

5<sup>th</sup> Cluster Matchmaking Conference

# BRINGING CLUSTER COLLABORATION TO THE NEXT LEVEL

Stuttgart // September 21-22, 2017

## Programme for the Conference

2017

### THURSDAY SEPTEMBER 21

⌚ 11.30 - 13.00

#### Arrival, registration and lunch

📍 Registration in front of König Karl Halle and lunch in List Saal, both second floor

⌚ 13:00

#### Welcome – how to bring cluster collaboration to the next level

MDgt. Hartmut Reichl, Head of Department SMEs and International Markets, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg  
Dr. Kai Schmidt-Eisenlohr, CEO of Baden-Württemberg International GmbH (EEN Partner Baden-Württemberg)  
Senior Advisor Elvar Knutur Valsson, Nordic Council of Ministers  
Director Merete Daniel Nielsen, Cluster Excellence Denmark

#### Experiences from AVAENSEN: Bringing cluster collaboration to the next level

Director Bianca Dragomir, AVAENSEN, European Cluster manager of the Year 2016

📍 König Karl Halle

⌚ 14:30

#### 1<sup>st</sup> Round of Cluster Matchmaking Meetings

Pre-planned and booked meetings between the cluster participants. See your matchmaking meeting schedule to check out your meetings: Whom and where to meet.

Parallel to the matchmaking sessions and during the coffee break you can meet representatives from support and funding programmes. Find them at the Cluster Market place and they will help you along.

📍 Eyth Saal

⌚ 16:00

#### Coffee and Network Break

📍 List Saal

⌚ 16:30

#### Five years anniversary on cluster internationalisation – different models for cluster internationalisation

**Models for Internationalisation of SMEs through clusters - lessons learned from internationalisation projects supported by BSR Stars Innovation Express**  
Dr. Emily Wise, Lund University

#### Cluster perspective: Key learning on cluster internationalisation models

International Advisor, Jutta Heix, Oslo Cancer Cluster  
Co-founder, Katarzyna Kowalska, UNIMOS

#### Test your knowledge and win a ride in an electric Porsche

Log into Kahoot.it and engage in an interactive voting session where you can test your knowledge on learning for cluster internationalisation and outcomes for SMEs. The winner will have the ride of a lifetime in a brand new electric Porsche.

📍 König Karl Halle

⌚ 18:00

#### End of programme and optional guided walking tour in Stuttgart

⌚ 19:00

#### Evening Event

Featuring Dr. Ulla Engelmann, Head of Unit Clusters, Social Economy and Entrepreneurship, European Commission

At the evening event, you get a unique opportunity to get updated on EU's cluster policies. The evening will open with a presentation by Dr. Ulla Engelmann, Head of Unit Clusters, Social Economy and Entrepreneurship, European Commission. Afterwards you have the chance to network with her and get closer to the European Commission.

📍 Maritim Hotel Stuttgart - Alte Reithalle  
Seidenstraße 34 - 70174 Stuttgart

The "Alte Reithalle" is a horse market from 1885 turned into a modern conference facility. During the evening event, you can indulge in local Baden-Württemberg food specialities, taste local beers and wines while networking with the other cluster participants.

### FRIDAY SEPTEMBER 22

⌚ 08.30

#### 2<sup>nd</sup> Round of Cluster Matchmaking Meetings

Pre-planned and booked meetings between the cluster participants. See your matchmaking meeting schedule to check out your meetings: Whom and where to meet.

📍 Eyth Saal

⌚ 10.15

#### Inspirational speech: Business Innovation Models used by Mercedes-Benz

Dr. Christine Haller, Daimler AG, Business Innovation Unit

⌚ 10.45

#### Inspirational speech: New Models for Sustainable Cluster Collaboration

Dr. Gerd Meier zu Köcker, Head of ClusterAgency Baden-Württemberg

📍 König Karl Halle

⌚ 11.15

#### Cluster Co-learning and Co-creation Labs

Co-learning labs is a new feature at the 5<sup>th</sup> Cluster Matchmaking Conference for more interaction between you and the other participants.

In the labs, you can share your experience and learn from the other cluster participants.  
Choose between:

- Lab 1: Co-learning: Sustainable models for cluster internationalisation
- Lab 2: Co-learning: Fund your internationalisation - how to get the EUROS
- Lab 3: Co-creation: Cross sectorial cluster collaboration

📍 König Karl Halle

⌚ 13.15

#### Closing the conference

⌚ 13.30

#### Light lunch

📍 List Saal



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# #clusters