

CLUSTER EXCELLENCE

HOW TO USE CLUSTERS AS A TOOL DEVELOPING ECONOMIES

DRIVING ACCELERATED GROWTH BY SECTOR & VALUE CHAIN
IN THE INNOVATION ECONOMY DURING COVID-19



How can we use clusters to drive the local, national & global competitiveness of your country?

THIS HALF-DAY VIRTUAL IMMERSIVE FOR GOVERNMENT OFFICIALS, POLICY MAKERS & INDUSTRY LEADERS ANSWERS:

- What is cluster excellence and how can we work with clusters to hone in on trade and innovation to improve the competitiveness of your economy?
- How can we use clusters to understand our local value chains' maximum potential and attract foreign investment to each particular sector?
- How can we design and implement successful cluster strategies to support our companies to foster innovation?
- How do we begin and at which level do we work?
- Which areas in our economy or business environment will we need to improve in each specific case?
- Who should lead these efforts?
- How do we manage change and maintain the momentum for change?
- Who should be in charge of following up the different action lines?
- How do we track and measure success?
- What can we learn at local, state and even national level that will inform current and future formulation of policies?

WHY ATTEND THIS CLUSTER EXCELLENCE HALF-DAY IMMERSIVE?

The important questions on the left have been our focus when working with clusters over the years. This particular half-day immersive will allow us to reflect upon them in the context of your country, using real case studies from countries that have used clusters for economic development. We shall think objectively about the realities in our respective countries, our challenges and the opportunities these present. We shall focus on the use of clusters as a tool to better understand the businesses and value chains present in our territory in the context of global trends and competition, sharing experiences on common errors, pitfalls and obstacles that are often faced in these situations. This understanding will allow us to make better strategic decisions and start taking the right concrete steps toward greater competitiveness in a public-private alliances or partnerships (PPP).

CASE STUDIES

We shall present real case studies that have driven economic development in parts of Europe and Africa. The methodology used by these countries has been taught in some of the world's leading business schools and training courses in Europe, Latin America and Africa. It has also been used in closed workshops such as this one in many other countries including Spain, Belgium, Iceland, Poland, India, Colombia, and the United States. The case for Europe covers some universal challenges and situations that allow us to extract valuable lessons and food for thought in varied contexts, guiding us in the next steps for implementation of context-specific innovation and competitiveness strategies, and Foreign Direct Investment (FDI) attraction.

WHO SHOULD ATTEND?

This half-day immersive is designed to be highly interactive, using the case method, which allows us to build on the expertise and analytical capacity of all participants. We invite leaders from private and public institutions that have been or want to be actively involved in working with clusters, and/or that have been addressing innovation, competitiveness and FDI opportunities. Spaces are limited.