

# CLUSTRAT



## BOOSTING INNOVATION IN CENTRAL EUROPE

NEW CLUSTER CONCEPTS IN  
SUPPORT OF EMERGING ISSUES  
AND CROSS-SECTORAL THEMES

Public Conference  
Wednesday, 14th December 2011  
Neues Schloss, Weißer Saal  
Stuttgart, Germany

CLUSTRAT

How can clusters live up to the needs of future markets? How can they deliver the goods and services to match the requirements of global trends such as ageing societies or climate change? Against the backdrop of the overall cluster policy trends at EU level, the conference aims at exploring both the challenges and the potentials related to these emerging issues for innovation in clusters.

The public conference marks the start of the INTERREG CENTRAL EUROPE strategic project CluStrat – Boosting Innovation through new Cluster Concepts in Support of emerging Issues and cross-sectoral Themes. Participants are invited to discuss with innovation policy makers and cluster experts from CENTRAL EUROPE regions and the Danube Region. The conference brings together an innovation policy and regional policy perspective on the subject of innovation capacity of clusters.



I look forward to meeting you in Stuttgart!

Prof. Dr. Norbert Höptner  
Commissioner for Europe of the  
Minister of Finance and Economics  
of Baden-Württemberg

## CONFERENCE PROGRAMME

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**13:00** Registration / Coffee and light lunch

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**14:00** Opening

*Daniel Rousta*, Permanent Secretary, Ministry of Finance and Economics of Baden-Württemberg

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**14:30** Key Note Speeches:  
**European Policy on Clusters to support Innovation and Competitiveness of SME**

- *Dr. Reinhard Büscher*, Head of Unit Support for Industrial Innovation, Directorate-General Enterprise and Industry, European Commission
  - *Michel-Eric Dufeil*, Acting Director for Austria, Czech Republic, Germany, the Netherlands, Slovakia, Slovenia, Directorate-General for Regional Policy, European Commission
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**15:30** ☕ Coffee break

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## CONFERENCE PROGRAMME

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**16:00** Key Note Speech:  
**Emerging Industries – Opportunities for European Competitiveness and Innovation**

*Dr. Thomas Reiß*, Head of Competence Center Emerging Technologies, Fraunhofer Institute for Systems and Innovation Research ISI

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**16:30** Discussion Panel:  
**Expected impact of new Cluster Strategies for Central Europe and the Danube Region**

- *Tamás Leskó*, Head of Cluster Development Office, Hungarian Economic Development Centre (MAG)
- *PaedDr. Pavla Břusková*, President National Cluster Association (NCA), Czech Republic
- *Werner Pamminer*, Managing Director Clusterland Upper Austria Ltd. (COG)
- *Dr. Michele Pelloso*, Director of Industry and Craft Department, Veneto Region
- *Maciej Dzierzanowski*, Instytut Badan nad Gospodarka Rynkowa

and others

Chairperson:

*Dr. Petra Püchner*,  
Managing Director Steinbeis-Europa-Zentrum,  
Coordinator of CluStrat

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**17:30** End



## REGISTRATION INFORMATION

Participation at the conference is free of charge. The number of participants is limited. Registrations will be accepted according to the order in which they are received. **Registration closes on Friday, 9 December 2011.** To register, please visit [www.steinbeis-europa.de/event.clustrat.html](http://www.steinbeis-europa.de/event.clustrat.html). On receipt of your registration you will receive an automated confirmation. Cancellations should be made in writing.

The conference language is English. The organisers reserve the right to make alterations to the programme.

## VENUE

Neues Schloss, Weißer Saal, Schlossplatz 4  
70175 Stuttgart, Germany



## DIRECTIONS

### PUBLIC TRANSPORT

From Stuttgart Airport: S-Bahn line S2/S3 to the stop Main Station (“Hauptbahnhof”). From the Main Station, exit in the direction of Königstraße (main shopping street). Walk approx. 500 meters along Königstraße until you reach Schlossplatz/Planie. The Neues Schloss (New Palace) is on the left. Please use the entrance on the right wing of the palace.

### BY CAR FROM KARLSRUHE / HEILBRONN / MUNICH

Motorway A8 from Munich, Exit B27, Degerloch;  
Motorway A8 from Karlsruhe, Exit B14, Vaihingen;  
Motorway A81 from Heilbronn, Exit B10, Zuffenhausen

## CONTACT

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## CLUSTRAT – BOOSTING INNOVATION THROUGH NEW CLUSTER CONCEPTS IN SUPPORT OF EMERGING ISSUES AND CROSS-SECTORAL THEMES

CluStrat aims at maintaining and improving the competitiveness of clusters in the CENTRAL EUROPE co-operation area, by developing new strategic policy approaches on how to render clusters even more capable to face and live up to the challenges posed by new markets. A strategy on new cluster concepts in support of emerging economic sectors, cross-technologies and cross-sectoral themes will be developed and tested. CluStrat is the only project called for and approved in the recent strategic call for project proposals in the INTERREG IVB CENTRAL EUROPE programme under the funding priority Innovation. 18 partners and 7 associated institutions from Austria, the Czech Republic, Germany, Hungary, Italy, Poland, Slovenia, Slovakia and Ukraine will work together for three years, from October 2011 onwards.

MAKING CENTRAL EUROPE A  
MODEL REGION FOR NEW AND  
ADVANCED CLUSTER POLICIES



This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF