

## 2<sup>ND</sup> BSR STARS

### CLUSTER-TO-CLUSTER CONFERENCE AND MATCHMAKING - TOWARDS NEW HORIZONS

Looking for clusters abroad for collaboration? Interested in learning about key success factors for clusters when they internationalise? Having a lot of ideas for cluster collaboration but needing an overview on funding possibilities and key actors? 2<sup>nd</sup> BSR Stars cluster-to-cluster conference has it all.

A substantial part of the conference is matchmaking and networking between cluster organisations. Allmost 500 targeted matchmaking meetings, smaller workshops and informal networking will offer rich opportunities for the more than 150 cluster organisations participating in the conference to find the right collaboration partner.

Reflections, thoughts and experiences on cluster internationalisation will also be shared at the conference. Experienced cluster managers will share their insights on internationalisation, ideas, projects, market and actors. And some of the worlds leading cluster experts – dr. Gerd Meier zu Köcker, director at go-cluster and VDI-VDE-IT and professor Christian Ketels, Harvard Business School and president at TCI - will put cluster internationalisation into perspective.

Furthermore, the conference will highlight different international funding possibilities for cluster collaboration. What are the possibilities within Innovation Express? Are there other options and what are the different support possibilities? How about upcoming calls for clusters within Horizon 2020 and COSME? And what is the latest news from the EU Commission?

The ambition with the conference is to link world class clusters internationally in the Baltic Sea region and beyond to clusters in Europe. The 2<sup>nd</sup> BSR Stars Cluster to Cluster Conference is supported by the Nordic Council of Ministers and organised by BSR Stars, Federal Ministry for Economic Affairs and Energy, go-cluster and Cluster Excellence Denmark. The matchmaking in the conference is further supported by BSR Innovation Express.

So get inspiration for your international strategy, find new cluster partners, identify the funding possibilities and start a new collaboration.

Are you ready?

## TIME AND PLACE

### WHEN

Thursday and Friday the 18-19th of September 2014.  
Please come early for registration and security check on both days!

### WHERE

Federal Ministry for Economic Affairs and Energy  
Invalidenstrabe 48  
10115 Berlin

Evening event will start at 19.00 at Beach Bar Mitte, Caroline-Michaelis-Str. 8, 10115 Berlin.  
Guide to the Beach Bar Mitte will take off from BMWi at 18.30.



## 2ND BSR STARS CLUSTER CONFERENCE

### WELCOME TO THE CONFERENCE



Brigitte Zypries,  
Parliamentary State Secretary,  
Federal Ministry for Economic  
Affairs and Energy



Per Poulsen-Hansen,  
Ambassador, Royal Danish  
Embassy in Berlin



Hans Müller Pedersen,  
Director General, The Danish  
Agency for Science, Technology  
and Innovation

### MATCHMAKING

Clusters are probably one of the best ways of helping SME's, industry and knowledge providers wanting to internationalise. Hence it is important that clusters know each other across borders and can be offered the possibility to meet in a systematic manner through matchmaking sessions.

Prior to the conference all cluster participants will book meetings with each other at the conference homepage.

Each participant can book up to six meetings. At the conference venue each participant will get a meeting schedule with the individual match-making meetings.

This is a unique opportunity provided for you. Make the most of it: get involved and get results!

### KEY TAKE AWAYS - WISE PEOPLE, FUNDING AND CLUSTER POLICY

In order to get the cluster internationalisation going new insights, inspiration and learning points are important for the cluster organisations. Then they can adapt strategies and activities accordingly. The conference will offer two keynote speakers addressing key success factors to cluster internationalisation and value chains development: Dr. Gerd Meier zu Köcker, director at go-cluster/VDI-VDE-IT and professor Christian Ketels, Harvard Business School and president for TCI.

Further the conference will be loaded with the latest news on cluster policies, funding programs, support schemes for cluster and insights to Horizon 2020 and COSME with relevance for clusters.

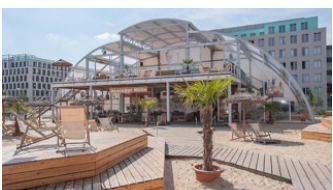


### NEW IDEAS – PITCHES AND WORKSHOPS

The second day of the conference will offer a possibility to shape new ideas and form new collaboration around an interesting series of pitches given by different cluster managers from very different areas like production, life style, service innovation, green transportation and ICT. Further some cross-sectorial pitches and workshops will be offered.

So listen to the short pitches and decide which topic and workshop is the most relevant or interesting for your cluster to participate in.

Join, network and start a new collaboration.



### THE SETTINGS – MINISTRY AND BEACH BAR

A successful matchmaking requires both formal and informal settings to get the networking and interaction going. The beautiful and historical premises of the Federal Ministry for Economic Affairs and Energy offers a unique setting for the targeted matchmaking sessions, pitches and workshops targeted the cluster organisations.

Besides the formal matchmaking clusters can meet in a more informal setting at the local beach bar – Beach Mitte – for a nice relaxing evening between the two conference days offering time for expanding their network with other clusters.

## 2ND BSR STARS CLUSTER CONFERENCE

### THURSDAY, SEPTEMBER 18:

#### **10.00 ARRIVAL, REGISTRATION AND SECURITY CHECK - BRUNCH FOR EARLY BIRDS**

#### **12.15 WELCOME TO THE BSR STARS CLUSTER TO CLUSTER MATCHMAKING CONFERENCE**

by Brigitte Zypries, Parliamentary State Secretary, Federal Ministry for Economic Affairs and Energy  
by Per Poulsen-Hansen, Ambassador, Royal Danish Embassy in Berlin  
by Hans Müller Pedersen, Director General, The Danish Agency for Science, Technology and Innovation

#### **13.00 KEY SUCCESS FACTORS FOR CLUSTER INTERNATIONALISATION**

What are the key success factors for clusters going international?  
What should clusters ever do when they want to internationalise?  
by Gerd Meier zu Köcker, Director at go-cluster - VDI/VDE-IT

#### **13.30 GET THE INSIGHTS ON CLUSTER INTERNATIONALISATION FROM THE CLUSTER MANAGERS**

Learn about different strategies for internationalisation: What are the key learning points in the cases?  
What worked well? What could have worked better? What can others learn?

#### STRATEGIC TRANSNATIONAL ALLIANCE BETWEEN BERLIN-BRANDENBURG AND POLAND ON R&D PROJECTS

by director Mr Gerrit Rössler, Photonics Cluster Berlin-Brandenburg

#### MATCHMAKING AND SERVICE INNOVATIONS FOR SWEDISH AND DANISH MICRO PRODUCERS IN FOOD

by cluster manager Lennart Lindahl & Inger Ahlden, IDEON Agro Food

#### TAKING NORDIC AIR QUALITY CLUSTER INTO CHINA

by director Markku Rajala, Pegasor

#### FROM CLUSTER-TO-CLUSTER MATCHMAKING TO MAKING A DIFFERENCE FOR THE SMES

by cluster manager Karen Lindegaard, WelfareTech & Kathrine Myhre, Oslo Medtech

#### **14.30 PITCHING – WHAT ARE THE INTERNATIONAL FUNDING POSSIBILITIES?**

To support the cluster internationalisation there are different support programmes and organisations.  
Get the latest news on how to support your cluster organisation.

#### BSR INNOVATION EXPRESS FUNDING

by Hans Henrik Lomholt, Head of Section, the Danish Agency for Science, Technology and Innovation

#### THE GERMAN PROGRAM FOR INTERNATIONALISATION

by Gerd Meier zu Köcker, Director Go-Cluster, VDI-VDE-IT

Meet Enterprise Europe Network – and your national Cluster Contact Point

#### **14.45 GET ENERGY FOR MATCHMAKING – OPENING OF COFFEE BAR**

#### **15.00 MATCHMAKING MEETINGS BEGINS! BUILD UP YOUR INTERNATIONAL NETWORK!**

#### **18.30 TAKE OFF FOR THE BEACH BAR**

#### **19.00 ON THE BEACH – TIME FOR INFORMAL NETWORKING**

Grill, drinks and hawaii leis



## 2ND BSR STARS CLUSTER CONFERENCE

### FRIDAY, SEPTEMBER 19:

**8.00 WELCOME BACK – COME EARLY FOR SECURITY CHECK**

**9.00 INTERNATIONALISATION OF CLUSTERS AND DEVELOPMENT OF VALUE CHAINS**

Perspectives and learning points for clusters going international through international value chains.  
by *Christian Ketels, Professor, Harvard Business School and president at TCI*

**9.45 CLUSTER NEWS – CLUSTER INTERNATIONALISATION, HORIZON 2020 AND COSME FOR CLUSTERS**

What is the latest news for clusters regarding upcoming calls? What should clusters pay attention to?  
How/where can clusters keep themselves updated?  
by *Simon Poulsen, Project Coordinator, Enterprise Europe Network*

**10.00 COFFEE BREAK**

**10.30 CLUSTERS PITCHING – PRESENTATION OF NEW IDEAS FOR COLLABORATION**

A selection of cluster managers pitch new ideas for cluster collaboration.  
Get inspired by the following pitches and choose a workshop for developing ideas and future collaboration:

**NEW APPROACHES FOR THE PRODUCTION INDUSTRY**

by cluster manager *Alexander Schwock, BalticNet-PlasmaTec e.V.*

**INTELLIGENT SOLUTIONS FOR ELDERLY PEOPLE WITH FOCUS ON MATERIALS AND INTERIOR**

by cluster manager *Betina Simonsen, Innonet Lifestyle, Interior & Clothing*

**ACHIEVING CLEAN TRANSPORT BY ELECTROMOBILITY CONCEPTS**

– ADDED VALUE BY INTERNATIONAL CLUSTER COOPERATION

by cluster manager *Thomas Meissner, Transport, Mobility and Logistics in Berlin-Brandenburg*

**FORMING NEW CLUSTER VALUE CHAINS FOR HORIZON 2020**

by project coordinator *Simon Poulsen, Enterprise Europe Network*

**ICT ENABLED WORKPLACE LEARNING AND INNOVATION SERVICES IN MANAGED CLUSTERS**

– FP7 ICT R&I RESULTS INTO NEW INTERNATIONAL PROJECT CONSORTIAS

by *Tor-Arne Bellika, Partner Recruitment Manager, Alta Norway*

**NEW SERVICES AND BUSINESS MODELS TO SUPPORT GREEN AND SUSTAINABLE TRANSITION**

by cluster manager *Mette Abrahamsen, Serviceplatform*

**NEW ICT RELATED PROJECTS WITHIN THE BALTIC SEA REGION**

by cluster manager *Adam Olszewski, Wielkopolska*

**CROSS SECTORIAL CLUSTER COLLABORATION PROJECTS – IDEAS AND EXAMPLES**

by *Merete Daniel Nielsen, director, Cluster Excellence Denmark*

**11.15 WORKSHOPS ON NEW IDEAS FOR CLUSTER COLLABORATION**

Workshops formed around the ideas pitched above and focusing on developing new ideas and collaborations.

**12.45 WRAPPING UP FROM THE WORKSHOPS, THE CONFERENCE AND SEEING YOU SOON!**

**13.00 GRAB AND GO LUNCH**

