



## CLUSTERS AS DRIVERS OF REGIONAL COMPETITIVENESS: STRATEGIC AND POLICY ISSUES

### Registration Information

#### Conference Fee

- Before 1 February 2011  
CHF 300.– incl. VAT  
CHF 250.– incl. VAT for members\*

- After 1 February 2011  
CHF 350.– incl. VAT  
CHF 300.– incl. VAT for members\*

\*MOC members, SAES members, members of the *Scientific and Technological Center of Fribourg (PST-FR)* and of its clusters

#### Conference fee including

- Conference material
- Coffee breaks
- Lunch

#### Registration

To register please use the online registration form on [www.pst-fr.ch/cluster2011](http://www.pst-fr.ch/cluster2011)

Registration close on 15 March 2011

Cancellations should be made in writing to the Conference Office before 15 February 2011.



### Organization Committee

Prof. Dr. Philippe Gugler  
Head of the Center for Competitiveness of the University of Fribourg

Prof. Jacques P. Bersier  
Associate Dean of the University of Applied Sciences of Western Switzerland // Fribourg - EIA-FR and Head of the Scientific and Technological Center of Fribourg

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### ACCESS

#### Using Public Transportation

##### Direct train from Geneva Airport

Departure at 01 and 36 each hour

##### Direct train from Zurich Airport

Departure at 13 each hour

For more information: [www.sbb.ch](http://www.sbb.ch)

From the railway station of Fribourg:

##### Bus Line 1 Marly-Gérine

Exit Plateau de Pérolles

Departure at 01, 16, 36, 46 each hour

##### Bus Line 3 Pérolles

Exit Pérolles-Charmettes

Departure at 08, 23, 38, 53 each hour

##### Bus Line 7 Cliniques

Exit Pérolles-Charmettes

Departure at 05 and 35 each hour

For more information: [www.tpf.ch](http://www.tpf.ch)

#### By Car

Highway A12, Exit *Fribourg Sud*  
direction Marly



### Conference Venue

Faculty of Economics and Social Sciences, University of Fribourg  
Auditorium Joseph Deiss  
Bd Pérolles 90  
1700 Fribourg, Switzerland



### Conference Office

PST-FR, c/o Ecole d'ingénieurs et d'architectes de Fribourg  
Bd de Pérolles 80 - CP 32  
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# INVITATION

## Clusters as Drivers of Regional Competitiveness: Strategic and Policy Issues

International Cluster Conference organized by the Center for Competitiveness of the University of Fribourg and the Scientific and Technological Center of Fribourg



25 March 2011  
University of Fribourg, Switzerland  
[www.pst-fr.ch/cluster2011](http://www.pst-fr.ch/cluster2011)

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CLUSTERS AS DRIVERS OF REGIONAL  
COMPETITIVENESS: STRATEGIC AND POLICY ISSUES

Clusters – geographic concentration of interconnected firms and supporting organizations – represent a potent source of productivity and growth at a moment of regional and national vulnerability due to the current crisis and more generally to global economic integration.

A major challenge is to generate stable, well-paid jobs for a large number of workers. This requires a high and increasing level of productivity. Clusters represent a valuable source of needed innovation, knowledge transfer and improved productivity. However, most successful clusters have emerged thanks to cluster initiatives.

The aim of the conference is to explore the role of clusters as drivers of firms', regions' and nations' competitiveness. Clusters are comprised as geographic concentrations of interconnected companies, specialized suppliers, services providers, firms in related industries, and institutions in particular fields that compete but also cooperate (Michael Porter, On Competition, 2009). A large body of research points to the fact that clusters matter for both innovation and economic prosperity of regions and firms. And, despite market globalization, innovative clusters are becoming more and more important to firms and regions.

The conference is structured around keynote speaker sessions, invited speaker sessions and an interactive session. Specialists coming from several European countries will present contributions (Germany, France, Italy, Austria, Sweden, Switzerland, etc.). These sessions will be supplemented by an interactive session under the format of a poster session.

This conference will be attended by MOC Harvard Business School affiliates members, academics, cluster managers, economic and investment promotion leaders, business CEOs and firm managers belonging to existing clusters or contemplating to play a key role in favor of development of emerging clusters as well as government representatives in charge of economic development at the regional and at the national level.



PROGRAM

SIMULTANEOUS TRANSLATION - English to German and French

- 08.30 **REGISTRATION AND WELCOME COFFEE**
- 09.00 **WELCOME ADDRESS**  
Prof. Dr. Philippe Gugler, Chair of Economic and Social Policy and Center for Competitiveness, Department of Economics, University of Fribourg, Switzerland
- 09.15 **INAUGURAL SPEECH**  
Mr. Alain Riedo, Managing Director, Chamber of Commerce Fribourg, Switzerland
- 09.30 **KEYNOTE SESSION: REGIONAL COMPETITIVENESS THROUGH CLUSTER INITIATIVES**  
Achieving Competitiveness - What Role can Cluster Initiatives Play?  
Prof. Dr. Christian Ketels, Principal Associate, Institute for Strategy and Competitiveness, Harvard Business School, Boston, U.S.A.
- 10.00 **COFFEE BREAK**
- 10.30 **SESSION 1: HOW TO MAKE CLUSTER INITIATIVES SUCCESSFUL?**  
Chaired by Prof. Dr. Peter Abplanalp, University of Applied Sciences Northwestern Switzerland, Olten  
  
The French Experience: Lessons from the "Pôles de compétitivité" Policy  
Dr. Elisabeth Waelbroeck-Rocha, Partner, BIPE, Paris, France  
  
Good Practice and Learning Experiences in Cluster Policy: Evidence from German Regions  
Prof. Dr. Matthias Kiese, Ruhr-University Bochum, Germany  
  
From Local Production Systems to New Clusters: The Case of the New Regional Law in Veneto Region  
Prof. Dr. Alessandro Minello, CA' Foscari University of Venice, Italy  
  
The Upper Austrian Perspective on Successful Cluster Initiatives - Innovation through Cooperation  
Mr. Werner Pammer, General Manager, Clusterland Oberösterreich GmbH, Austria
- 12.00 **SESSION 2: INTERACTIVE SESSION - NETWORKING - LUNCH**
- 13.30 **KEYNOTE SESSION: REGIONAL COMPETITIVENESS THROUGH CLUSTER INITIATIVES**  
Innovation and Clusters  
Prof. Dr. Örjan Sölvell, Director, Center for Strategy and Competitiveness, Stockholm, Sweden



TRADUCTION SIMULTANÉE EN FRANÇAIS

SIMULTANÜBERSETZUNG IN DEUTSCH

- 14.00 **SESSION 3: MANAGING CLUSTER INITIATIVES**  
Chaired by Dr. Ana Teresa Tavares-Lehmann, Vice-President, North of Portugal's Regional Coordination and Development Commission; Associate Professor, Faculty of Economics, University of Porto, Portugal  
  
Cluster Management at ICT Cluster Bern  
Mr. Christoph Beer, Clustermanager, tcbe.ch - ICT Cluster Bern, Switzerland  
  
Cluster Management Excellence: The Importance of Anchor Individuals, Industry Focus and Benchmarks  
Dr. Christian Tidona, Managing Director, Biotech Cluster Rhine-Neckar (BioRN), Heidelberg, Germany  
  
Beyond Spitzencluster: Managing the Hamburg Aviation Cluster in a European Context  
Mr. Rüdiger Hintze-Schomburg, Clustermanager, Hamburg - The Place for Aviation, European Aerospace Cluster Partnership (EACP), Germany  
  
The Dutch Flower Cluster: Regional Challenges of a Global Player  
Prof. Dr. Pablo Collazzo, Nyenrode Business University, Breukelen, Netherlands
- 15.30 **COFFEE BREAK**
- 15.45 **KEYNOTE SESSION: THE IMPLICATIONS FOR THE ECONOMIC POLICY**  
Ambassador Dr. Eric Scheidegger, Deputy Director, Head of the Promotion Activities Directorate, State Secretariat for Economic Affairs SECO, Bern, Switzerland
- 16.15 **SESSION 4: POLICY ISSUES AND WHAT NEXT?**  
Chaired by Prof. Dr. Matthias Kiese, Ruhr-University Bochum, Germany  
  
The Economics of Smart Specialisation  
Prof. Dr. Dominique Foray, Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland  
  
First Assessment of North of Portugal Region Cluster Policy  
Dr. Ana Teresa Tavares-Lehmann, Vice-President, North of Portugal's Regional Coordination and Development Commission; Associate Professor, Faculty of Economics, University of Porto, Portugal  
  
Cluster Policy in Fribourg: Developments and Next Steps  
Prof. Jacques P. Bersier, Associate Dean, University of Applied Sciences of Western Switzerland // Fribourg – EIA-FR; Head of the Scientific and Technological Center of Fribourg, Switzerland / Prof. Dr. Philippe Gugler, Chair of Economic and Social Policy and Center for Competitiveness, Department of Economics, University of Fribourg, Switzerland
- 17.30 **ENHANCING INNOVATION TO STRENGTHEN A REGION'S COMPETITIVENESS**  
Dr. Beat Vonlanthen, State Councillor, Minister of Economic Affairs of the Canton of Fribourg, Switzerland