

**Clusters in Europe IV Conference – 2017**  
**How can we draw from the lessons of the past to secure future success?**

30. November – 1. December, 2017  
 Budapest, Hungary

**Day 1 – Thursday, 30 November 2017**

	Moderator of the conference: <b>Ms Emily WISE</b> , Researcher at the Lund University, Sweden
9.00 – 9.30	<b>Registration</b>
9.30 – 9.50	<b>Opening remarks</b>
	<b>Mr Balázs RÁKOSSY</b> , State Secretary for the Utilization of EU Funds, Ministry for National Economy of Hungary
	<b>Ms Eszter VITÁLYOS</b> , State Secretary for EU Development Projects, Prime Minister’s Office of Hungary
	<b>Mr Thomas BENDER</b> , Head of Unit, European Commission, Directorate for Administrative Capacity Building and Programme Implementation II, DG REGIO
9:50 – 10.50	<b>Block I. - From the very first steps to 2017</b>
	<b>Mr Christian KETELS</b> , President of TCI Network, Institute for Strategy and Competitiveness, Harvard Business School
	<b>Mr Reinhard BÜSCHER</b> , former Head of Unit, European Commission, Directorate for Consumer, Environmental and Health Technologies, DG GROW
	<b>Mr Gyula POMÁZI</b> , Deputy State Secretary for Industry Strategy and Economy Regulation, Ministry for National Economy of Hungary
10.50 – 11.10	<b>Coffee Break</b>
11.10 – 12.20	<b>Block II. - Why we started?</b>
	<b>Mr Marc SANSÓ</b> , Strategy consultant at ACCIÓ – Government of Catalonia, Spain
	<b>Mr Patrick VUILLERMOZ</b> , Cluster manager of Plastipolis, France

	<b>Mr Merete NIELSEN</b> , Director of Cluster Excellence Denmark, Denmark
	<b>Mr Werner PAMMINGER</b> , CEO at Business Upper Austria, Austria
	<b>Questions and Answers</b>
12.20 – 13.30	<b>Lunch</b>
13.30 – 14.40	<b>Block III. - The treasures of future networks</b>
	<i>Summary of the start</i> <b>Ms Emily WISE</b> , Lund University, Sweden
	<b>Mr Ron BOSCHMA</b> , Professor at the Urban and Regional Research Centre Utrecht, The Netherlands
	<b>Mr Carsten SCHIERENBECK</b> , Team leader, European Commission, Unit of Clusters, Social Economy and Entrepreneurship, DG GROW
	<i>Clusters as bridges between economic and social challenges</i> <b>Mr James WILSON</b> , Senior Researcher, Basque Institute of Competitiveness and Lecturer, University of Deusto, Spain
	<i>Network – Human – Cooperation-Motivation</i> <b>Ms Zita ZOMBORI</b> , Head of Secretariat of InnoPartners & Friends, Hungary
	<b>Questions and Answers</b>
14.40 – 15.10	<b>Coffee Break</b>
	<b>Block IV. Cluster organisation H2H</b>
15.10 – 16.20	<b>Moderator: Mr Gál KÖRMENDY</b> , Programme coordinator - West- Pannon Economic Development Non-profit Ltd., Hungary
	<b>Mr Harald BLEIER</b> , Cluster manager, Plastics- and Mechatronics Cluster, Austria
	<b>Ms Drahomira PAVELKOVA</b> , Professor at University of Zlin, Czech Republic
	<b>Mr Thomas LAEMMER-GAMP</b> , Director, VDI/VDE Innovation Technik GmbH, Germany
	<b>Mr David FERNANDEZ TERREROS</b> , Programme coordinator at SPRI Basque Business Development Agency, Spain
16.20 – 16.30	<i>Closing remarks of the 1<sup>st</sup> day</i> <b>Ms Emily WISE</b> , Lund University, Sweden

**Day 2 – Friday, 1 December 2017**

9.00-9.30	Registration			
Panel discussions - problems, introductory remarks, debate				
	Cluster and SME perspective after 2020 especially in V4 countries	Cross Clustering– From Cluster to Cluster through Business to Business / from Human to Human to Money to Money	Role of clusters in Industry 4.0 and S3	Diversity at cluster competitiveness in a changing society (the SHE factor, geographical and cultural diversity)
9.30-11.00	<p><u>Section chair:</u></p> <p>Mr László TURÓCZY (HU)</p> <p><u>Co-speakers:</u></p> <p>Ms Evita FELDBERGA (LV)</p> <p>Ms Gabriela PIRVU (RO)</p> <p>Mr Daniel ÁCS (SK)</p> <p>Mr Carsten SCHIERENBECK (EC)</p> <p>Mr Marcin SOWA (PL)</p> <p>Mr Robert WENZEL (CZ)</p> <p>Mr Csaba NOVÁK (HU)</p>	<p><u>Section chair:</u></p> <p>Mr Daniel COSNITA (RO)</p> <p><u>Co-speakers:</u></p> <p>Ms Pavla BRUSKOVA (CZ)</p> <p>Ms Simone HAGENAUER (AT)</p> <p><a href="#">Ms Anna NAYDENOVA (BG)</a></p> <p>Mr Alberto BALDI (IT)</p> <p>Mr Ferenc BRACHMANN (HU)</p> <p><a href="#">Mr János KERESNYEI (HU)</a></p>	<p><u>Section chair:</u></p> <p>Mr Marc PATTINSON (FR)</p> <p><u>Co-speakers:</u></p> <p>Ms Genoveva CHRISTOVA (BG)</p> <p>Ms Tamara HÖGLER (DE)</p> <p>Mr Harald BLEIER (AT)</p> <p>Mr Christian WÖGERER (AT)</p> <p>Mr Géza LÁSZLÓ (HU)</p> <p>Mr Gyula POMÁZI (HU)</p>	<p><u>Section chair:</u></p> <p>Ms Danka MILOJKOVIC (RS)</p> <p><u>Co-speakers:</u></p> <p>Ms Orsolya SZAPLONCZAY (HU)</p> <p>Mr Enric PEDRÓS (ES)</p> <p>Mr Giovanni SCARAMUZZO (IT)</p> <p>Mr Tibor BALÁZS (HU)</p>

Formázott: Balra zárt

11:00 - 11:30	<b>Coffee Break</b>
<b>Summary, conclusion</b>	
11.30 – 11.40	Summary report of the ‘Block IV- Cluster organisation H2H’ – Mr Gál KÖRMENDY
11.40 - 12.20	Summary reports of the panel discussions by the section chairs
12.20 - 12.30	<b>Mr Tamás KARSAI</b> , Deputy State Secretary for Economic Development Programmes, Ministry for National Economy, Hungary – conference closing remarks
12.30 – 12.40	<i>Summary of the conference</i> <b>Ms Emily WISE</b> , Lund University, Sweden
12.40 - 13.40	<b>Reception</b>

Please find all the relevant information regarding to the conference on the following website:  
<http://gfpcconf.gov.hu/en/clusterconf/welcome>

#### Leading questions of the panel discussions:

##### Panel 1: Cluster and SME perspective after 2020 especially in V4 countries

- What are the main focal points at the cluster support programmes in your country?
- In your opinion what are those fields where public support/ state subsidy can be reasonable for supporting and assisting the clusters in your country?
- Do you think that the cluster's role in the economy will change in the future, if so how and why?
- Cluster development is a tool for SME development policy. Based on your current experience, do you intend to modify your cluster and SME development policy at the next programming period after 2020? What are the key challenges for SMEs and clusters to be addressed in the 2020 period?
- In your opinion what are those fields where the national /regional cluster programmes need to be supplemented by EU level intervention (national vs EU level support)?
- What specific programs do you think the European Commission could help clusters? Do you consider it necessary to take macro-regional features (V4, South East Europe, Baltic region etc.) into account in these programs?

##### Panel 2: Cross Clustering–From Cluster to Cluster through Business to Business / from Human to Human to Money to Money

- What is the trick in keeping the commitment of cluster members alive?

- What kind of instruments do you use in order to foster B2B cooperation out of the C2C cooperation
- Is there a role for the State in this matter?
- What is a success/failure story that you want to share with us?

**Panel 3: Role of clusters in Industry 4.0 and S3**

- What support can clusters provide to SMEs to enable them to access the necessary skills and technology competences to embark on the Industry 4.0 journey?
- How can clusters participate in the modernisation and digital revolution required within traditional manufacturing sectors?
- How can clusters contribute to the design and implementation of interregional industrial investment projects?
- What role can clusters play in supporting the internationalisation of actors identified via the Entrepreneurial Discovery Process/ S3 implementation actions?

**Panel 4: Diversity at cluster competitiveness in a changing society (the SHE factor, territorial and cultural diversity)**

- What are the main features and special characteristics of the clusters in your country/ region that make your clusters different from the clusters in other countries/ regions?
- In your opinion what are the main obstacles and challenges that clusters encounter during their various phases of their life cycle (start-up, developing, mature...)?
- In your experience at interregional cooperation programs, which are the main areas that need to be improved for more effective cooperation? What are the key challenges of cooperation (cultural and territorial differences etc.) and how do you handle it?
- Can it be an advantage if you have the „SHE” factor in a cluster management organisation? What challenges is SHE looking for in cluster management position?
- How does the environment behaviourally react on SHE in cluster and what does SHE do to get support?
- What not to do in a cluster? As if the cluster has no weaknesses, what have you done to improve cluster's reputation & value?