration partners. By joining the session you will be able to meet other clusters of your own choice. Each meeting lasts 15 minutes and you have the possibility to plan a max. of 5 meetings.

How the B2B session works:

One month prior to the conference all participants in the conference will receive an email with the opportunity to register for the B2B session.

Registration requires a short profile (max. 200 words) of your cluster. Profiles for all clusters are distributed to participants 3 weeks prior to the event. Each cluster can then make their meeting requests which will be distributed at a first come first served basis. Personal meeting schedules will be distributed a few days prior to the event.

Day 1 — 16.00–18.00

Thematic workshops for policy makers

1. How should clusters be financed?

- What financial instruments and incentives are needed to support cluster excellence?
- What level of public funding is needed to ensure the necessary critical mass of clusters - and does it differ along the various stages of cluster development?
- How can there be better links and coordination between cluster programmes and other national and regional R&D and business development programmes?
- What level of co-financing from private enterprises should clusters try to achieve and how can it be achieved? What is best-practice?

2. What should national strategies for the cluster policy focus on?

- How can there be better coordination and synergies between national and regional cluster policies?
- How should governments balance between top-down and bottom-up approaches when shaping the national cluster landscape?
- Should cluster policies focus on supporting specific types of clusters (e.g. industry versus service? R&D-intensive versus business focused? Existing strong clusters versus emergent clusters?). What are the experiences so far?
- What attention should be paid to the geographical and technological scope of the individual clusters? (Wide versus narrow?)

3. What programme support mechanisms are needed to foster world class cluster excellence?

- Should programme owners take on a more activist and direct role in supporting cluster excellence? (Instead of just providing money and rules).

- What kind of support functions does cluster managers need? (e.g. training, international branding, support for strategy making, access to best practice, administrative tools etc)
- How can support functions be organised and provided? - What are the experiences so far?
- Can accreditation and quality labelling of clusters be an important tool in promoting cluster excellence?

4. How do we measure the impact of cluster programmes?

- What kind of impact is important to measure? (Economic? behavioural? quality of cluster management and cluster services? customer satisfaction?)
- What are state of the art methods when it comes to measuring impact of cluster programmes?
- What are the most essential performance indicators to measure? Can we find some common indicators among different national programmes?
- What is good practice when it comes to national cluster programme evaluations? Can countries collaborate more systematically on evaluation of programmes? (E.g. use of international expert panels, conducting joint evaluations etc).

5. How do we promote internationalisation of clusters and cluster policies?

- What kind of national and EU financial support mechanisms are needed to enhance internationalisation of clusters?
- What other (non-financial) support mechanisms should EU and countries provide in order to support internationalisation of clusters?
- How can countries collaborate more on cluster policies and share best practices?



Day 1 — 16.00-18.00

Thematic workshops for cluster managers

Each workshop will be doubled up. So in all there will be 10 workshops for policymakers

1. Sustainable Financing

- How to secure long term financing of the cluster
- How to continuously motivate the main players as the cluster is progressing.
- If the cluster is public funded for a limited time, how do you set up the cluster to live after the funding period - Exit strategies.
- How to attract investments/ capital to the cluster
- What is the role between project and secretarial funding?

2. Branding and Public Relations?

- How can clusters increase the visibility of the clusters in the eye of companies, parliament and the public?
- Can accreditation and quality labelling of clusters be an important tool in promoting your cluster?

3. Innovation Management

- What kind of training does cluster managers need?
- What is good practice regarding facilitating co-operation between members of the cluster?
- What is good practice for attracting new partners to the cluster?
- How to implement a strategy...?
- How to get knowledge and create links between the work of the clusters and the work that is going on other places.
- How do the cluster manager facilitate open innovation

4. Innovative Services

- What kind of innovative service can increase participation of private companies?
- What kind of innovative service can increase matchmaking between private companies and research institutions?
- What kind of innovative service is depending on public funding?

5. How do clusters increase there internationalisation

- What kind of national and EU financial support mechanisms are there to enhance internationalisation of clusters?
- How can clusters collaborate more cross national?
- How to access new marketplace in other countries?



Friday, 27 May 2011

09.00 – 09.15	Welcome to day 2 Moderator for the day: Quentin Cooper, TV and radio host, BBC radio 4 and Material World	
09.15 – 10.30	Seminar II for policy makers: The Copenhagen Cluster Declaration Presentation of the Copenhagen Cluster Declaration followed by a panel discussion of future implication for the participating countries, cluster managers, the European Commission, TACTICS, European Cluster Alliance etc.	Sector workshops for cluster managers The cluster managers will have the opportunity to participate in sector specific workshops on the following 10 sectors: <ol style="list-style-type: none">1. Clean tech, energy, environment2. Biotechnology, health, medico3. Production, new materials, design4. Foods, primary sector5. Housing, construction6. Transportation7. Service8. ICT9. Creative industries, experience economy10. Other sectors Each workshop will be organized by one of the clusters within the sector.
10.30 – 10.45	Break	
10.45 – 11.45	Zentropa - How to win an Oscar by Peter Aalbaek Jensen, Producer and Manager, Zentropa	
11.45 – 12.00	Closing of the conference by the moderator	
12.00 – 13.00	Lunch and networking in the Exhibition Hall	

Day 2 — 10.45–11.45

Zentropa - how to win an Oscar

Peter Aalbaek Jensen will tell the story of the film company Zentropa founded in 1992 as a result of the co-operation between director Lars von Trier and producer Peter Aalbæk Jensen on the feature film "Europa"

The Company differs from the major competitors in the market by having established a decentralised autonomous organisation structure which creates space for new ideas and alternative methods of productions. This company culture has drawn some of the best directors to Zentropa and shaped groundbreaking projects such as the 'Dogma concept' – an idea adopted by several directors all over the world.

Zentropa has produced more than 70 international and Scandinavian quality features, co-productions, and low budget films. With an annual turnover

that has reached \$30 million (Euro 29.3 million), Zentropa is the largest film production company in Scandinavia. A position it has maintained since 1994.

During the years Zentropa has expanded beyond the limits of Scandinavian territory, successfully establishing several production units in Europe. Moreover the company co-works with many other European production companies and is always interested in new collaborations.

Films produced by Zentropa enjoy critical acclaim worldwide and have been rewarded with the most prestigious prizes the festival circuit has to offer, among these The Golden Palms and The Silver Bear. Moreover Zentropa has represented Denmark at the Academy Awards on four occasions.

'IN A BETTER WORLD' won an Oscar for Best Foreign Language film at the Academy Awards ceremony this year in Los Angeles.

THE NGP EXCELLENCE PROJECT

Networks and clusters support individual as well as groups of enterprises in order to promote research, development and innovation activities and thereby promote competitiveness, employment and economic growth. Through clusters and networks governments and ministries are able to implement innovation support programmes and address societal challenges strategically.

A large number of countries have developed cluster and network policies to improve the impact of research and innovation policies. In many countries clusters and networks become an increasingly central factor for economic development.

Many policy makers and cluster managers want to increase the internationalisation activities of the clusters. This project will increase the knowledge of policymakers on cluster policy across Europe just as it will increase the ability of cluster manager to engage in co-operation with clusters from other countries.

In recent years, also the European Commission has increased its focus on cluster policy and the internationalisation of clusters. Last year, the European Policy Group presented its recommendations on cluster policy.

Against this background ministries and innovation agencies from the Nordic Countries, Germany and Poland have agreed on a joint Nordic-German Polish Cluster Excellence Project.

The aim of this project is to promote cluster management excellence and mutual learning by com-



paring cluster organisations and cluster support programmes from Denmark, Finland, Germany, Poland, Iceland, Norway and Sweden in a benchmarking exercise. There will be a cluster manager benchmark and a cluster policy benchmark. More than 150 clusters will be participating in the cluster manager benchmark and around 15 cluster programmes are involved in the cluster policy benchmark project.

Clusters and networks of participating partners provide service to more than 45,000 enterprises in Northern Europe. The project was initiated by the Ministry of Science, Technology and Innovation, the Nordic Innovation Centre and the Nordic Council of Ministers.

This project will have specific results and recommendations which will be presented at the conference.

Co-sponsors for this event:

