



VII Balkan & Black Sea Conference **DAYS OF CLUSTERS**
Ohrid, Macedonia | September 22-24, 2016
JOIN THE BALKAN BLACK SEA CLUSTER FAMILY

August 31, 2016

Dear Cluster-Friends,

We have pleasure to inform you that at the **VII Balkan and Black Sea Conference DAYS OF CLUSTERS 2016: Creating Cluster-Based Economic Development for a Sustainable Region, from 22 - 24 September 2016, in Ohrid, Macedonia**, during the first conference day we will organize the **CLUSTER DEVELOPMENT INTERACTIVE WORKSHOP FACILITATED by Mr. IFOR FFWCS-WILLIAMS, trainer, coach and mentor in cluster-based economic development from New Zealand.**

INTERACTIVE WORKSHOP, September 22, from 16:45 to 18:15h + one-to-one consulting/mentoring during 2-days conference and wine study cluster trip.

Cluster development in practice requires a team approach. No individual has all the information, or all the answers.

Dialogue is needed, with business + public agencies + academia integrating their information and experiences to collaboratively establish forward agendas.

This conference workshop will follow this format. It will be very interactive, not a lecture, with structured conversations enabling participants to share their learnings... and headaches.

During this workshop, discussions in small groups will include:

- Successes and difficulties with your clustering initiative
- Identifying obstacles
- Exploring solutions

Following each small group discussion there will be plenary feedback. Ifor will be drawing on his own experiences in responding to the questions that emerge during the workshop. Some discussions may relate to the Twelve Step cluster development process that Ifor has developed (see attached).

Who should attend? The workshop is designed for cluster managers, cluster directors, cluster support organisations and policy agencies.



Workshop facilitator, Ifor Ffowcs-Williams

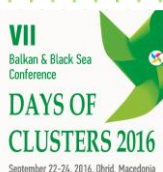
Ifor is CEO, Cluster Navigators Ltd, New Zealand. He is acknowledged as one of the most influential cluster practitioners in the world. Ifor has trained cluster managers in over 50 countries.

He has advised The World Bank, EU, OECD, UNDP, international aid agencies and national & regional economic development agencies on six continents.

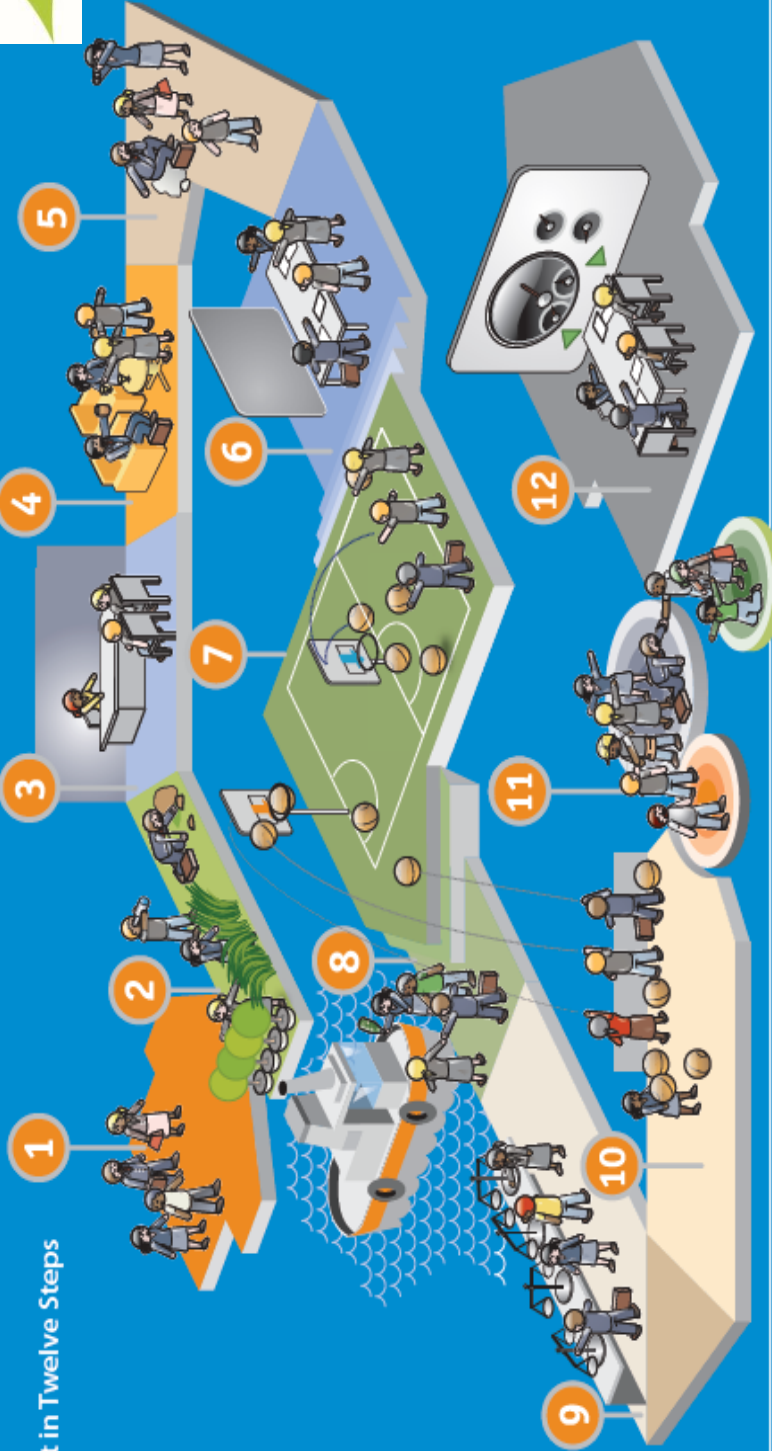
Ifor is a Founder and Past President of TCI - The Global Clusters and Innovation Practitioners Network, Barcelona.

Ifor is the author of '**Cluster Development: The Go-To Handbook**', the first comprehensive guide to the What? the Why? and the How? of cluster engagement.

Conference co-organizers



Cluster Development in Twelve Steps



Drawing on hands-on experience with cluster development in over 50 countries, a 12 Step guiding process has been developed.

- 1 **Introducing Relevance**
 - Positioning clusters as a core economic development strategy.
 - Establishing long-term engagement for cluster development.
- 2 **Identifying, Prioritising**
 - Shortlisting the clusters already bringing in wealth.
 - Do emerging clusters merit attention?
- 3 **Initial Analysis**
 - An internal focus, individual interviews across the cluster.
 - Identifying the cluster's growth constraints & opportunities.
- 4 **Cluster Governance**
 - Business led with public agencies and academia (e.g. training organisations) in support.
 - Starting with an informal task force.

5 Preferred Future

- How might the cluster be if all goes well?
- Is it possible to double activity?

6 Initial strategy

- Formulated in workshop, drawing on the 'Wisdom of the Crowd'.
- Identifying five, possibly more, early action items.

7 Short term, Tactical agenda

- A portfolio of immediate projects that provide early benefits.
- Establishing Cluster Action Teams (CATs) around the priorities.

8 Formalising & Launching

- Establishing a business led organisation, with support from others
- Launch to celebrate initial successes and promote the forward path.

9 In-depth analysis

- External focus, benchmarking against higher performing clusters.
- Leading to a broad agenda that is owned by the cluster.

10 Longer term, strategic agenda

- Long term projects, often including export development & training.
- Aligning other agendas, e.g public agencies & high schools.

11 Linking the cluster

- Leveraging through linking with related clusters, within the region and beyond.

12 Measurement & evaluation

- Is there evidence that the cluster's firms are more competitive, e.g. serving new export markets?
- Evidence of improved coordination within the cluster?



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For more information please visit www.daniklastera.clusterhouse.rs.

If you are interested to be conference participants, we kindly ask you to [register your participation via link: www.daniklastera.clusterhouse.rs](http://www.daniklastera.clusterhouse.rs) since the number of participants is limited.

Contacts regarding registration: NCDIEL Skopje Macedonia
Tel: +389 2 3099 481 / +389 70 332 930
info@ncdiel.mk

Attached, you will find the draft agenda of the 7th BBS Conference "Days of Clusters 2016".

WELCOME TO OHRID – CITY OF CLUSTERS IN THE BALKANS 2016

Best regards,

Co-chairmen of the conference:



Dr. Danka Milojkovic
Director of the Cluster House, Nis, Serbia
Member of the TCI BofD, Barcelona, Spain



Dr. Radmil Polenakovik
President of the NCDIEL, Skopje, Macedonia



Dr. Nikolina Trajanovska
*Head of Unit for Industrial policy
MofE of the Republic of Macedonia*

Conference co-organizers

