

# AlpClusters20x20 workshop

SAVE THE DATE

14 MAY 2014 / LINZ

09:00 > 16:00 Hessenplatz 16-18, A-4020 Linz, Austria



## Background

AlpClusters2020 aims to contribute to the design of an integrated policy approach for the support of transnational clusters networks at Alpine Space level, in order to:

- **facilitate** the emergence of new industries, enhancing the resilience of Alpine industrial ecosystem;
- **track** and valorise the achievements of the previous supported initiatives, assessing their impact;
- **support** policy development process, exploring the synergies and suggesting joint actions toward 2020.

Basically, the project will capitalise the outcomes of several closed and running projects related to clusters, to strengthen international cluster cooperation.



Alpclusters 2020 is co-funded by the European Regional Development Fund



Participation is  
free of charge



## Objectives

There has already been a lot of discussions regarding internationalization of clusters and SMEs. Many projects have been funded by the EU and a lot of experience has been made; however in some cases the ambitions and support ended at the end of such projects for various reasons. What are the key factors for success? How to bundle the knowledge of cluster initiatives and the achievements of former projects?

The aim of this workshop is to discuss good and bad examples of international cluster cooperation projects in Europe and to develop practical tools to be prepared for future challenges. The following step will be the development of a set of recommendations on sustainable support to clusters and networks of companies.

The following topics shall be discussed and answered during this workshop:

- What can be the best tools, methods and support to have sustainable success in the future?
- How have these tools demonstrated to positively impact the development of international collaboration among clusters and networks?
- Why it is the Alpine area the most promising one to implement such initiatives?



## Structure

The workshop consists of two sessions. The first one will concentrate on experiences made in former internationalisation projects and how the cluster can create added value from their outcomes; the second one will take a look to the future, exploring where promising fields of activities are and how clusters can support companies to find the right way.

This workshop provides a lot of space for discussion. The special PechaKucha™ format (20 slides, 20 seconds each) forces the speakers to stick to the point and gives no space for general statements. Afterwards there will be enough time to discuss each presentation. The main topics emerged from the discussions will become an essential part of the suggestions for future programmes.

What makes a PechaKucha™ workshop a good one?

Good presentations are the ones that uncover the unexpected: unexpected views and results, unexpected ideas. Some tell great stories about a project, some are more personal, others are incredibly funny: being all very different they turn each workshop into something special.

Furthermore the presentations and some short interviews of the participants will be streamed afterwards.

# Agenda & Info

## Terms of application

Following written registration, a confirmation will be provided. If the registered person is not able to attend the meeting, another person may replace the registered attendee. The registration can be cancelled in writing up to 14 days prior to the event (April 30th)

All documentation, coffee breaks and lunch during the workshop-day on May 14th are included. The participants will be billed directly for any other expenses e.g. hotel accommodation, parking ticket and any consumption at the bar.

## Accommodation

Bookings are possible directly at the Hotel Park Inn by Radisson Linz. Rooms are reserved until April 1st, reference:

Clusterland 140514  
meetings.linz@rezidorparkinn.com  
www.parkinn.com/hotel-linz

Afterwards rooms are only available upon request directly at the hotel.

For further information on accommodation in Linz please contact

Linz City Tourist Board,  
tel. +43 (0)732 7070 2009  
tourist.info@linz.at  
www.linz.at/tourismus

## Workshop location

Hotel Park Inn by Radisson Linz  
Hessenplatz 16-18, A-4020 Linz, Austria  
tel. +43 (0)732 777100-0  
info.linz@rezidorparkinn.com  
www.parkinn.com/hotel-linz

## Registration

Please register by e-mail to  
michaela.lenhart@clusterland.at or kunststoff-cluster@clusterland.at  
Reference: AlpCluster20x20 workshop

10:15 coffee break	09:00 <b>registration/welcoming</b> AlpCluster2020 Outcome of the AlpCafés and the survey	Ivan Boesso, VI Jürgen Dienstl, COG
12:45 lunch, discussion and short interviews	10:45 <b>session 1 (cluster internationalisation)</b> <ul style="list-style-type: none"><li>➤ <b>CCAIPs, connecting the creative industry with producers, policy and R&amp;D</b> <i>Daniela Protti, Regione Lombardia, Italy</i></li><li>➤ <b>AlpStore, transnational clusters strategies for energy storage</b> <i>Patrick Ansbacher, Baum Group, Germany</i></li><li>➤ <b>CABEE, support to SMEs and networks</b> <i>Markus Berchthold-Domig, NENA-network, Austria</i></li><li>➤ <b>Clusterix, strategic re-orientation of cluster policies towards smart specialisation</b> <i>Elisabetta Schena, ERAI (Entreprise Rhône-Alpes International), France</i></li><li>➤ <b>Panel discussion including experts from Gold Label Club</b></li></ul>	Moderator: Werner Pamminer, COG
16:00 end of workshop	13:55 <b>session 2 (future fields for internationalisation)</b> <ul style="list-style-type: none"><li>➤ <b>Clustrat, new cluster models and policies for Central Europe</b> <i>Petra Püchner, Steinbeis Europa-Zentrum, Germany</i></li><li>➤ <b>BioXCluster, internationalisation of clusters with third countries</b> <i>Elisabetta Schena, ERAI (Entreprise Rhône-Alpes International), France</i></li><li>➤ <b>ClusterCOOP, cluster collaboration platform for CEE</b> <i>György Szabó, Ministry for National Development and Economy, Hungary</i></li><li>➤ <b>AlpEnMat, cooperation among different sectors and actors to promote innovative energy and mobility technologies</b> <i>Patrick Ansbacher, Baum Group, Germany</i></li><li>➤ <b>Panel discussion including experts from Gold Label Club</b></li></ul>	Moderator: Emily Wise
	15:35 <b>sum-up, outlook and closing</b>	Ivan Boesso, VI