



# BALTIC\_SEA

## CLUSTER\_DEVELOPMENT\_CENTRE

### A Cluster Excellence and Business Hub

**Euroregion Baltic Executive Board**  
**15. November 2013**  
**Olsztyn**

DEN EUROPÆISKE UNION  
Den Europæiske Socialfond



DEN EUROPÆISKE UNION  
Den Europæiske Fond  
for Regionaludvikling

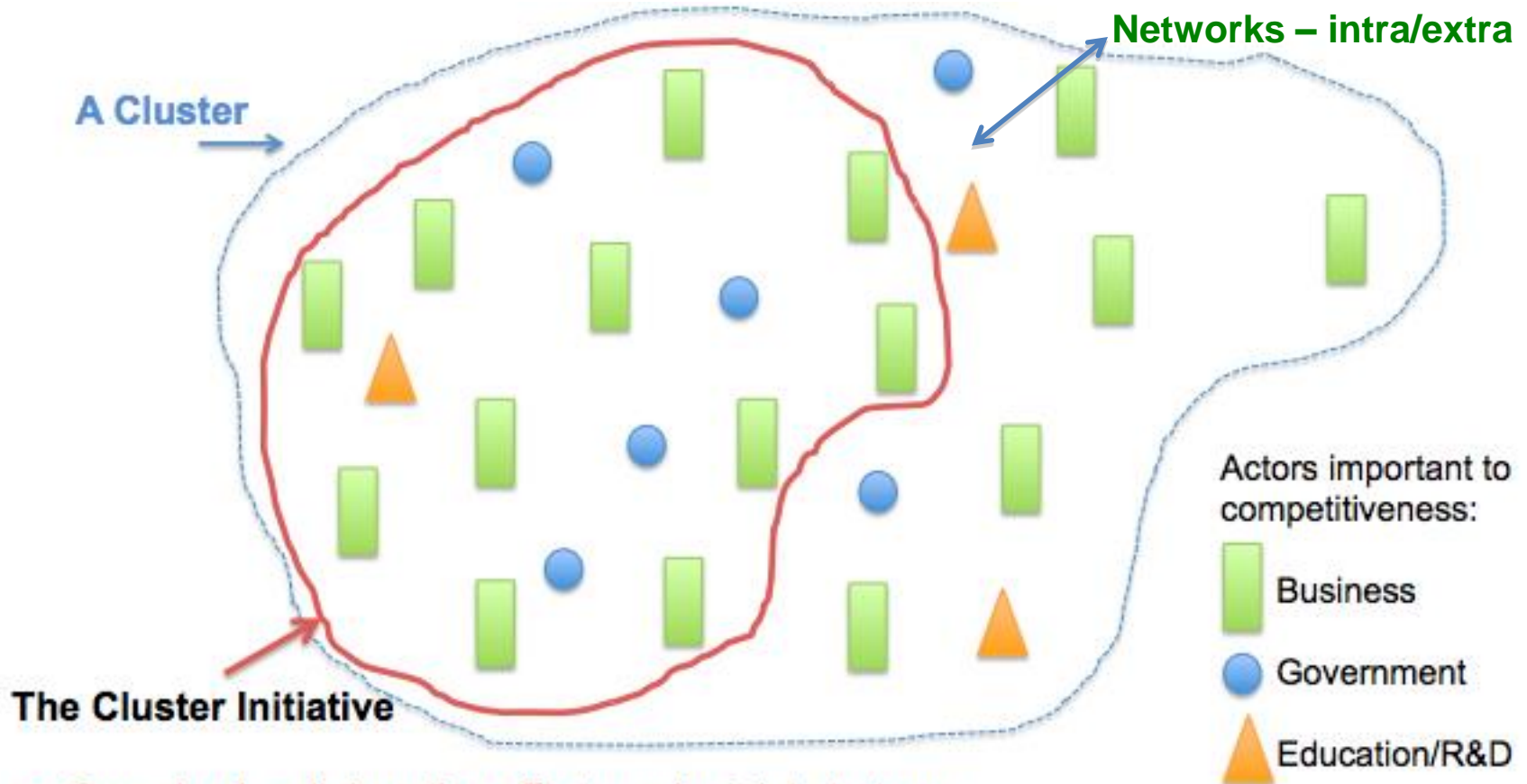


*Lars Albæk*  
*Business Link Greater Copenhagen*

Vi investerer i din fremtid



# The complexity of Cluster Development!



=> Organized, collaborative efforts under joint strategy



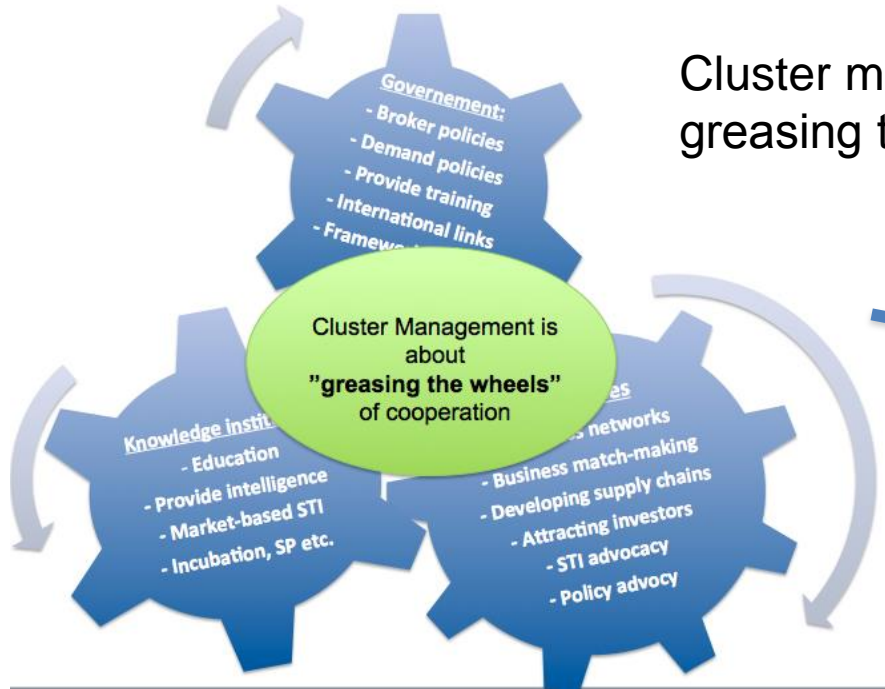
## **A number of benefits from cross-cluster collaboration**

- ✓ Within a region clusters can benefit from working together on:
  - Exchange of cluster management experiences and learning  
⇒ **improved cluster tools and services**
  - Joint training on generic issues
  - Cross-industry linkages (improve regional value chains)
  - Gaining scale for policy actions (“cluster movement”)
  
- ✓ Beyond a region clusters can benefit from working together on:
  - Exchange of cluster management experiences and learning  
⇒ **improved cluster tools and services**
  - Avoid “regional lock-in”, **benchmarking against peers**
  - Business linkages to enhance sourcing, contracting, joint ventures  
⇒ **bridges for business-to-business** cooperation and trade (incl. export promotion and investment attraction).
    - Access to **information** (market developments, trends, technologies etc.)
  
- ✓ And engaging abroad is strengthening cluster community at home!

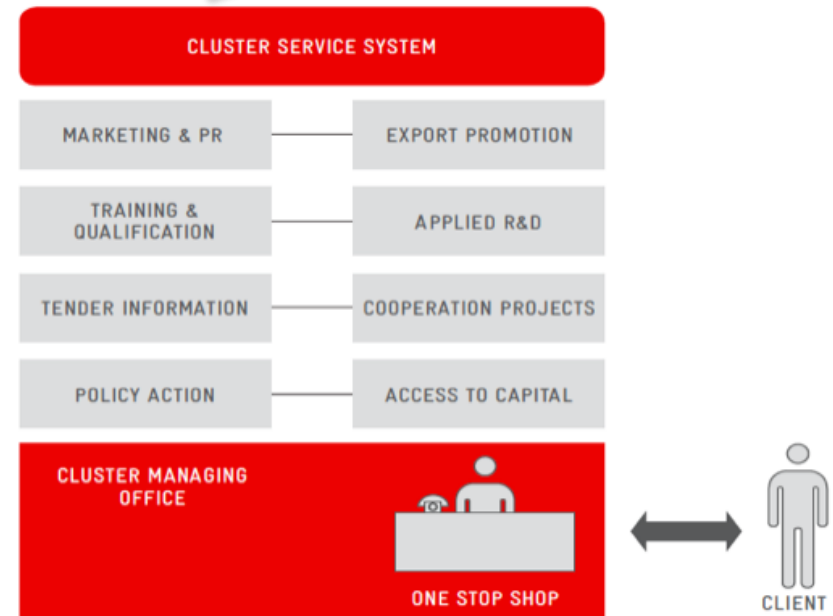


# The complexity of cluster development !

Cluster management is about greasing the wheels of cooperation ...



.... and translating this complexity into business development services



# Baltic Sea Cluster Development Centre



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Bornholm is inviting partners from around the Baltic Sea to collaborate on the development of *Baltic Sea Cluster Development Centre (Network)*:

- To co-develop the project activities
- To jointly delivering services to (business) clusters in the Baltic Sea Region.

[www.bscdc.org](http://www.bscdc.org)

## Development process



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- **May 2012:** Cluster Development Bornholm visits clusters in Warmia-Mazury (Elblag and Olsztyn) organized by Warmińsko - Mazurska Agencja Rozwoju Regionalnego S.A.
- **June 2012:** Cluster Development Bornholm visits Kaliningrad organized by Nordic Council of Ministers Information Office.
- **13th-14th Sept. 2012:**
  - Presenting the idea of Baltic Sea Cluster Development Centre at the 4th Forum of Kaliningrad Partner Regions.
- **15th Nov. 2012:**
  - Presenting and extending the network to new potential partners at the 5th Baltic Sea Tourism Forum, Rostock.
- **30th-31st Jan. 2013:**
  - Cluster-to-cluster workshop to further develop the proposal and prepare for launch among regions, clusters and institutions in Baltic Sea Region. It was held in Gdansk together with Pomorskie Tourism Board.
- **24th -25th April 2013:**
  - Launch of Baltic Sea Cluster Development Centre/Network at Bornholm.



## The Baltic Sea Cluster Development Centre (BSCDC) – it's arising:

- **Many regions** around the Baltic Sea are implementing cluster development programs as part of their regional economic development agenda.
  - Cluster development is **challenging**. It does not fit into single sector policies but should rather be expressed through a number of policies. Also, the complexity in instruments, tools and governance is high.
  - Regions seek partners to access **best and next practices**.
  - And regions increasingly see themselves as **intermediary for international cooperation**, in particular in supporting the internationalization of start-up companies and SMEs in clusters.
- ⇒ The Baltic Sea Cluster Development Centre (BSCDC) will address these challenges and opportunities – as a knowledge, innovation and trade hub.

Focus areas, to be further developed with regional partners?



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## Baltic Sea Cluster Development Centre

Tourism &  
Experience  
Clusters

ICT Clusters

Clean-/  
GreenTech  
Clusters

Food/  
Agricultural  
Clusters

Maritime  
Clusters



## Activities, to be further developed with regional partners?



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- Building cluster management capacity/excellence, activities could include:
  - seminar and training activities
  - *study visits*
  - cluster management mentorships
  - cluster managers exchange programmes
  - *joint marketing and product development efforts*
- B2B co-operation, activities could include:
  - (exchange of) market and industry information
  - communication of success stories (story-telling)
  - partner screening
  - business and skills matchmaking
  - business delegation visits



## **Areas of co-operation under BSCDC**

### **1. Conference and seminar activities**

- also in cooperation with others (global, macro-regional, national, local)

### **2. Training activities**

- cluster development mobilization
- cluster management / facilitation / service delivery

### **3. Cluster research/intelligence**

- mapping to energize
- skills and trend scouting
- aligning value chains
- ...

### **4. Internationalisation and trade?**

- Market info exchange
- Matchmaking
- Business roaming
- Joint efforts towards new/emerging markets

## Opportunities for ...



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- ⇒ **Visibility**
- ⇒ **Further concept development**
- ⇒ **Partnership building**

24-25 April	BSCDC Opening together with seminar and cluster visits, Bornholm
21-24 May	BSCDC visits cleantech, food and tourism clusters in South Africa
29-30 May	BSCDC speaks at Baltic Development Forum summit in Riga
7-8 June	BSCDC participates in sustainable tourism conference in Kaliningrad
3-6 Sept.	BSCDC session at Annual Global Conference of TCI, Kolding/DK
9-12 Sept.	South Africa and Russia visits BSCDC (Copenhagen and Bornholm)
25-26 Sept.	BSCDC participates in 6 <sup>th</sup> Annual BSR Tourism Forum in Ringsted/DK
14-15 Nov.	BSCDC participate in ERB Executive Board meeting, Olsztyn

### *And yet to come - 2014:*

23-24 Jan.	BSCDC: BSR Maritime cluster cooperation workshop, Copenhagen
March	BSCDC: ICT cluster internationalization workshop, Malmø
3-4 June	BSCDC session at Baltic Development Forum Summit, Turku