

CLUSTERS AS DRIVERS OF COMPETITIVENESS

Development issues

3RD INTERNATIONAL CLUSTER CONFERENCE
SEPTEMBER 30TH - OCTOBER 1ST 2015

THE LIMERICK STRAND HOTEL
LIMERICK, IRELAND

www.pst-fr.com/cluster2015

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Overview

Innovate Limerick in association with the Science and Technology Centre of the canton of Fribourg (PST-FR) is pleased to present the 3rd International Cluster Conference which is being held outside of Switzerland for the first time in Limerick, Ireland on Wednesday 30th September and Thursday 1st October 2015. Key international speakers, from a range of disciplines such as Dr Christian Ketels of Harvard Business School, will be exploring this year's conference theme of "Clusters as Drivers of Competitiveness: Development Issues".

The continuing dominant economic challenge is to ensure that countries and regions create long term, sustainable jobs. Economic clusters that interconnect firms and supporting organisations, are recognised as key central drivers and are a valuable source of much needed innovation, knowledge transfer and are economic drivers within regions and of firms.

The aim of the conference is to share best practices, to promote knowledge exchanges and identify future opportunities for clusters as drivers of competitiveness.

Who should attend and why?

This event will be of particular interest to academics, researchers, policy shapers and analysts, industrialists, indigenous entrepreneurs, and senior managers from multinational companies across all sectors. The conference will provide the opportunity to hear from an international panel of world renowned speakers on topics related to cluster development, and will provide key networking opportunities for delegates.

Early booking is advisable to secure your place at this prestigious conference!

PROGRAMME

WEDNESDAY, SEPTEMBER 30TH

13.45 **Registration and Welcome Coffee**

14.10 **Welcome Address**

Conn Murray, Chief Executive, Limerick City and County Council, Ireland

SESSION 1: DEVELOPMENT OF CLUSTER INITIATIVES

14.20 **Clusters and Cluster Initiatives: Recent Development and Current Challenges**

Dr Christian Ketels, Principal Associate, Institute for Strategy and Competitiveness, Harvard Business School, Boston, U.S.A.

15.00 **Clusters and Attractions of Productive Foreign Investments**

Prof. Dr Philippe Gugler, Chair of Economic and Social Policy and Center for Competitiveness, Department of Economics, University of Fribourg, Switzerland

15.30 **Smart Recommendations for Policy Makers**

Dr Gerd Meier zu Köcker, Director, Institute for Innovation and Technology, Berlin, Germany

16.00 **COFFEE BREAK - NETWORKING**

SESSION 2: REGIONAL IMPACT OF CLUSTER INITIATIVES

16.30 **Bavarian Cluster Initiative**

Dr Stephan Pflugbeil, Bavarian Ministry of Economic Affairs and Media, Energy and Technology, Department 43 Applied research, Cluster policy, Munich, Germany

17.00 **Smart Growth through Regional Cluster Initiatives: Case of Southern Denmark**

Lotte Langkilde, Institute for Entrepreneurship & Relationship Management, Kolding, Denmark

17.30 **Regional Economies - A Cluster Lens**

Dr Eleanor Doyle, Acting Head, School of Economics & Competitiveness Institute, University College Cork, Ireland. Incoming Chairperson of the European Microeconomics Competitiveness Network

18.00 **END OF THE FIRST DAY**

19.30 **GALA DINNER**

SESSION 4B: CASE STUDIES - CLUSTER MANAGEMENT

09.30

Key Skills for Successful Cluster Management

Werner Pamminer, Managing Director TMG, Technology and Marketing Company, Linz, Austria

09.55

On Cluster Development: Red & Green Lights

Ifor Ffowcs-Williams, Cluster Navigators, New Zealand

10.20

How SMEs can engage in a Cluster Model

Frank Murray, Managing Partner of 'The Linkage Partnership' & Chairman of Piercom Limited, Shannon, Ireland

10.45

COFFEE BREAK - NETWORKING

11.15

Lessons from the Development of the Irish eLearning Cluster

Gearoid Mooney, Divisional Manager, Enterprise Ireland, Dublin, Ireland

11.40

Critical Success Factors for Industry Academic Collaborations & Clusters

Dr Mary Shire, Vice President Research, University of Limerick, Ireland

SESSION 5: TOWARD SMART SPECIALISATION

12.15

Building Competitiveness through Smart Specialisation

Prof. Dr Dominique Foray, Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland

12.50

Smart Specialization and Micro Clustering: A case study

Prof. Eamonn Murphy Emeritus, Chair of Innovate Limerick, Director of Irish Centre for Manufacturing Research Organisation and Chair of Irish Centre Business Excellence, Ireland

13.05

Closing Address

Marie-Claude Meylan, Ambassador, Embassy of Switzerland in Ireland

13.15

END OF THE CONFERENCE - LIGHT LUNCH

ORGANISING COMMITTEE

Jacques P. Bersier

Science and Technology Centre of
the canton of Fribourg (PST-FR)
c/o HEIA-FR
Bd de Pérolles 80
CH - 1700 Fribourg
Switzerland

Michael Cantwell

Innovate Limerick
LEDP
Roxborough Road
Limerick
Ireland

THURSDAY, OCTOBER 1ST

08.30 **Welcome Coffee**

SESSION 3: CLUSTER INITIATIVE EXPERIENCES

09.00 **SMEs & Cluster Potential in Limerick – Future Proofing Opportunities**
Dr Pat Daly, Director of Service, Economic Development & Planning,
Limerick City and County Council, Ireland

09.10 **Science and Technology Center of the Canton of Fribourg (PST-FR)**
Prof. Jacques Bersier, Vice-Director, HES-SO//Fribourg HEIA-FR,
Vice-President, Science and Technology Centre, Fribourg, Switzerland

SESSION 4A: CASE STUDIES – CLUSTER DEVELOPMENT

09.30 **On Future Competitiveness through Cluster Development - the Case of the Leading-Edge EffizienzCluster LogistikRuhr**
Thorsten Hülsmann, Managing Director, EffizienzCluster Management GmbH, Mülheim an der Ruhr, Germany

09.55 **Linking Business and Science; the Case of Food Valley NL**
Roger van Hoesel, Director, Food Valley NL, Wageningen, The Netherlands

10.20 **Ireland's Technology Cluster**
Leo Clancy, Head of Technology, Consumer & Business Services, IDA Ireland

10.45 **COFFEE BREAK - NETWORKING**

11.15 **Technology Cluster Evolution: The Medical Devices Cluster in the West of Ireland**
Dr Majella Giblin, Ussher Assistant Professor, Trinity College Dublin, Ireland

11.40 **"Cluster Catalysis": The Shannon Consortium of Higher Education Institutions Delivering Innovations That Are Beginning To Add Up**
Dr Fergal Barry, Vice President Research, Development & Enterprise,
Limerick Institute of Technology, Ireland

INFORMATION

Registration

www.pst-fr.com/cluster2015/registration

Deadline:

23rd September 2015

Conference fee

€ 250.- incl. VAT

€ 200.- incl. VAT for members*

€ 100.- incl. VAT for students

** members of the Science and Technology
Centre of the canton of Fribourg (PST-FR)
and of its clusters, MOC members*

Included:

- conference material
- welcome coffee and coffee breaks
- gala dinner
- light lunch

Access

By air and rail

Shannon Airport (15 min by car from the conference venue) or Dublin Airport (2.15 hrs. by train from Dublin's Heuston Station to Limerick Colbert Station)

By car

GPS coordinates 52.665979 N -8.631391 W

Taxi Limerick

Treaty Cabs (061) 415566 · Castletroy
Cabs (061) 332266 · Munster Cabs (061)
639474 · Limerick City Cabs (061) 414151 ·
Unicabs (061) 414444 · Raheen Taxis (061)
415555

Parking information

On-site underground car park €6/24 hrs.

Conference venue

Limerick Strand Hotel
Ennis Road
Limerick City, Ireland.

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