



Official Side Event of the R2B  
Research to Business international exhibition



**HOTEL NH BOLOGNA DE LA GARE**  
Piazza XX Settembre, 2 - 40121 Bologna (BO)

Organized by:



In collaboration with:



Promoted by:



Supported by:



Under the patronage of:



<http://innovatemarket2019.b2match.io>



**JUNE 5<sup>th</sup> 2019,**  
Bologna (Italy)

**INTERNATIONAL  
CLUSTER-TO-CLUSTER  
(C2C) MEETING**



# INTERNATIONAL CLUSTER-TO-CLUSTER MEETING

Hotel NH Bologna de la Gare

The on-line registration form is available at:

## PROGRAMME

Clusters are **key drivers** for the European economy with regard to **competitiveness, growth and jobs** and on-going global industrial transformations have highlighted the need to re-shape clusters and cluster policy in order to respond to global competition and address new challenges.

As highlighted in a recent study provided by the European Cluster Observatory, European regions with many ranked clusters are **top performers** in terms of growth, job and innovation.

In fact, over the last years, **cluster policy** in the EU has increasingly gained importance to improve competitiveness of local industries and facilitate industrial transformation processes by stimulating the development of infrastructures supporting business innovation. While companies were heavily engaged in globalising their business, cluster initiatives were mainly seen as a tool to strengthen local networks and capabilities. However, cluster initiatives can also contribute to promote **international collaboration**, providing platforms for the internationalisation of companies. Moreover, the interaction of clusters, facilitated by the European cluster initiatives, can play an important role in the creation of **global value chains**.

Taking all this into account, **inter-clusters collaboration** has become a critical factor for cluster development in terms of growth, innovation and competitiveness of their members and beyond.

The **International Cluster-to-Cluster (C2C)** meeting will gather **high level representatives** from clusters around Europe to exchange innovative models for cluster cooperation, explore common areas of interest for **joint actions**, activate **new partnerships** among clusters and between clusters and other innovation actors, and much more.

Come to learn about the latest development of the new European Cluster Policies and to prepare the ground for practical cluster cooperation across borders.

### JUNE 5<sup>th</sup>, SESSION 1 - C2C WORKSHOP

13.00 - 16.00

13.00 - 14.00

#### Welcome lunch & Registration

14.00 - 14.20

#### Opening speeches by

Palma COSTI - Regional minister for economy and development, energy and green economy, post-earthquake reconstruction, Emilia-Romagna Region

Ulla ENGELMANN - Head of Unit for Advanced technologies, Clusters and Social Economy (GROW.F2), European Commission (video message)

14.20 - 14.40

#### Inspirational Talk "Internationalisation of Cluster Initiatives: Challenges and Benefits"

Helmut KERGEL - Head of Section for Global Innovation and Clusters, VDI/VDE Innovation + Technik GmbH - Director of European Secretariat for Cluster Analysis (ESCA)

14.40 - 15.00

#### Keynote speech "Clusters as strategic tool for internationalization."

Alberto PEZZI - Director of Competitive Strategy at ACCIÓ, Government of Catalonia

15.00 - 16.00

#### Round Table with representatives of European clusters

- *How to build a sound internationalization strategy from the beginning*
- *What models and tools work best for cluster-to-cluster collaborations*
- *Shaping effective international cluster-to-cluster collaborations: the role of cluster management team and cluster members*

Moderated by: Claus ZEPPELZAUER - Division Head Companies & Technology, Ecoplus - The Business Agency of Lower Austria

16.00 - 16.30

#### Networking coffee

### JUNE 5<sup>th</sup>, SESSION 2 - C2C MATCHMAKING EVENT

16.30 - 18.30

Pre-planned and pre-booked one-to-one meetings between high-level cluster representatives, lasting 30 minutes each. Participants can book (or be booked for) up to four meetings with clusters of their own choice. The matchmaking sessions are powered by Enterprise Europe Network.

### JUNE 6<sup>th</sup>-7<sup>th</sup> - R2B - RESEARCH TO BUSINESS INTERNATIONAL EXHIBITION

Venue: Bologna Fair District - Hall 33

R2B - Research to Business 2019 is the 14<sup>th</sup> edition of the International Exhibition on Industrial Research and Competences. R2B 2019 aims at fostering new business opportunities between the research and business systems and includes two days of conferences, workshops, and bilateral meetings among companies, clusters, research centres and universities.