

BASQUE COUNTRY, SPAIN
16TH – 19TH OCTOBER 2012

THE 15TH TCI ANNUAL GLOBAL CONFERENCE

CONSTRUCTING PLACE-BASED
COMPETITIVENESS IN TIMES
OF GLOBAL CHANGE



TCI

LET'S GROW TOGETHER

Programme

(version 19/09/2012)



BASQUE COUNTRY
SPAIN

 **Orkestra**
BASQUE INSTITUTE
OF COMPETITIVENESS
DEUSTO FOUNDATION

PROGRAMME

Tuesday 16		Wednesday 17		Thursday 18		Friday 19			
(Throughout the Basque Country)		(Euskalduna, Bilbao)		(Kursaal, San Sebastián)		(Kursaal, San Sebastián)			
		Transport to Bilbao (8:30)							
Morning Sessions	Cluster and Experience Tours Check timetable in each cluster tour programme	Registration, Coffee, Networking (9:00-10:00)				TCI General Assembly (8:30-9:30)			
		Plenary Session A * Conference Opening: Competitiveness in Context in 2012 (10:00-12:00)		Workshop Sessions 2 (7 parallel) (9:00-11:00)		Workshop Sessions 5 (6 parallel) (9:45-11:15)			
		NETWORKING BREAK							
		Plenary Session A * (continued) Conference Opening: Competitiveness in Context in 2012 (12:20-13:30)		Workshop Sessions 3 (7 parallel) (11:30-13:30)		Plenary Session D * Conference Closing: Responding in Practice to Today's Competitiveness Challenges (11:45-13:45)			
		LUNCH							
		Workshop Sessions 1 (7 parallel) (14:30-16:30)		Plenary Session C * Constructing Place-based Competitiveness (14:30-16:15)					
		NETWORKING BREAK							
		Plenary Session B * Urban Renewal for Competitive Cities (17:00-18:45)		Workshop Sessions 4 (7 parallel) (16:30-18:30)					
		Afternoon Sessions							
			Welcome Reception (19:30)	Social gathering for TCI members (19:00-19:45)		Gala Conference Dinner (20:30)			
1st Transport to Donostia-San Sebastián (19:00) 2nd Transport to Donostia-San Sebastián (21:00)									

* Plenary sessions will have simultaneous translation from english to spanish and basque.

WORKSHOP TRACKS

Workshop sessions are organized in 8 tracks. Delegates can select to follow the discussions within a complete track, or pick-and-mix specific sessions of interest across tracks. There will be a parallel 'problem-solving space', where delegates can arrange impromptu discussions/workshops to debate specific issues.

-  **Constructing place-based competitiveness**
-  **Competitiveness policies & their evaluation**
-  **Smart specialisation & inter-cluster collaboration**
-  **Challenges in cluster management**
-  **Clusters in context**
-  **Fostering competitive cities**
-  **Upgrading firms, industries & territories**
-  **Specific competitiveness challenges**
-  **Problem-solving space**

Workshop Sessions 1 Workshop Sessions 2 Workshop Sessions 3 Workshop Sessions 4 Workshop Sessions 5

A	W1A Constructing place-based competitiveness: Social base	W2A Constructing place-based competitiveness: Process I	W3A Constructing place-based competitiveness: Process II	W4A Constructing place-based competitiveness: Cases	W5A Responding to grand societal challenges
B	W1B Experiences in inter-cluster collaboration	W2B Fostering inter-cluster collaboration across borders	W3B Smart specialisation & clusters I	W4B Smart specialisation & clusters II	W5B Ownership, competition & international linkages
C	W1C International experiences in cluster policy I	W2C International experiences in cluster policy II	W3C Evaluation of cluster & innovation policies I	W4C Evaluation of cluster & innovation policies II	W5C Cluster excellence management training
D	W1D Tools for cluster management	W2D Key factors for success in cluster management	W3D MOC: Lenses on european competitiveness	W4D Branding of clusters for improving competitiveness	W5D Gender diversity and cluster leadership
E	W1E Evolution of clusters: life-cycles, connections & upgrading	W2E Pioneers in cluster policy	W3E Business environment, cluster initiatives and emerging industries	W4E Clusters and firm upgrading for competitiveness	W5E Mapping of clusters and regional competitiveness
F	W1F Clusters and collaboration in Spain	W2F Energy clusters	W3F Creative & cultural industry clusters	W4F Clusters and collaboration in Latin America	W5F Cluster development in rural regions
G	W1G Attracting talent for the development of cities (in collaboration with Bizkaia Xede)	W2G Local structures fostering competitiveness in cities and their firms (in collaboration with Fomento San Sebastian)	W3G Intelligent cities for competitiveness (in collaboration with Fomento San Sebastian)	W4G Infrastructures & tools for entrepreneurship & innovation	

Problem-solving space

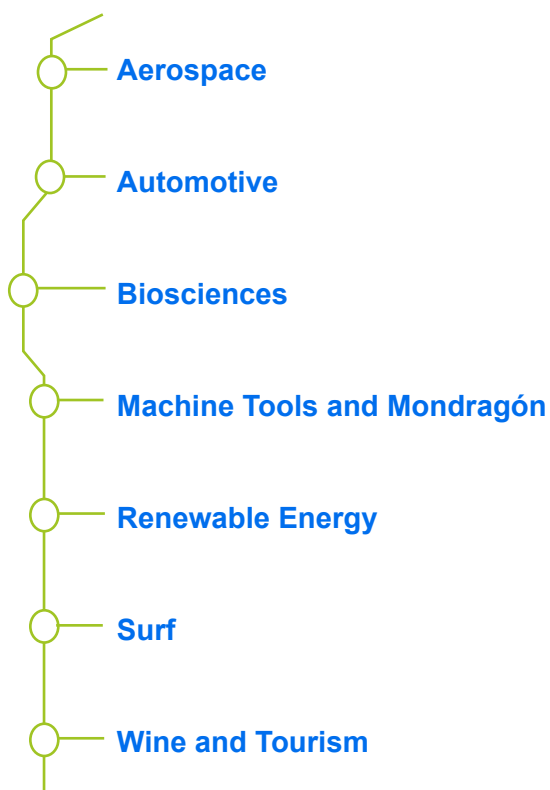
16th October, Tuesday

All day Cluster and Experience Tours

Conference delegates will be able to pre-register for one of a selection of cluster and experience tours, with transport departing and returning from/to the main conference hotels in San Sebastian. Lunch and refreshments will be provided as part of these tours. The tours will be organised in collaboration with local partners (cluster organisations, research centres, government departments, firms, museums, etc.), and will each feature 2-3 field visits to interesting elements of the cluster/experience. **Registration for the cluster tours will be opened until 5th of October.**

Meeting point: **DONOSTIA-SAN SEBASTIAN BUS STATION**

Check timetable in each cluster tour programme



19:30

Welcome Reception to TCI 2012 in the Provincial Council of Gipuzkoa

17th October, Wednesday

Meeting point 8:30 in **DONOSTIA-SAN SEBASTIAN
BUS STATION**

Bilbao
Euskalduna

9:00-10:00 **Registration, Coffee, Networking**

10:00-12:00 **Plenary Session A: Competitiveness in Context in 2012 ***

Following the formal opening of the TCI 2012 Annual Global Conference, this session aims to set a stimulating and enquiring tone for the conference by questioning the concept of territorial competitiveness in the changing times that we are living and providing delegates with some context on Basque and Spanish competitiveness scenarios.

● **Welcome: Conference Opening**

- 10:00-10:10 Welcome from hosts
 - Bernabé Unda (*Minister of Industry, Basque Government*)
 - Ignacio Echeberria (*President, Orkestra*)
- 10:10-10:25 Welcome from TCI President
 - Christian Ketels (*TCI President*)
- 10:25-10:30 Introduction to the conference programme
 - Mari José Aranguren & James Wilson (*Conference Organising Committee Chairs, Orkestra*)

● **Competitiveness in Context in 2012**

- 10:30-10:35 Introduction and positioning
 - Christian Ketels (*TCI President*)
- 10:35-10:55 Keynote address (**title TBC**)
 - Walter Deffaa (*Director-General, DG Regional Policy, European Commission*)
- 10:55 -11:15 Keynote address (**title TBC**)
 - Carlos Haertel (*Director, GE Global Research Europe*)

* Simultaneous translation from english to spanish and basque.



- 11:15-11:35 Keynote address (**title TBC**)
 ○ Tim Jenkins (*Directo of Great Transition Initiatives*)
- 11:35-12:00 Moderated discussion
 ○ Christian Ketels, Walter Deffaa, Carlos Haertel, Tim Jenkins

12:00-12:20 Networking break

12:20-13:30 Continue Plenary Session A *

● **Panel: Perspectives on Basque and Spanish competitiveness**

- Moderator: Juan Goicolea (*Basque Government*)
- José Luis Curbelo (*Orkestra*)
- Inmaculada Freije (*Basque Government*)
- Fernando Fernandez (*IE Business School*)
- Pedro Antonio Merino (*Repsol-Petronor*)

13:30-14:30 Lunch

14:30-16:30 Workshop Sessions 1

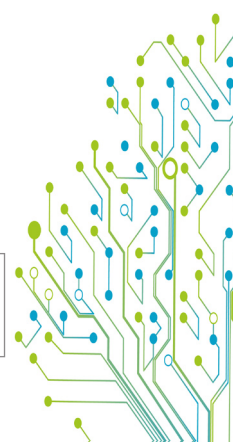


W1A Constructing place-based competitiveness: Social base

- *The emotional listening: Building the city from the citizens* (Alfredo Rodríguez-Berzosa)
- *This is my place – A how-to guide for building economic strategies informed by people in place* (Brenda Kuecks)
- *Changing values: Social innovation and CSR for competitiveness* (Iker Atxa Zaitegi)
- *Why a social base is necessary for implementing economic development strategies in a cross-border context: The case of region Laredo* (Jose Daniel Covarrubias)
- *Interaction between people in business, the public sphere and academia: making things happen* (Maria Engholm)

* Plenary sessions will have simultaneous translation from english to spanish and basque.

Tracks:  Constructing place-based competitiveness



W1B Experiences in inter-cluster collaboration

- *Transnational cluster linkages – Norwegian cluster collaboration and linkages to Brazil* (Karin Gjerløw Høidahl)
- *International cluster cooperation maturity framework – lessons from the Baltic sea region stardust pilots* (Erik Bunis, Karin Nygård Skelman, Madeline Smith, Emily Wise)
- *Fostering inter-cluster collaboration through meta-clusters. Exemplified on the european research project ALPS4EU* (Jacques Bersier)
- *Think local and go global: Making a network of innovation support organisations in Baden-Württemberg successful both at the regional and international level* (Ulrich Winchenbach)
- *Developing a meta cluster starting from 4 regional clusters* (Vincent Dugré)

W1C International experiences in cluster policy I

- *How the competitiveness & sustainable development is reality through livelihood & income increment in textiles SMEs by cluster based approach?- An Indian case study* (Saumen Mapdar)
- *Cluster-based regional development programmes: are we taking full advantage of what we learn? The case of the state of Sao Paulo, Brazil* (Inés Sagrario)
- *The “perfect” cluster policy and cluster programme* (Morten Solgaard Thomsen, Thomas Lämmer-Gamp)
- *The role of clusters in Rhone-Alpes region. Focus on cleantech clusters* (Frederic Miribel, Pierre Bonnet)
- *Portugal - Clustering the Competitive Intelligence* (Jaime Quesado)

W1D Tools for cluster management

- *Methods for evaluating clusters* (Daniel Kapfer)
- *Knowledge-Management (KM) and Customer-Relationship-Management (CRM) – Key skills for successful cluster management* (Werner Pamming)
- *Putting clusters on the canvas connecting business models to high-value cluster services* (Lars Horsholt Jensen)
- *Cluster project management – a differentiated approach* (Jens Kristian Fosse, Roger Normann)
- *Crowd-sourcing for boosting regional and cross-national competitiveness – Electro mobility as an example for cross-sector cooperation* (Christoph Beer)

W1E Evolution of clusters: life-cycles, connections & upgrading

- *Lock-in or lock-out? How structural properties of knowledge networks affect regional resilience* (Joan Crespo, Raphael Suire, Jérôme Vicente)
- *New growth paths in old manufacturing clusters: Recent cases of entrepreneurship in the Cognac region* (Lionel Sack, Jon Mikel Zabala-Iturriagagoitia)
- *Cluster life cycles, path dependency and regional competitiveness: Insights from a meta study on basque clusters* (Jesus M. Valdaliso, Aitziber Elola, Santiago M. López, Susana Franco)
- *The nature of innovations required for the maritime multimodal supply chains and logistic clusters* (Andris Spulis, Vera Boronenko)
- *Cluster+: Cluster management in the framework of a global value chain* (Jokin Garatea, Jonatan Paton, Belen Barroeta)

W1F Clusters and collaboration in Spain

- *Clusters and development agencies in crisis times: Public-Private-Partnership (PPP), the answer* (Javier Celdran, Antonio Ruiz)
- *Cluster of food packaging in Catalonia* (Elena Repollés)
- *Moderna: The model of economic development for Navarra* (Cernin Martínez Yoldi)
- *The catalan aquaCLUSTure dilemma and the process of assisted fertilization* (Cristóbal Aguilera)
- *Getting in right: The accurate definition of a given cluster is the first key success factor* (Lluís Ramis)
- *Balearic intercluster network: Exchanging experiences* (Angel Puig Melendres)

W1G Attracting talent for the development of cities (in collaboration with Bizkaia Xede)

- *Cultural place branding & sustainable development: The experience of Bilbao* (Álvaro Fierro, Alexander Rayón)
- *Auckland-One year on from the TCI2011 Conference* (Tony Caughey)
- *Gains from globalization in the presence of an unfair competition between skilled workers* (Kenji Kondoh)
- **TBC** (Andrés Sulimano)

16:30-17:00 Networking break

17:00-18:45 Plenary Session B: Urban Renewal for Competitive Cities *

This session will address the key role that city development and urban renewal can play in constructing place-based competitiveness. Drawing on experiences from around the world the session aims to highlight current trends in city development and key success factors for fostering sustainably competitive cities.

● **Urban Renewal for Competitive Cities**

- 17:00-17:10 Introduction and positioning
 - Sandy Baruah (*Detroit Chamber of Commerce*)
- 17:10-17:35 Keynote address (**title TBC**)
 - Saskia Sassen (*Robert S. Lynd Professor of Sociology and Co-Chair Committee on Global Thought, Colombia University*)
- 17:35-18:00 Keynote address (**title TBC**)
 - Fulong Wu (*Bartlett Professor of Planning, University College London*)
- 18:00-18:15 Keynote address (**title TBC**)
 - Andoni Aldekoa (*Bilbao City Council*) (**TBC**)
- 18:15-18:40 Quick fire panel: What works in city development?
 - Moderator: Sandy Baruah (*Detroit Chamber of Commerce*)
 - Eduardo Rojas (*Independent Consultant*)
 - Tony Caughey (*Business Advisory Panel, Auckland Council*)
- 18:40-18:45 Closing of session
 - José Luis Bilbao (*General Deputy of the Provincial Government of Bizkaia*) (**TBC**)

19:00-19:45 Social gathering for TCI members

Meeting point: EUSKALDUNA (BILBAO)

1st Transport to Donostia-San Sebastián: 19:00

2nd Transport to Donostia-San Sebastián: 21:00

* Simultaneous translation from english to spanish and basque.



18th October, Thursday

Donostia-San Sebastián Kursaal

9:00-11:00 Workshop Sessions 2



Donostiako Udala
Ayuntamiento de San Sebastián

W2A

Constructing place-based competitiveness: Process I

- *Lasagna community model* (Ana Aguirre, Tomas Tamayo)
- *Innovation strategy by stakeholder dialogue* (Lars Eklund)
- *Systematic partnership and collaboration strategies and building collective intelligence* (Irena Rezec)
- *Constructing place-based strategies for competitiveness as new policy for fostering innovation* (Tamas Gyulai)
- *Challenges for evolving as a socially innovative territory. Results from an action re-search process in a local network of the Basque Country* (Miren Estensoro)

W2B

Fostering inter-cluster collaboration across borders

- *Role of french "pôles de compétitivité" in SME's internationalisation process : Cases of state supported inter-cluster collaboration in favor of SME's internationalisation* (Sofiene Lourimi)
- *Project clusterEKA – a tool for fostering international intercluster cooperation at R&D and innovation level* (Íñigo Felgueroso)
- *Transatlantic technology transfer initiative* (Daniel A. Gottschald)
- *ClusteriX: attempts to foster cross-sectoral cluster collaboration within and between regions* (Simone Hagenauer)
- *IDiA and the self-organization of inter-cluster collaboration in Aragón* (Antonio Novo Guerrero)

W2C**International experiences in cluster policy II**

- *Cluster policies and governance of regional clusters* (Mirjana Dragičević)
- *Competitive strategies as a challenge to clusters in Brazil* (Maria Augusta Pimentel Migli-no)
- *LEDIB cluster house concept as a tool to fostering competitiveness and generating employment in the Balkans* (Danka Milojković, Goran Zlatković, Carsten Lund)
- *Russia a better place for innovations now: Creating clusters Skolkovo way* (Marina Y. Sheresheva, Yury L. Vladimirov, Maxim M. Palt B, Dmitry N. Gorokhov)
- *Lessons learned from public-private collaboration in the context of IDB Clusters Development Programs : Case studies in Argentina, Brazil, Chile and Uruguay* (Gabriel Casaburi)

W2D**Key factors for success in cluster management**

- *Pitfalls for cluster-managers and cluster-leaders – 10 golden rules for cluster-management* (Christoph Beer)
- *Experiences from supporting cluster initiatives in Norway since 2002* (Eivind Petersha-gen)
- *Clusters, a shared leadership: the case of GAIA (Cluster+)* (Tomás Iriondo, Luis Silveira)
- *How to increase creativity in innovation processes – the european creative cluster lab* (Daniel Stürzebecher)
- *BDigital Cluster TIC* (Gemma Battle)

W2E**Pioneers in cluster policy**

This session brings together some of the pioneers in cluster policy from around the world in a roundtable discussion that will analyse the state and future of cluster policy some two decades after these pioneers began to implement it. The session will be moderated by Juan Manuel Esteban.

- Roundtable panel: *Antoni Subirá, Ifor Ffowcs-Williams, Jon Azua, Jagat Shah, Gerd Meier zu Köcke, Alonso Ramos Vaca.*



W2F**Energy clusters**

- *Overcoming challenges posed by multi-regional clusters - the nuclear industry in the Carolinas, USA* (Neil McLean)
- *Building an energy cluster: The case of an emerging Caribbean economy* (Richard Ramsawak)
- *A lean energy cluster analysis – method and findings* (Glenda Napier)
- *A cluster-based energy policy for large-scale non-ferro metal enterprises* (Nikolay Minkov)
- *Investigation and analysis of the contribution of industrial clusters to regional competitiveness* (Zahra Ahmadipour)

W2G**Local structures fostering competitiveness in cities and their firms (in collaboration with Fomento San Sebastian)**

This session, organised in collaboration with the development agency of the city of San Sebastian, aims to share experiences and discuss the role of local institutions in the economic development of cities and their firms. The session will showcase initiatives from the Netherlands, Spain and other parts of the world, as a basis for discussing the advantages and disadvantages of different approaches. The session will be introduced and moderated by Willem Van Winden (*University of Amsterdam*):

- *The case of Eindhoven / Brainport Development* (Joep Brouwers)
- *The case of San Sebastián / Fomento San Sebastián* (Eugen Sesé)
- *Competitive cities and the role of development banks* (Micheal Penfold)

11:00-11:30 Networking break



11:30-13:30 Workshop Sessions 3

W3A Constructing place-based competitiveness: Process II

- *Co-creating learning region platform to boost competitiveness, innovations and clusters* (Rauli Sorvari)
- *We have a sound strategic plan for the cluster, now what?* (Maria Pedrals, Albert Solé)
- *Place-based –decision-support-tools as a mediator between citizens, stakeholders, policy makers and public administration* (Ulrike Bechtold, Niklas Gudowsky, Harald Wilfing, Ernst Gebetsroither, Christian Rammel)
- *The potential of the local agencies in regional development* (Igone Porto Gomez)
- *How to foster place based competitiveness by integrating social researchers in the policy process: learning to learn together* (Miren Larrea, James Karlsen)

W3B Smart specialisation & clusters I

- *What can we learn from Europe in order to foster territorial competitiveness through clusters?* (Olivier Brunet)
- *Clusters in the context of smart specialization strategies* (Anke Merkl-Rachbauer, Iris Reingruber, Emily Wise)
- *The significance of smart specialisation strategies for clusters* (Patries Boekholt)
- *Designing a smart specialisation cluster strategy for Southern Denmark: Opportunities & challenges* (Dorthe Kusk)
- *Smart specialisation and clusters: tools for RIS3* (Jaime del Castillo, Jonatan Paton, Belen Barroeta)

W3C Evaluation of cluster & innovation policies I

- *New approaches in cluster evaluation* (Madeline Smith, Joe Lockwood)
- *Measuring cluster initiatives: What makes sense to evaluate and how* (Marc Papell)
- *The participative approach for evaluating network policies: some key lessons* (Cristina Aragon, Cristina Iturrioz)
- *Cluster policy: what is the evidence?* (Elvira Uyarra)
- *Critical success factors in cluster initiatives performance monitoring and management* (Dominika Walec)



W3D MOC: Lenses on european competitiveness

- *The competitive advantage of clusters: Cluster organizations and foreign investment in the european life sciences industry* (Fred van Eenennaam, Martijn Burger, Bas Karreman)
- *Cultural heritage, tourism and place-based competitiveness. The case of motor valley cluster* (Fernando G. Alberti , Jessica D. Giusti, Fabio Papa, Emanuele Pizzurno)
- *Sustainable organisation between clusters of optimised logistics @ Europe* (Falk Raschke)
- *Trade sophistication indicators of development paths* (Eleanor Doyle, Lisa Noonan, Gerard Brady)
- *CSR clusters and social innovation* (Pablo Collazzo)
- *Knowledge-based collaboration patterns and product innovation in the Basque Country does foreign ownership matter?* (Henar Alcalde)

W3E Business environment, cluster initiatives and emerging industries

- *Back to the future. A longitudinal study of cluster initiatives* (Assia Viachka)
- *Clusters and the dynamic of economic change in regional development – Case of west Romania* (Sorin Maxim)
- *Clusters in emerging industries – A new cluster generation* (Gerd Meier zu Köcker, Thomas Lämmer-Gamp, Michael Nerger, Zita Zombori)
- *Cluster analysis methodology for developing economies* (Michaela Camacho, Roberto Horta, Carolina Rocha)
- *Competitiveness and clusters: emerging clusters and traditional clusters* (Antoni Soy)

W3F Creative & cultural industry clusters

- *The impact of multilingual competence on economic productivity* (Fernando Alana Compañ)
- *Service innovation clusters and creative industries clusters: A way to modernize the economies* (Gloria Ferrer)
- *The film and audiovisual cluster in Montreal: Challenges in the development of a creative cluster* (Diane-Gabrielle Tremblay)
- *The fame initiative: Access to finance for creative industries* (Michela Michilli)
- *The cosmetic valley cluster: Building a regional attractiveness* (Daniel Bretonès)



W3G**Intelligent cities for competitiveness (in collaboration with Fomento San Sebastian)**

- *Mega sports events as an opportunity to build a legacy for host cities – The case of the 2014 World Cup* (Airtón Saboya Valente Junior)
- **TBC** (Brian H Roberts)
- *National competitiveness, local innovation and intelligent cities* (Michaela Clark)
- *Smarter cities: Key enablers for a better life in towns* (Tamara Höglér)
- *ACLIMA: Global providers of goods and services for sustainable cities* (Mónica Moso)

13:30-14:30 Lunch**14:30-16:15 Plenary Session C: Constructing Place-based Competitiveness ***

This session will address the core theme of the conference: amidst rapid global change, what are the key challenges facing places in constructing enduring and sustainable competitiveness, and are these challenges different in different parts of the world?

● **Constructing Place-based Competitiveness**

- 14:30-14:40 Introduction and positioning
 - Christian Ketels (*TCI President*)
- 14:40-15:20 Keynote address and moderated discussion (**title TBC**)
 - Michael Porter (*by video conference from Harvard Business School*)
- 15:20-16:05 Keynote panel: Constructing Competitiveness in Different Places: What works?
 - Moderator: José Luis Curbelo (*Orkestra*)
 - Janamitra Devan (*Vice President, Financial and Private Sector Development, World Bank*)
 - Flora Montealegre Painter (*Competitiveness and Innovation Division Chief, Inter-American Development Bank*)
- 16:05-16:15 Closing of session
 - Lehendakari Patxi López – *President of the Basque Country*

* Plenary sessions will have simultaneous translation from english to spanish and basque.

Tracks:  Fostering competitive cities



16:15-16:30 Networking break

16:30-18:30 Workshop Sessions 4



W4A Constructing place-based competitiveness: Cases

- *Invigorating place-based assets in response to manufacturing decline: The Canadian Niagara region since implementation of continental free trade* (Arvin D. Jelliss)
- *Madrid: a competitive territory* (Gema Sanz)
- *Placed-based economic development: "A tale of two cities"* (Ted Lyman)
- *Enhancing place-based competitiveness: The case of the historic Valmorea railway in Italy* (Fernando G. Alberti, Jessica D. Giusti, Fabio Papa, Emanuele Pizzurno)
- *Norwegian experiences and learning outcomes related to the attractiveness of industry clusters* (Bjørn Arne Skogstad)
- *Digital Health Innovation* (Madeline Smith, Joseph Lockwood)

W4B Smart specialisation & clusters II

- *Global competitiveness through place-based strategies and cross-border cluster collaboration: The future field of electric mobility* (Jessica Welschhoff)
- *Exploring interregional trade networks in Spain. Towards a new tool for supporting regional strategies for smart specialisation* (Carlo Gianelle, Ignacio González Vázquez)
- *The green building cluster of lower Austria's contribution to the "smart specialization" of the Vienna region* (Alois Geisslhofer)
- *Maintaining place-based competitiveness in globalised markets –the MicroTEC Süd-west "Spitzen" cluster as a test-bed for S3* (Günter Clar, Björn Sautter)
- *Cluster transformation combined with a regional innovation smart specialization strategy: The DSP Valley case in Flanders, Belgium* (Peter Sinkens)



W4C Evaluation of cluster & innovation policies II

- *The spanish cluster policy evaluation: The AEIs programme 2007-2011* (Jaime del Casti-Ilo, Jonatan Paton, Belen Barroeta)
- *Evaluation of the french poles of competitiveness policy: lessons learnt* (Matthieu Lacave)
- *Next steps after the second evaluation of the french "pôles de compétitivité"* (Aurelie Faitot)
- *Identifying 'High-Potential' innovative firms in developing countries* (Helena Lenihan, Juan Martínez -Covarrubias)
- *Cooperation for innovation: The role of public policy* (Edurne Magro)
- *Impact evaluation of cluster policies: An application to arranjos productivos locais in Brazil* (Alessandro Maffioli, Cesar Rodriguez)

W4D Branding of clusters for improving competitiveness

- *Branding and internationalisation: an opportunity for excellent clusters – lessons from the TACTICS project* (Ivan Boesso, Maria Sole D'Orazio, Bill Greenhalgh)
- *Inter-firm cooperation in marketing: Evidence from the southern hemisphere wine clusters* (Christian Felzensztein, Christina Stringer, Maureen Benson-Rea, Susan Freema)
- *Cluster marketing and branding in the Nordic countries* (Marcus Andersson)
- *Building marketing externalities to improve agribusiness clusters competitiveness* (Cristian Geldes, Christian Felzensztein)

W4E Clusters and firm upgrading for competitiveness

- *From local to national to international – taking clusters up the globalisation ladder* (Bjarne E. Jensen)
- *SME internationalization through clusters (not focusing on problems but taking opportunities)* (Cristoph Reiss-Schmidt)
- *Different company characteristics as driver for innovation clusters* (Ted Lyman)
- *Benefits for general motors from the implication in the cluster IDiA* (José de la Fuente)
- *Constructing new place-based competitiveness through the innovation of the existing industrial complexes* (Kyong Soo Kim)
- *Clusters from Strategic Management Perspective: The Role of Clusters for Firms' Innovativeness* (Judith Terstriep)



W4F**Clusters and collaboration in Latin America**

- *Cooperación internacional como medio hacia la competitividad* (Fernando Javier Cruz del Bosque)
- *Design and conformation of 3 industrial clusters in Dominican Republic* (Antonio Corral, Timoteo Perez)
- *En busca de la competitividad de los clústers desde el diseño de una estrategia institucional integral en la Republica Dominicana: Casos de éxito y aprendizaje* (Marta Alvarez)
- *Higher Value Food Clusters Development Strategy in Minas Gerais, Brazil* (Carlos Tarra-són Collado)
- *Sintonía, un modelo de colaboración e innovación para Puebla y la región* (Pablo Nuño de la Parra)
- *Clusterization as a Strategy for the Economical and Social Development of a Region, Clusters of Knowledge* (Gerardo San Román Muñoz, Damián Pablo San Román Alerigi)

W4G**Infrastructures & tools for entrepreneurship & innovation**

- *Is it worth and viable to apply the large consultancy firms' management models and organization design to universities to enhance innovation systems?* (Ana Isabel García-Quincoces)
- *Boosting competitiveness through innovation strategy in the Republic of Macedonia* (Nikolina Trajanoska)
- *Role of entrepreneurial universities in fostering territorial competitiveness: The case of Basque Country* (Maribel Guerrero, Iñaki Peña, David Urbano)
- *The science and technology park of Bizkaia as a model of success for the development of competitiveness in the region* (Marian Ibarrondo)

20:30**Gala Conference Dinner in San Telmo****Tracks:**

Clusters in context



Specific competitiveness challenges



19th October, Friday

Donostia-San Sebastián Kursaal

8:30-9:30 TCI General Assembly (only for TCI members)

9:45-11:15 Workshop Sessions 5

lehiazeko aldatur goaz
transformamos para competir



W5A Responding to grand societal challenges

- *The role of clusters in the third industrial revolution: some thoughts on business transformation and job re-generation* (Alberto Pezzi)
- *As the dust settles Building enhanced competitiveness after a major disaster* (Gerard Quinn)
- *The Europe 2020 Competitiveness Report* (Beñat Bilbao)
- *Towards a new era for Sustainable Business shared innovation* (Manuel Escudero, Bradley Googins)

W5B Ownership, competition & international linkages

- *Place-based multi-sided network platforms competitiveness: A case of Russia* (Sergey Yablonsky)
- *Competition policy: A tool for competitiveness?* (María Pilar Canedo Arrillaga)
- *Effective management of knowledge exchanges in biotech cluster* (Vesna Vlaisavljevic, Carmen Cabello Medina)
- *Export-oriented entrepreneurship and competitive growth for regions* (José L. González-Pernía, Iñaki Peña-Legazkue)

W5C Cluster excellence management training

This session will focus discussion on the challenges involved in training cluster managers, showcasing and debating current methodologies and experiences. Three presentations from will set specific aspects of cluster management excellence in context, opening up a panel discussion and general workshop debate.

- Presenters: Werner Parminger (*Clusterland Upper Austria*), Lotte Langkilde (*REG X – Danish Cluster Academy*) and Emiliano Duch (*European Cluster Excellence Initiative*)



W5D Gender diversity and cluster leadership

Recent developments in the international cluster community show a rather unexpectedly rapid growth of awareness of gender issues in cluster management/policy. Special events organised around the topic, efforts in analysis and bringing forward the role women play in innovation processes within clusters, and the organisation of virtual groups for (in)formal networking are all examples that women are getting more and more aware of their potential impact on the further development of clusters. Based on a series of initial presentations, the session aims to generate exchange of experiences, discussion and learning around:

- The assets women bring to cluster management/policy and their potential to make a difference
 - The needs and expectations of women in cluster management/policy?
 - Strengthening the competitiveness of clusters through gender & diversity
 - Open innovation from a gender perspective
- Presenters: *Lucia Seel, Petra Püchner, Kerstin Hindrum*

W5E Mapping of clusters and regional competitiveness

This workshop will focus attention on the latest research in mapping clusters and in understanding their broader relationship with the regional competitiveness environment. It will draw especially on fresh research from the European Cluster Observatory and the US Cluster Mapping Project, featuring presentations from the Stockholm School of Economics, Orkestra-Basque Institute of Competitiveness, PwC and the Harvard Business School. From these presentations the workshop seeks to generate discussion around:

- How researchers and policy-makers are using these rich data sources
 - The implications of the results that are emerging
 - How such mapping initiatives should develop in the future
- Presenters: *Örjan Sölvell, Göran Lindqvist, Susana Franco, James Wilson, Laurent Frideres, Richard Bryden.*

W5F Cluster development in rural regions

- *Distributed Cities – Clusters in a Rural Environment* (Joseph Lockwood, Madeline Smith)
- *Tourism Development in Extremely Rural, Cross Border Regions: A Unique Cluster Initiative* (Ted Lyman, Elizabeth Redman)
- *Cluster innovation leads to million orders for SME's on Bornholm* (Lars Albæk)

11:15-11:45 Networking break



11:45-13:45 Plenary Session D: Responding in Practice to Today's Competitiveness Challenges *

This closing session aims to stimulate ideas and discussion around the practical challenges that exist today for delivering competitiveness. The session features keynote addresses, presentations of new tools/reports, and a roundtable discussion bringing together advances from several of the workshop streams. Together they will provide a stimulus to reflect on what we have learned about how to respond in practice to the competitiveness challenges facing places, clusters and firms.

● Responding in Practice to Today's Competitiveness Challenges

- | | |
|-------------|---|
| 11:45-11:50 | Introduction and positioning
○ Mari José Aranguren and James Wilson (<i>Orkestra</i>) |
| 11:50-12:10 | Keynote address (title TBC)
○ Klaus Hassis (<i>MFG Innovation Agency</i>) |
| 12:10-12:30 | Keynote address (title TBC)
○ Guillermo Ulacia (<i>Innobasque</i>) (TBC) |
| 12:30-12:50 | New tools supporting cluster practice
○ The cluster initiative greenbook: A decade later
○ Göran Lindqvist and Örjan Sölvell (<i>Stockholm School of Economics</i>)

○ Where the cluster winds are blowing and how policy-makers should respond
○ Cecilia Johansson (<i>VINNOVA</i>) and Isabelle Lebo (<i>OSEO</i>) |
| 12:50-13:15 | Roundtable Discussion: What should we be doing to confront today's competitiveness challenges?
○ Rapporteurs from 4-5 of the conference streams (TBC) |
| 13:15-13:45 | Formal conference closing and passing of the torch
○ Christian Ketels (<i>TCI President</i>)
○ Pedro Gomez Damborenea (<i>Vice Minister of Industry, Basque Government</i>)
○ José Luis Curbelo (<i>Orkestra</i>)
○ TBC (<i>2013 Conference Hosts</i>) |

13:45

Lunch

* Simultaneous translation from english to spanish and basque.



www.tci2012.com



BASQUE COUNTRY
SPAIN

www.euskadi.net



www.orquestra.deusto.es

CORPORATE SPONSORS



INSTITUTIONAL SPONSORS

