



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

August 22, 2016

Dear Cluster Friends,

We are pleased 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 WORKSHOP** lead by **Mr. Vedat Kunt, strategic management, cluster and export development expert**.

*Workshop is designed for business owners / decision makers-managers, cluster managers, facilitators, public institute directors-decision makers, who want to make a change in their businesses / organizations / clusters / lives.*

**Workshop topic:**

**INNOVATIVE STRATEGY AND BUSINESS MODEL GENERATION FOR CLUSTER STAKEHOLDERS AND CLUSTER MANAGEMENT**

**Time:** September 22, 2016, 16:45 – 18:15h

**Workshop content:**

Today, how to establish clusters, and cluster management is not a mystery anymore! There are successful clusters, mediocre clusters, and failing clusters in all sectors and all around the world...

Key for success in clusters mainly depends on;

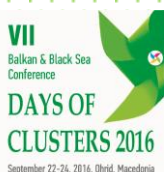
- Management of the cluster
- How to generate innovative strategic ideas and execute them
- Understanding the customer/user/consumer/stakeholder is the key element

In this workshop, we will deliver the main concept of Strategy and Business Model Generation designed from a Cluster point of view.

Clusters are not so much different then companies! Main difference is; there are several members in a cluster with different stakes, visions and targets!

- Each stakeholder can (and should) generate individual business models
- At the same time, cluster should also generate a collaborative business model
- Innovation should always be the core concept in each and every business model.

*Conference co-organizers*





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Accordingly, we will concentrate on the ecosystem the cluster lives in and look into all conditions of the

- Supply chain
- Value proposition
- Profit generation
- Customer/Stakeholder needs and wants

Overlooking a real cluster case study; we will draw a business model canvas where we can much more easily understand how to look into these details and how to find innovative ways to determine the strategies and which tools to use to achieve success both on a company and on the cluster level...



**Vedat Kunt**

Member of the Conference Programme  
Committee Days of Clusters 2014-2016

Managing Partner

VEGO Consulting

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Date and place of Birth: 30.03.1961-Ankara, Turkey

Current Business: Managing Partner, VEGO Consulting Ltd. Izmir, Turkey. Consulting SMEs in Strategic Management, Export Development, Marketing and Brand Development, Supply Chain Management. Consulting and Training in donor funded projects, on Cluster Development, Entrepreneurship Development, Export Development, Innovation Management

Experience: 2007-present Partner, VEGO Consulting Ltd.

2007-2013 Lecturer at Izmir University of Economics, Fac. of Economics and Business Administration; Teaching "Strategic Management" and "International Business" Izmir, Turkey.

2003/06 – 2006/07 Director, EU-Turkey Business Center (ABIGEM) EU funded project.

1985-2003 Executive Positions in Food, Textiles, Office Automation, Cosmetics Sector Companies.

Education: 9 September University, Faculty of Social Sciences, International Marketing, MBA, 2010, Izmir, Turkey

Middle East Technical University, Faculty of Engineering; Industrial Engineering, BSc. '85, Ankara, Turkey

For more information please visit [www.daniklastera.clusterhouse.rs](http://www.daniklastera.clusterhouse.rs).

*Conference co-organizers*





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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 7<sup>th</sup> 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*

