



European Cluster Conference 2016

Clusters 4.0: Shaping Smart Industries

Programme

Date: Thursday and Friday, 1st and 2nd December 2016

Venue: Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1210 Brussels (metro 2 or 6, Rogier)

Participants: 350+ cluster policy-makers, practitioners and other stakeholders (fully booked)

Pre-event cluster matchmaking: 30th November 2016, Bozar, 11 rue Baron Horta, Brussels,

Participants: 130 cluster organisations (fully booked, via the European Cluster Collaboration Platform)

The fifth edition of the European Cluster Conference will focus on the theme “Clusters 4.0: Shaping Smart Industries”, where you will have the opportunity to hear and discuss about the most recent trends and priorities for cluster policies and cluster organisations supporting industrial modernisation.

The spotlight will be on **shaping smart industries** that are not merely being transformed but that are transforming others and gain from the ‘fourth industrial revolution’ or ‘Industry 4.0’ trends towards mass customization and servitization. The key question is how to effectively use clusters to capitalise upon new technologies and service offerings that drive the digitalisation and industrial transformation trends, where everything is becoming interlinked and smart: factories, machines, autonomous production systems and the actors along the value chains.

Clusters 4.0 calls for the development of a **generation of advanced cluster policies** that responds to these new industrial challenges through facilitating cross-sectoral value chains, fostering internationalisation, boosting interregional investments, and accelerating entrepreneurship and skills upgrading.

The conference is linked to the European Commission’s efforts to support European Strategic Cluster Partnerships and joined efforts under the thematic Smart Specialisation Platform for Industrial Modernisation as well as to support entrepreneurship and growth acceleration of SMEs in order to turn more start-ups into scale-ups across Europe.

In this spirit, you will have a chance at the European Cluster Conference:

- To discuss with other participants the challenges and actions to follow in order to drive cluster policy 4.0 in your region and country;
- To share experiences about industrial modernisation, particularly in the three areas of advanced and digital manufacturing, green manufacturing and the circular economy, and service innovation and the creative economy;
- To learn more about the European Cluster Panorama the Regional Ecosystem Scoreboard, and the lessons from model demonstrator regions and other EU cluster initiatives;
- To join any of the Corner discussions and test the tools of the European Cluster Observatory, the European Cluster Collaboration Platform and the Smart Specialisation Platform;
- To vote who should be the European Cluster Manager of the Year and who should be the European Strategic Cluster Partnership of the Year; and
- To form new European Strategic Cluster Partnerships in your area of interest at a back-to-back cluster matchmaking event organised by the European Cluster Collaboration Platform.

***Please follow the event and share your thoughts via twitter at:
#clusters4_0***

This conference is organised as part of the European Cluster Observatory service contract for the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs. It is financed under the Competitiveness and Innovation Framework programme.



Day One: Thursday, 1st December 2016

Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1140 Brussels (metro 2 or 6, Rogier)

Moderator: Emily Wise, Lund University, Sweden

8:00 – 9:30 Welcome coffee and registration

9:30 – 11:00 Opening plenary session

9:30 – 10:00 High-level opening speeches

- Irmfried Schwimann, Deputy Director-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission
- Marc Lemaître, Director-General for Regional and Urban Policy of the European Commission
- Lambert van Nistelrooij, Member of the European Parliament

10:00 – 10:20 Keynote speech: Industrial change, value chains and clusters

- Slavo Radosevic, Professor of Industry and Innovation Studies, University College of London

10:20 – 11:00 High-level roundtable on Cluster 4.0 with impulse presentations

- Christian Buchmann, Chair of the Committee of the Regions' Commission for Economic Policy
- Mario Buisán, General Director for Industry and SMEs, Ministry of Economy, Industry and Competitiveness, Spain
- Oscar Pasquali, Head of the Minister's Technical Secretariat, Ministry of Education, Universities and Research, Italy

11:00 – 11:25 Coffee break

11:25 – 12:15 Plenary session on Clusters 4.0: Accelerating industrial modernisation and raising the bar on cluster excellence

11:25 – 11:35 Introducing key questions for the conference

- **Shaping smart industries – Shaping EU cluster initiatives**, Carsten Schierenbeck, Team Leader, European Commission, GROW, Clusters, Social Economy & Entrepreneurship Unit

11:35 – 12:15 Roundtable discussion on smart industries & cluster management excellence:

- Gerd Meier zu Köcker, VDI/VDE-IT, Germany, European Cluster Excellence Initiative
- Anna Maassen, Hamburg Aviation, Germany, RUEAERO cluster excellence project
- Daniel Cosnita, Romanian Cluster Association, Romania
- Rui Tocha, Pool-net Portuguese Tooling Network, Portugal, MATERIALIX cluster excellence project

Questions & Answers

12:15 – 13:00 Plenary keynote speeches:

- **Interactive presentation about the new insights on the European Cluster Panorama: Expectations matched?** Christian Ketels, Harvard Business School / European Cluster Observatory
- **Accelerating innovation-driven entrepreneurial ecosystems**, Scott Stern, Professor of Management, MIT Sloan School, Cambridge, USA

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13:00 – 14:00 Lunch

14:00 - 15:30 Parallel session 1: Using clusters to accelerate entrepreneurship and promote skills

This session will share experiences on how clusters and cluster organisations can be best used to support start-ups and the growth acceleration of SMEs to close the scale-up gap in Europe. It will discuss how to foster the cooperation between start-ups and established companies within and across clusters. It will also address the questions how companies can be supported in adapting to the digitalisation of the manufacturing process, Big Data, resource-efficiency and new business models and how to build up cross-disciplinary technical and entrepreneurial skills and attract talents.

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1st floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1st floor: "Creativity & Exploration" room)

Parallel session 1A: Advanced and digital manufacturing (Plenary "Ball room")

Moderator: Marc Pattinson, European Cluster Observatory team, inno TSD

Cases to be presented:

- ❖ Joep Brouwers, Brainport Eindhoven, Netherlands
- ❖ Tue David Bak, Scale up Denmark

“Hard talk” panel:

- ❖ Claire Skentelbery, Council of European BioRegions
- ❖ Christoph Reiss Schmidt, Biz-UP, Austria

World-café: structured group discussion

Rapporteur: Richard Tuffs, ERRIN

Parallel session 1B: Green manufacturing and the circular economy ("Evasion & Innovation" room)

Moderator: Patries Boekholt, European Cluster Observatory team, Technopolis Group

Cases to be presented:

- ❖ Margit Rüttemann, Estonian Green Economy Cluster, Estonia
- ❖ Elias Njeim, Plastiwin, Belgium

“Hard talk” panel:

- ❖ Kari Poikela, Digipolis, Lapland, Finland
- ❖ Philippe Vanrie, EBN European Business & Innovation Centers Network

World-café: structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre



Parallel session 1C: Service innovation and the creative economy ("Creativity & Exploration" room)

Moderator: Lucia Seel, European Cluster Collaboration Platform

Cases to be presented:

- ❖ Marco Fellin, FabLabNet, Italy, [Interreg Central Europe](#)
- ❖ Patrick Cocquet, CAP digital, France

"Hard talk":

- ❖ Sergey Filippov, Lisbon Council
- ❖ Rasmus Wiinstedt Tscherning, Creative Business Cup

World-café: structured group discussion

15:30 – 16:00 Coffee break

16:00 – 17:30 Parallel session 2: Fostering internationalisation through clusters

This session will share experiences on how cluster initiatives and cluster organisations can foster the internationalisation of the firms. It will discuss how to build a critical mass in facilitating access to and finding partners in international markets beyond Europe. It will highlight what support, specialised knowledge, training, concrete actions and intermediation with target markets is needed. Lessons learned from "European Strategic Cluster Partnerships – Going International" (ESCP-4i) will also be shared.

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1st floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1st floor: "Creativity & Exploration" room)

Parallel session 2A: Advanced and digital manufacturing (Ground floor: Plenary "Ball room")

Moderator: Lorena Rivera Leon, European Cluster Observatory team, Technopolis Group

Cases to be presented:

- ❖ Peter Simkens, DSP Valley, Belgium, [Silicon Europe Worldwide \(ESCP-4i\)](#)
- ❖ François Cuny, Systématique, France

"Hard talk" panel:

- ❖ David Fernandez Terreros, SPRI Basque Business Development Agency
- ❖ Joan Martí Estévez, ACCIÓ, Catalonia

World-café: structured group discussion

Rapporteur: Richard Tuffs, ERRIN



Parallel session 2B: Green manufacturing and the circular economy ("Evasion & Innovation" room)

Moderator: Alberto Pezzi, European Cluster Observatory team, ACCIÓ

Cases to be presented:

- ❖ Jaśmina Solecka, Green Chemistry Cluster, Poland [NATUREEF \(ESCP-4i\)](#)
- ❖ Marisa Marini, Lombardy Energy Cleantech Cluster, Italy

"Hard talk" panel:

- ❖ Vladimir Gumilar, Construction Cluster Slovenia, [European Circular Construction Alliance \(ESCP-4i\)](#)
- ❖ Sarah English, Scotland Europa/Scottish Enterprise

World-café: structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

Parallel session 2C: Service innovation and the creative economy ("Creativity & Exploration" room)

Moderator: Gerd Meier zu Köcker, European Cluster Observatory team, VDI/VDE-IT

Cases to be presented:

- ❖ Alberto Baldi, BioPmed, Italy, [BioXClusters+ \(ESCP-4i\)](#)
- ❖ Alberto Bichi, Federation of the European Sporting Goods Industry, [EU4Sport cluster alliance \(ESCP-4i\)](#)

"Hard talk" panel:

- ❖ Patricia Valdenebro, TCI
- ❖ Merete Daniel Nielsen, Cluster Excellence Denmark

World-café: structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

17:30 – 18:00 Plenary session – Debriefing from the parallel sessions

Panel discussion: Summarising the outcome of the three parallel sessions

- Richard Tuffs, rapporteur on "Advanced and digital manufacturing"
- Susan Jay, rapporteur on "Green manufacturing and the circular economy"
- Rasmus Wiinstedt Tscherning, rapporteur on "Service innovation and the creative economy"

18:00 – 20:00 European Cluster Conference awards and networking cocktail

18:00 – 19:00 Elevator pitches of nominees, interactive voting and award for the **"European Cluster Manager of the Year"** and **"European Strategic Cluster Partnership of the Year"**

If you would be elected, what would you talk about tomorrow at the conference?

Moderation by Marc Pattinson, European Cluster Collaboration Platform.

Opening words by Slawomir Tokarski, European Commission, Director for innovation and advanced manufacturing

19:00 – 20:00 Networking cocktail, finger buffet

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Day Two: Friday, 2nd December 2016

Crowne Plaza Brussels Le Palace Hotel, 3 rue Gineste, 1140 Brussels (metro 2 or 6, Rogier)

Moderator: Emily Wise, Lund University, Sweden

8:30 – 9:00 Registration

9:00 – 9:30 Plenary session on interregional cluster collaboration and value chain linkages

Roundtable discussion with impulse presentations:

- *Your chosen presentation by the 2016 Cluster Manager of the Year*
- Slawomir Tokarski, European Commission, DG GROW, Director for innovation and advanced manufacturing
- Colin Wolfe, DG REGIO, Head of Competence Centre Smart and Sustainable Growth
- Paola Peduzzi, Finlombarda, Head of Business Support Services, Lombardy Region

9:30 – 11:00 Parallel session 3: Boosting **interregional collaboration and investments through cluster partnerships**

This session will share experiences on how policy-makers and cluster organisations can actively shape interregional partnering, connect their regional ecosystems and boost joined investments, notably in the context of the set-up of the thematic Smart Specialisation Platform for Industrial Modernisation. It will discuss lessons learned and what actions are needed to put in place effective European Strategic Cluster Partnerships for smart specialisation investments (ESCP-S3) that connect companies across Europe's regions with related regional specialisation patterns and priorities.

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1st floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1st floor: "Creativity & Exploration" room)

Parallel session 3A: **Advanced and digital manufacturing** (Ground floor: Plenary "Ball room")

Moderator: Marc Pattinson, European Cluster Observatory team, inno TSD

Cases to be presented:

- ❖ Juan Guash Corominas, [EURECAT – ERICA](#) (ESCP-S3 pilot)
- ❖ Simone Hagenauer, ecoplus, Austria

“Hard talk” panel:

- ❖ Gregorio Ameyugo, CEA LIST
- ❖ Alexander Schwoch, BalticNet-PlasmaTec

World-café: structured group discussion

Rapporteur: Richard Tuffs, ERRIN



Parallel session 3B: Green manufacturing and the circular economy ("Evasion & Innovation" room)

Moderator: Lorena Rivera Leon, European Cluster Observatory team, Technopolis Group

Cases to be presented:

- ❖ Daniel Gottschald, Insite – TRECNewMat, Germany
- ❖ Ludo Diels, University of Antwerpen, Belgium, Bio-innovation Growth Megacenter

"Hard talk" panel:

- ❖ Cliona Howie, Climate-KIC
- ❖ Maria Stromberg, Business Region Gothenburg, Sweden

World-café: structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

Parallel session 3C: Service innovation and the creative economy ("Creativity & Exploration" room)

Moderator: Lucia Seel, European Cluster Collaboration Platform

Cases to be presented:

- ❖ Laimutis Paskevicius, Lithuanian Medical Tourism Cluster
- ❖ Valentina Polyas, Emilia-Romagna Delegation to the EU, Regional Initiative for Culture and Creativity

"Hard talk" panel:

- ❖ Stelian Brad, ICT Cluster Cluj, Romania
- ❖ Esteban Pelayo, Eurada

World-café: structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

11:00 – 11:15 Coffee break

11:15 – 12:45 Parallel session 4: Clusters facilitating new cross-sectoral value chains

This session will share experiences on how cluster policies and cluster initiatives can open up opportunities for innovation and growth by connecting companies across different sectors. It will discuss what tools to use and how to foster value chain innovation by encouraging a collaborative environment where approaches from one sector are tested in another. It will present approaches of cluster-facilitated projects for new industrial value chains (Innosup-1) and address how to further promote the development of emerging industries.

Break-out sessions according to the following three themes:

- Advanced and digital manufacturing (Ground floor: Plenary "Ball room")
- Green manufacturing and the circular economy (1st floor: "Evasion & Innovation" room)
- Service innovation and the creative economy (1st floor: "Creativity & Exploration" room)

Parallel session 4A: Advanced and digital manufacturing (Ground floor: Plenary "Ball room")

Moderator: Gerd Meier zu Köcker, European Cluster Observatory team, VDI/VDE-IT

2 cases to be presented:

- ❖ Daniela Zimmermann, bwcon, Germany, [KATANA Innosup-1 cluster project](#)
- ❖ Paolo Gregori, Trentino Sviluppo - Polo Meccatronica, Autonomous Province of Trento, Italy

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“Hard talk” panel:

- ❖ Annie Renders, Flanders Innovation & Entrepreneurship, Belgium [S34Growth Interreg](#)
- ❖ Anna Naydenova, ICT Cluster Bulgaria, [GIVE \(ESCP-4i\)](#)

World-café: structured group discussion

Rapporteur: Richard Tuffs, ERRIN

Parallel session 4B: Green manufacturing and the circular economy ("Evasion & Innovation" room)

Moderator: Alberto Pezzi, European Cluster Observatory team, ACCIÓ

Cases to be presented:

- ❖ Philippe Lattes, Aerospace Valley, France, [NEPTUNE Blue Growth Accelerator, Innosup-1](#)
- ❖ Luka Zivic, Ministry of Education, Science and Sport, Slovenia, [Poly4EmI](#)

“Hard talk” panel:

- ❖ Michal Miedzinski, University College London
- ❖ Rachel Lombardi, International Synergies, UK, National Industrial Symbiosis Programme

World-café: structured group discussion

Rapporteur: Susan Jay, WRAP, European Resource Efficiency Excellence Centre

Parallel session 4C: Service innovation and the creative economy ("Creativity & Exploration" room)

Moderator: Kincso Izsak, European Cluster Observatory team, Technopolis Group

Cases to be presented:

- ❖ Tamara Hoegler, CyberForum, Germany, [PERMIDES Health Economy 4.0, Innosup-1](#)
- ❖ Juan Mateos Garcia, NESTA, UK

“Hard talk” panel:

- ❖ Matthijs Janssen, University of Utrecht, Dialogic, Netherlands
- ❖ Susana Franco, Orkestra, Spain

World-café: structured group discussion

Rapporteur: Rasmus Wiinstedt Tscherning, Creative Business Cup

12:45 – 13:15 Closing plenary session: lessons of the conference and next steps

12:45 – 13:00 Telling the European Cluster Conference story together!

- Richard Tuffs, rapporteur on "Advanced and digital manufacturing"
- Susan Jay, rapporteur on "Green manufacturing and the circular economy"
- Rasmus Wiinstedt Tscherning, rapporteur on "Service innovation and the creative economy"

13:00 – 13:20 Closing panel - Next steps for the European cluster policy

- Cluster Manager from the 2016 European Strategic Cluster Partnership of the Year
- Michel Catinat, European Commission, DG GROW, Head of Clusters, Social Economy and Entrepreneurship Unit

13:20 – 13:30 Closing remarks

- Lowri Evans, European Commission, Director-General for Internal Market, Industry, Entrepreneurship and SMEs

13:30 Closure of conference with conference video and hand-out of the conference story

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