



INVITATION

Boosting Regional Competitiveness through Cluster Initiatives

International Cluster Conference organized by the Center for Competitiveness of the University of Fribourg and the Scientific and Technological Center of Fribourg



23 April 2010
University of Fribourg, Switzerland
www.pst-fr.ch/cluster2010

Organized by



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BOOSTING REGIONAL COMPETITIVENESS THROUGH CLUSTER INITIATIVES

Clusters – geographic concentration of interconnected firms and supporting organizations – represent a potent source of productivity and growth at a moment of regional and national vulnerability due to the current crisis and more generally to global economic integration.

A major challenge is to generate stable, well-paid jobs for a large number of workers. This requires a high and increasing level of productivity. Clusters represent a valuable source of needed innovation, knowledge transfer and improved productivity. However, most successful clusters have emerged thanks to cluster initiatives.

The aim of the conference is to identify and explore – on the basis of concrete and successful experiences – the mechanisms of cluster initiatives: the role of private sector as well as of public sector has to be clearly identified. The nature of the network, the organization of the clusters, the objectives of cluster initiatives will be scrutinized. Even though every cluster initiative is unique, some ways of choosing the objectives and organizing the process lead to better performance.

This conference, which will offer the opportunity of gathering the MOC Harvard business school affiliates members, will be attended by academics, cluster managers, economic and investment promotion leaders, Business CEOs and firm managers belonging to existing clusters or contemplating to play a key role in favor of development of emerging clusters as well as government representatives in charge of economic development at the regional and at the national level.



PROGRAM

08.15 **REGISTRATION AND WELCOME COFFEE**

08.45 **INAUGURAL ADDRESS**

Prof. Dr. Joseph Deiss, Former Minister of Economy and Former President of Switzerland

09.00 **KEYNOTE SESSION - REGIONAL COMPETITIVENESS THROUGH CLUSTER INITIATIVES**

Achieving Competitiveness - What Role can Cluster Initiatives Play?

Prof. Dr. Christian Ketels, Principal Associate, Institute for Strategy and Competitiveness, Harvard Business School

Innovation and Clusters

Prof. Dr. Örjan Sölvell, Director of the Center for Strategy and Competitiveness, Stockholm

10.30 **COFFEE BREAK**

11.00 **SESSION 2 - HOW TO MAKE CLUSTER INITIATIVES SUCCESSFUL?**

The French Experience: Lessons from the "Pôles de compétitivité" Policy
Dr. Elisabeth Waelbroeck-Rocha, Partner, BIPE, Paris

Good Practice and Learning Experiences in Cluster Policy: Evidence from German Regions

Prof. Dr. Matthias Kiese, University of Applied Sciences Northwestern Switzerland, Olten

From Local Production Systems to New Clusters: The Case of the New Regional Law in Veneto Region

Prof. Dr. Alessandro Minello, CA' Foscari University of Venice, Venice

The Upper Austrian Perspective on Successful Cluster Initiatives - Innovation through Cooperation

Lucia Seel, Clusterland Oberösterreich GmbH, Austria

12.40 **LUNCH - NETWORKING**

14.00 **SESSION 3 - MANAGING CLUSTER INITIATIVES**

Cluster Management at *ICT Cluster Bern*

Christoph Beer, tcbe.ch - ICT Cluster Bern, Switzerland

Cluster Management Excellence: The Importance of Anchor Individuals, Industry Focus and Benchmarks

Dr. Christian Tidona, Managing Director, Biotech Cluster Rhine-Neckar (BioRN), Heidelberg

Beyond Spitzencluster: Managing the *Hamburg Aviation Cluster* in a European Context

Rüdiger Hintze-Schomburg, Hamburg - The Place for Aviation, European Aerospace Cluster Partnership (EACP)

The Dutch Flower Cluster: Regional Challenges of a Global Player

Prof. Dr. Pablo Collazzo, Nyenrode Business University

15.40 **SESSION 4 - THE IMPLICATIONS FOR THE ECONOMIC POLICY**

Ambassador Dr. Eric Scheidegger, Deputy Director, Head of the Promotion Activities Directorate, State Secretariat for Economic Affairs SECO

16.00 **END OF THE CONFERENCE**





ACCESS

Using Public Transportation

Direct train from Geneva Airport

Departure at 01 and 36 at each hour

Direct train from Zurich Airport

Departure at 13 at each hour

For more information: www.sbb.ch

From the railway station of Fribourg

Bus Line 1 Marly - Gérine

Exit *Plateau de Pérolles*

Departure at 01, 16, 36, 46 at each hour

Bus Line 3 Pérolles

Exit *Pérolles - Charmettes*

Departure at 08, 23, 38, 53 at each hour

Bus Line 7 Cliniques

Exit *Pérolles - Charmettes*

Departure at 05 and 35 at each hour

For more information: www.tpf.ch

By Car

Highway A12, Exit Fribourg-sud,
direction Marly



Organization Committee

Prof. Dr. Philippe Gugler

Head of the Center for
Competitiveness of the University
of Fribourg

Prof. Jacques Bersier

Associate Dean of the University
of Applied Sciences of Western
Switzerland / Fribourg - EIA-FR
and Head of the Scientific and
Technological Center of Fribourg

Registration Information

Conference Fee

CHF 230.- incl. VAT / € 150.- incl. VAT

Conference fee including

- Conference material
- Welcome and Coffee Break
- Lunch

Registration

To register use the online
registration form on
www.pst-fr.ch/cluster2010
Registration close on 15.04.2010
Cancellations should be made in
writing to the Conference Office
before 31.03.2010



Conference Venue

Faculty of Economics and Social
Sciences, University of Fribourg
Bd Pérolles 90
1700 Fribourg, Switzerland

Conference Office

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