

COLLOQUIUM UNDER THE HIGH PATRONAGE OF MR. HERVÉ NOVELLI
SECRETARY OF STATE IN CHARGE OF TRADE, CRAFT INDUSTRY, SMALL AND MEDIUM-SIZE COMPANIES



**INTERNATIONALIZATION
OF THE COMPETITIVE CLUSTERS :**
WHICH STRATEGY? WHICH TOOLS? WHICH METHOD?

JUNE 24th 2008 - LIMOGES - FRANCE
ENSIL - 16 RUE ATLANTIS - PARC ESTER TECHNOPOLE



In order to enable Europe to exploit completely the potential of its clusters, these should reach a critical mass and acquire a strategic orientation thanks to a more important and efficient transnational European cooperation, beyond the national borders. The perspectives to generate European clusters on a world level will be improved. "Put knowledge into practice: a widened strategy of innovation in the European Union" (Com.2006)



CONTEXT

Most of the European clusters enter a period of international development and cooperation : missions abroad, participation in trade-fairs and trade-shows, in business conventions... To begin with the aim is to improve the performances in export, obtain new markets, and achieve diversity among clients.

Secondly, when the clusters have reached maturity, it should be to open more strategic reflections in order:

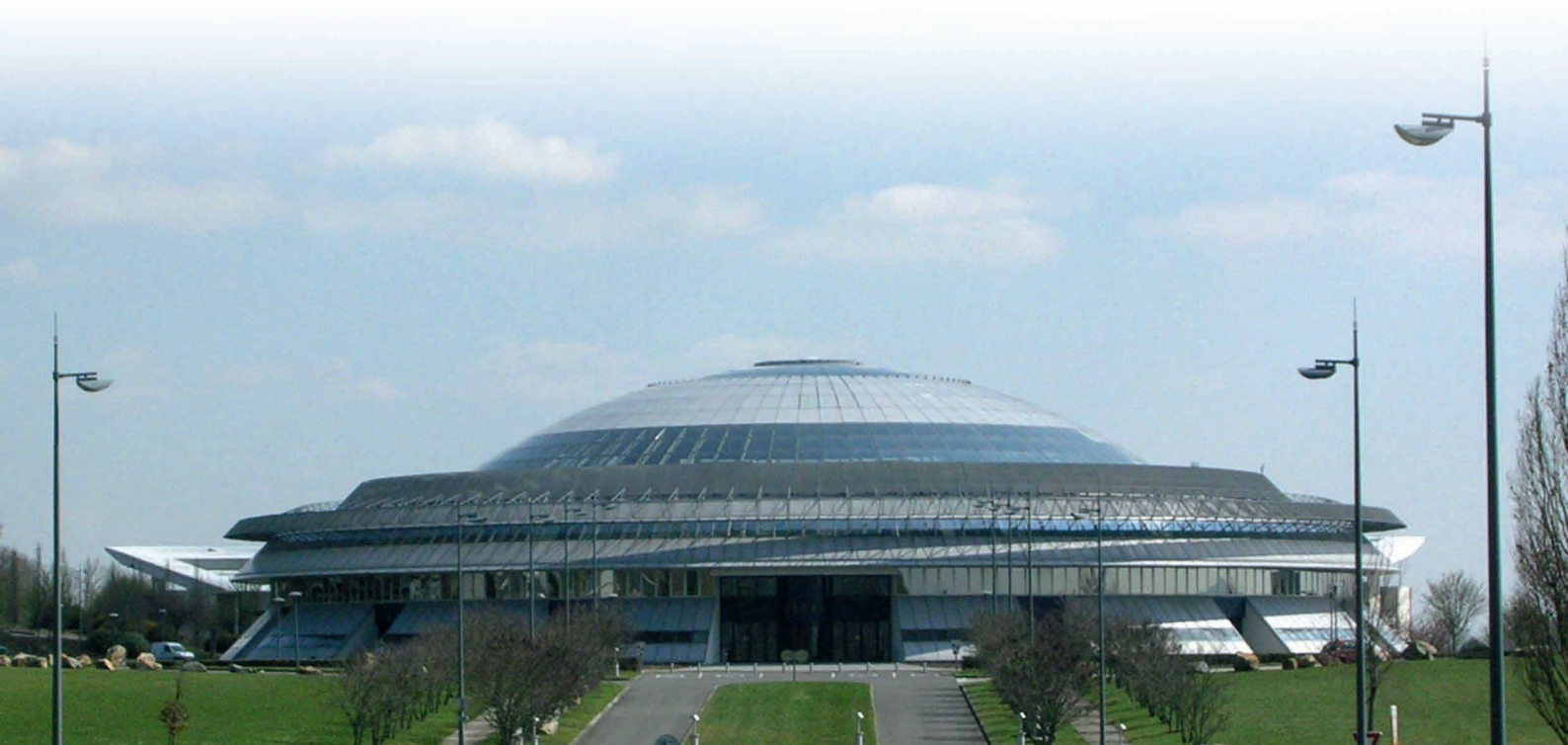
To cooperate with other clusters to obtain a European critical mass to face the incoming countries.

To achieve technological complementarities and create new products in line with leading markets

At the very beginning of a new schedule – structural funds, Interreg IV, FP 7... – these reflections are most important as the development of competitive clusters will depend on them.

GOALS

- to supply elements for the European development of the competitive clusters
- to supply methodological elements to elaborate a European strategy



➔ **8.15 Welcome in Ensil**

➔ **9.00 Introduction by François-Xavier LEVEL**, President of Europa InterCluster.
Video Intervention of Anne-Marie IDRAC, Secretary of State in charge of Foreign Trade.

Opening session:

Daniel NOUAILLE, Vice-President of the Limousin Regional Council.
Evelyne RATTE, Prefect of the Limousin Region.

➔ **9.30 First round table: The internationalization of clusters - the statement**

11.00 Collective actions, mutual employment of export sales representatives, participation in trade-fairs, exchange of experiences, cooperation between companies, elaboration of strategies of technological cooperation, participation in consortia within the framework of community programmes, exchange of experiences etc.: so many measures which in fact, vary considerably according to the maturity of the cluster.

However, there are obstacles that are likely to delay the internationalization of clusters: a lack of trust among the partners, the conflict of interests which exist between these clusters, a lack of time and means and also a lack of financial resources.

Introductory speech: Internationalization of clusters.

By **Gerd MEIER ZU KÖCKER**, Director of the agency "Competence Networks Germany" Author of a report on the "Internationalization of clusters" (2007), Germany.

Round-table:

- Jean-Claude GERMAIN, Premium Automobile cluster, President, Co-President of the working group «Competitive Clusters», France.
- Dominique ROUSSEL, President of Elopsys Cluster, France.
- Peter KUEN, Clustermanager of ACVR Automotive Cluster Vienna Region, Managing Director of Austrian Automotive Association, Austria.
- Xavier ROY, Director of the French Industries' District Club, France.
- Marcin JABLONSKI, Vice-President of Polish Center of Clustering CONNECTIONPOINT, Poland.
- Jean-François BOISSON, Responsable of International Development, Pégase Cluster, France.

➔ **11.00 Intervention:**

11.15 Philippe BLANDINIÈRES,
 Co-President of the working group "Competitive Clusters" of the French Councillors of Foreign trade.

Jean-Daniel TORDJMAN
 Deputy Ambassador for the Competitive Clusters

➔ **11.15 Second round table: Which international strategy? Which European strategy?**

12.45 From an opportunity to the elaboration of a long-term strategy, the panorama is wide...

Opening speech: a typology of strategic choices in the international field: towards a European strategy of cooperation of clusters by **François-Xavier LEVEL** President of Europa InterCluster.

Round-Table:

- René FABRY, Managing Director Automotive Cluster of Wallonia and Member of the Steering Committee of the AutomotiveNET.eu Cluster (Wallonia – Brussels – Flanders (B), North Rhine Westphalia (D) and the Netherlands).
- Jan UNANDER, Manager of Telematics Valley Cluster, Sweden.
- Nicolas CARBONI, Manager of Biovalley Cluster, France.
- Olivier DELMAS, Operations Manager «Partnership Research», Scientific Department INERIS
- Stefan REHM, Consultant for the clusters, InterMare C: Interregional Maritime Cluster, Germany.
- Agnes ARCIER, Department Head, Treasury Department, MINEFI, France.

➔ **12.45 Lunch break**

14.00

➔ **14.15 Trans-sectorial cooperation:**

15.30

- Ari HUCZKOWSKI, Project Director, Otaniemi Microclustering Project, Technopolis Ventures Ltd, Finland.
- Jean-Claude GERMAIN, President of High-End Automobile Cluster: automobile platform cluster, France.
- Franck GAUTHERON, european expert of strategic intelligence of clusters, elements of a method to create a trans-sectorial intercluster, France.
- Questions - Answers with the participants.
- Michel GANOOTE, Europe Deputy OSEO : Presentation of INNET program.

➔ **15.30 Trans-national cooperation:**

16.45

- Helmut KERGEL, Deputy Head, VDI/VDE Innovation + Technik study of impact and success of the 5th PCRD, Germany.
- Karine MONTAGNE, cooperation cluster Eco-energies Rhones-Alpes with Cluster Wallon Eco-construction regional clusters, France Belgium.
- Benjamin HENAULT, Responsable of SPL Horticole Var Méditerranée, cooperation with the «Distretto Agricolo Florovivaistico del Ponente», Italy, France.
- Questions - Answers with the participants.

➔ **17.00 Conclusion:**

Philippe BLANDINIÈRES,
 Co-President of the working group "Competitive Clusters" of the French Councillors of Foreign trade.

Jean-Daniel TORDJMAN
 Deputy Ambassador for the Competitive Clusters

HOW TO GET TO LIMOGES ?

By car from Paris

Take the Highway A10, A71 then A20
Direction Toulouse Limoges Brive,
Arrive at Limoges exit number 30 direction Ester Technopole.
Car parking behind the Ensil is possible.

By car from Toulouse

Take the Highway E72 then A20 direction Paris Limoges,
Arrive at Limoges exit number 31 direction Ester Technopole.
Car parking behind the Ensil is possible.

By train

From Paris, the railway station, Austerlitz.
In Limoges at the Station of Benedictins (5km from Ester. Ensil).
Taxi or Bus n° 10 direction Ester Technopole.
tel. : +33 (0) 5 55 32 46 46
web : www.stcl.fr

By plane

Limoges Airport (15 km from Ester Technopole),
Served by British Airways, RyanAir.
Taxi to Ester or car rent possible.
web : www.aerportlimoges.com

Taxi

(Price approximatively : 10 € the fare).

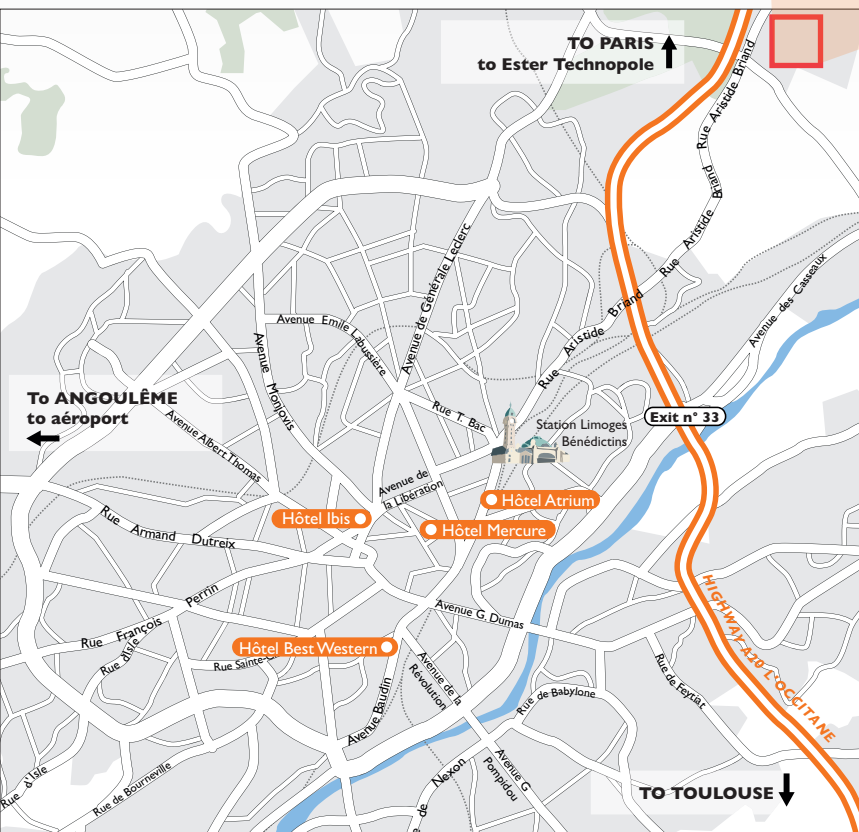
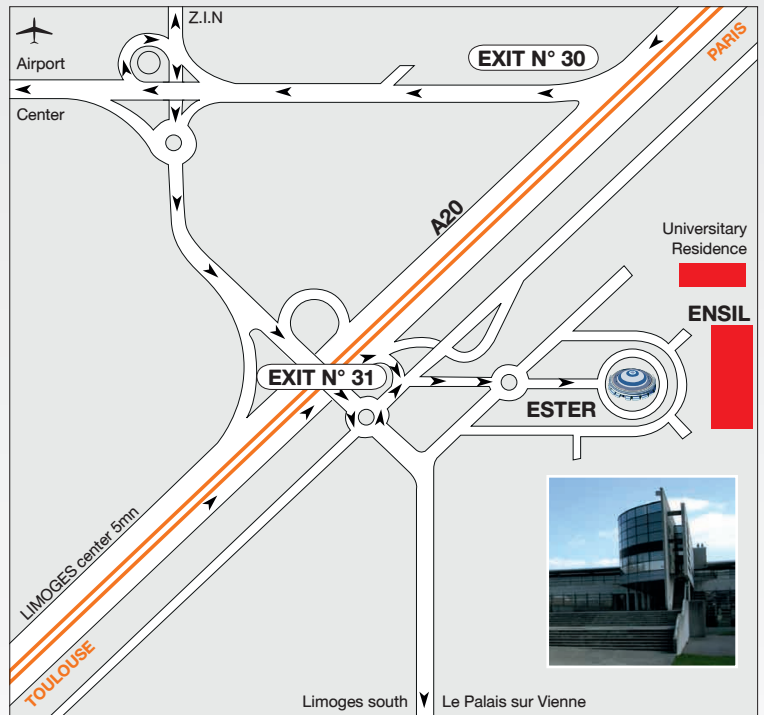
Limoges Taxis AALT

tel. : +33 (0) 5 55 38 38 38

web : www.taxis-limoges.com

Taxi green

tel. : +33 (0) 5 55 37 81 81



PRACTICAL INFORMATION

Welcome from 8.15 am

Opening of conferences at 9 am

End of conferences at 6 pm

Conference language : English - French

Participation fee : free.
coffeebreaks, lunch included.

Only for charge of the participant : hotels and transport

Registration : please return the participation form ASAP.

Hôtel Best Western Richelieu :

40, Avenue Baudin - 87000 Limoges - France

tel. : +33 (0) 5 55 34 22 82

web : book.bestwestern.com

e-mail : info@hotel-richelieu.com

Hôtel Ibis :

6, Boulevard Victor Hugo - 87000 Limoges - France

tel. : +33 (0) 5 55 79 03 30

web : www.accorhotels.com

Hôtel Atrium :

Impasse Trois Chatains - 87000 Limoges - France

tel. : +33 (0) 5 55 10 75 75

web : www.interhotel-atrium.com

e-mail : ha8703@interhotel-hotel.com

Price approximatively : 95 € per night

IMPORTANT : Competitivity cluster colloquium must be mentioned at your registration at the hotel..

INFORMATION AND CONTACT



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PARTICIPATION FORM

To take part in the colloquium, please complete the form clearly and return it **before June 13th 2008** by fax to the **+33 (0) 5 17 47 58 39** or by e-mail to **abildgaard.pia@gmail.com**.

Cluster name		
Category		
Company		
Name		
First Name		
Function		
Phone Number		
Fax Number		
E-mail		
Address		
Postal Code		
City		
Country		
Web Site		
Will arrive by car	yes <input type="checkbox"/>	no <input type="checkbox"/>
Will participate in the conference of Limoges on Monday June 24 th	yes <input type="checkbox"/>	no <input type="checkbox"/>
Is interested to participate in the presentation of clusters of competitiveness European Cluster of Ceramics and Elopsys Cluster, on Monday afternoon June 23 th	yes <input type="checkbox"/>	no <input type="checkbox"/>
Clusters, sectors or contacts that you are interested in		

INFORMATION AND CONTACT

abildgaard 
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