

World class clusters: an International Innovation Strategy

Tea Petrin

University of Ljubljana, Slovenia
European Cluster Policy Group

**Competitiveness Cluster Forum
5th & 6th of November 2009 Sophia Antipolis**

World class clusters: an International Innovation Strategy

Discussion issues

(1) the concept of world class cluster and policy instruments to support the emergence and transformation of exiting clusters into world class clusters;

(2) preliminary policy recommendations of the ECPG on how to better support internationalization of clusters for achieving higher level of excellence and more world class clusters in Europe.

World class clusters: an International Innovation Strategy

GOAL

EU needs more excellent clusters – WCC

WHY

To increase competitive advantages of EU economies in
global competition

World class clusters: an International Innovation Strategy

Attributes of WCC (?)

- Competing on the world level, with international visibility and influence;
- Innovative eco-system that attracts talents and investment globally;
- A system capable of fast and effective reaction to market opportunities by stimulating the development and growth of entrepreneurial, technology/creativity/user-driven enterprises which grow rapidly and achieve global market success. The emergence of new industrial sectors is embedded in WCC.

World class clusters: an International Innovation Strategy

KEY QUESTION

Which policy instruments would mobilize the potential of clusters to reach the level of excellence to become world class clusters?

OR

Many regions have high rates of new company formation and high innovative clusters but few have the capability to grow rapidly a large group of companies to achieve global market success, convert market impulses into engines of business investment and sector growth and generate new industries. Why?

World class clusters: an International Innovation Strategy

What can we learn from best performing (excellent) clusters?

1. Specific organization and knowledge-creation framework: a system of actual and potential inter-firm connections and networks, formal and informal.
2. Well developed and integrated business infrastructure.
3. Effective education and R&D infrastructure.
4. Internationalization - consolidation of technological capabilities and specialist services

.

World class clusters: an International Innovation Strategy

Back to the key question

Which policy instruments would mobilize the potential of clusters to reach the level of excellence to become world class clusters?

Member states should give a strong focus on framework conditions conducive for clusters to achieve excellence and competitive advantages globally, particularly a strong support to the development of 3 types of infrastructures discussed and to internationalization of clusters.

World class clusters: an International Innovation Strategy

**EU second generation of initiatives in support of
clusters:**

European Cluster Policy Group

European Cluster Alliance

European Innovation Platform for Clusters

European Cluster Observatory

Initiative for Excellence

World class clusters: an International Innovation Strategy

The European Cluster Policy Group mandate:

to advise the Commission and Member States on how to support the emergence of more excellent, world-class clusters in the EU.

– Discussion themes:

- international cluster cooperation
- role of clusters in the field of emerging industries
- excellence of cluster initiatives and cluster organizations
- effectiveness of cluster policies

World class clusters: an International Innovation Strategy

Policy recommendations on better support to internationalization (ECPG):

1. Align EU-level Policies around Clusters

The goals of achieving higher levels of excellence and more world-class clusters in Europe require action in multiple policy fields. Existing policy initiatives stem from broad strategies for innovation and/or regional development. Consequently, they may fail to meet the needs of clusters in a truly integrated way.

World class clusters: an International Innovation Strategy

2. Provide Data on the Real Cluster Landscape

Collaboration between clusters occurs if there is knowledge about potential partners and their complimentary capabilities. At present, only partial information exists. More information can help to reduce the traditional barriers of language, legacy, and administrative rules and regulations that have limited clusters' collaboration in Europe, and led to too little specialization and integration into European/global value chains.

World class clusters: an International Innovation Strategy

3. Promote Strategic and Commercial Networking of Clusters

Networking among clusters in Europe and internationally provides an important driver for internationalization of clusters. Strategic networking among clusters actors, which is aimed at building critical mass and strong international linkages between companies and R&D institutions and universities, is the focus.

World class clusters: an International Innovation Strategy

4. Promote International Mobility of Cluster Actors

Longer-term mobility frameworks would enable in-depth learning and exchanges of tacit knowledge, stronger networks and more concrete opportunities for commercial cooperation. Mobility programmes should be tailored specifically to the needs of clusters for internationalization.

World class clusters: an International Innovation Strategy

5. Encourage Clusters to Attract International Talent

Attraction and maintenance of talent is a fundamental factor to support the development and internationalization of clusters. While there are a number of programmes at the cluster level targeted at attracting talent within the local region, there are few examples of clusters in Europe which work closely together with the world's best professors, researchers and commercial professionals to develop their cluster into a specialized knowledge hub.

THANK YOU FOR YOUR
ATTENTION