

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

# BRINGING CLUSTER COLLABORATION TO THE NEXT LEVEL

Stuttgart // September 21-22, 2017



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## Theme and outcome

For the 5<sup>th</sup> time BSR Stars hosts the Cluster Matchmaking Conference. The Cluster Matchmaking Conference offers excellent matchmaking opportunities with Europe's leading cluster organisations, lots of networking opportunities and a thrilling interactive programme in a vibrant and learning atmosphere.

After five years with cluster matchmaking and cluster internationalisation (through Innovation Express) it is time to bring cluster collaboration to the next level. At Europe's premier Cluster Matchmaking Conference in 2017 you can:

- Get together better: Customise your own cluster matchmaking meeting schedule
- Gain insights on sustainable models for international cluster collaboration
- Learn from the experiences from five years of cluster internationalisation
- Join cluster labs and share your cluster's best practices with peers

The Cluster Matchmaking Conference is coordinated with the BSR Stars Innovation Express call that offers funding for clusters to catalyse new cross-cluster collaboration and operational projects with their members.

The success of the concept over time has led to the expansion of geographies interested in this approach. This year German Baden-Württemberg joins the BSR Stars team. Therefore the Cluster Matchmaking Conference takes place at the House of Economy in Stuttgart.

Register here

The organisers



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING



BSR STARS

Innovation in the Baltic Sea Region



Business Support on Your Doorstep



Ministry of Higher Education  
and Science – Denmark

## Registration

Participation is free of charge  
but requires registration at  
**[b2match.eu/cluster-matchmaking-2017](http://b2match.eu/cluster-matchmaking-2017)**

No show fee € 100

## Programme

This is not a traditional conference. The two days will offer an interactive programme with short kick off presentations, cluster matchmaking and lots of interaction between the participants so you can learn from each other and share your experiences and challenges. Bring an open mind and your best learning skills.

### KEY ELEMENTS OF THE 5<sup>TH</sup> CLUSTER MATCHMAKING CONFERENCE:

#### › CLUSTER MATCHMAKING

...is a core element of the conference. Customise your own cluster matchmaking meeting schedule with the other clusters and develop new international collaborations. You can book up to eight meetings. As a new feature, this year the matchmaking is now offered on both conference days.

#### › CELEBRATING FIVE YEARS OF CLUSTER INTERNATIONALISATION

Since 2013, BSR Innovation Express have funded 179 projects supporting the internationalisation of 4000 SMEs through clusters. Get insights to the learnings from the projects and the tested models on cluster internationalisation.

#### › SUSTAINABLE CLUSTER MODELS

...is going to be a theme across the conference programme. Here you can get inspiration from BSR Innovation Express, ClusterAgency Baden-Württemberg and the other clusters on how to make your cluster model sustainable and lasting.

#### › CLUSTER CO-LEARNING LABS

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

- ✓ Co-learning: Sustainable Models for cluster internationalisation
- ✓ Co-learning: Fund your internationalisation – how to get the EUROS
- ✓ Co-creation: Develop new cluster collaborations for international projects

## Publications customised for the 5<sup>th</sup> Cluster Matchmaking Conference

Two publications will be made available for the Cluster Matchmaking Conference participants:

*Get your own version*  
→



## Who to meet during the conference

With expected participation from 150 clusters from 30 countries much knowledge will be present at the 5<sup>th</sup> Cluster Matchmaking Conference. Therefore, many activities during the conference will be focused on sharing knowledge between the participants. However, some inspirational speakers have been handpicked to animate and stimulate the knowledge sharing:

### BIANCA DRAGOMIR

*Director, AVAESSEN Cluster*

Bianca Dragomir was elected EU's Cluster Manager of the Year 2016-18 for her remarkable turnaround of the Spanish AVAESSEN Cluster. Bianca is an inspiring speaker and will share experiences on AVAESSEN Cluster's internationalisation journey.

### DR. ULLA ENGELMANN

*Head of Unit Clusters, Social Economy and Entrepreneurship, European Commission*

Dr. Ulla Engelmann is head of the unit in the European Commission working with clusters and cluster policies. She will be presenting new European approaches on cluster policy and other cluster related news from the Commission.

### DR. GERD MEIER ZU KÖCKER

*Head of ClusterAgency Baden-Württemberg*

The ClusterAgency aims at improving the capability of the regional cluster organisations in Baden-Württemberg through individual training and coaching. Based on his long-time experience in cluster policy and cluster management Dr. Gerd Meier zu Köcker will present how cluster models can become more sustainable. His contribution serves as introduction to the co-learning labs.

### DR. EMILY WISE

*Lund University*

Dr. Emily Wise has followed and evaluated hundreds of BSR Innovation Express projects on SME internationalisation through clusters. She will present the results from the latest projects and six models on cluster internationalisation.

### MANUELLA PORTIER

*Coordinator of EU Affairs, Cap Digital, Business Cluster for Digital Transformation*

Manuella Portier from gold-labelled Cap Digital will present how the French cluster works strategically with EU-funding and share experiences on being involved in several EU projects. She will contribute to the co-learning lab on funding.

### KATARZYNA KOWALSKA

*Co-founder, UNIMOS*

Katarzyna Kowalska is the co-founder UNIMOS, a European cross-sectoral & cross-cluster organisation focused on building long-lasting partnerships. She will present lessons and models learned on Central & Eastern Europe cross-cluster cooperation derived from BSR Innovation Express activities.

### DR. MARC BOVENSCHULTE

*Head of The Demographic Change and Future Studies at VDI/VDE Innovation + Technology GmbH.*

Both days will be moderated by Marc Bovenschulte. The main objective of department he is heading is to identify societal and technological trends at an early stage, of understanding their possible consequences and of arranging them into existing contexts. Marc has moderated several cluster conferences and has a long international track record in regional development, trends scouting and analysis of innovation processes.

*Special Prize*  
↓

### WIN A PORSCHE DRIVING EXPERIENCE

Baden-Württemberg is the home of some of Europe's leading companies including the high-end car manufacturer Porsche. One lucky participant can win a tour around Stuttgart in the new electric Porsche. The winner is chosen among participants in a quiz on cluster internationalisation.

## Practical information

### WHO

Cluster managers and key cluster staff from clusters with at least a bronze label according to the European Cluster Excellence Initiative (ECEI) or with a proven international track-record or cluster managers from clusters listed in the Baden-Württemberg cluster database. If in doubt please contact us.

### WHEN

We start at 12:00 on September 21<sup>st</sup> and finish at 14:00 on September 22<sup>nd</sup>. The Cluster Matchmaking Conference will start and end with lunch. On the first day a dinner and evening event will be offered.

### WHERE

**Haus der Wirtschaft Baden-Württemberg,**  
Willi-Bleicher-Straße 19, 70174 Stuttgart, Germany

### WHERE TO STAY

Please notice that hotel capacity is limited in Stuttgart due to other major events taking place on September 21-22. So please book your accommodation early. [Check out the conference website for recommended hotels.](#)

### HOW MUCH

Participation in the Cluster Matchmaking Conference is free of charge but requires registration. In case of no-show or cancellation later than 24 hours before the conference a no-show fee of EUR 100,- will be charged.

### WHAT TO DO

More information and registration before September 1<sup>st</sup> - [click here](#)

### THE FACTS & FIGURES FROM 2016

150

clusters

30

countries

492

cluster-to-cluster  
matchmaking  
meetings

30

new  
international  
cluster collaboration  
projects

100

% would  
participate  
again



### FOR FURTHER INFORMATION, PLEASE CONTACT:

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