

PROGRAMME

CLUSTER COMPETITIVENESS WEEK					
Time	Monday 6th July 2009	Tuesday 7th July 2009	Wednesday 8th July 2009	Thursday, 9th July 2009	Friday, 10th July 2009
	Competitiveness Policy Framework				
9:00 – 11:00	Lecture on Cluster Policy (C. Ketels)	HBS Case: “Finland and Nokia” (C. Ketels)	HBS case: “Iceland and globalization” (C. Ketels)	HBS Case: “Cluster mobilization in Mitteldeutschland” (C. Ketels)	HBS Case: “The California Wine Cluster” (A Subirà)
	Cluster Competitiveness Programmes				
11:30 – 13:30	Regional Development in Yorkshire case: Regional screening (A) (E. Duch)	Regional Development in Yorkshire case: Cluster Initiative (B) (E. Duch)	Regional Development in Yorkshire case: Cluster Development (C) (E. Duch)	Regional Development in Yorkshire case: Monitoring and horizontal policies (D) (E. Duch)	Perspectives on Regional Competitiveness (P. Ghemawat)
<i>Lunch break</i>					
14:30 – 15:30	<i>Next day case study preparation in small groups</i>				
	The experiences from Denmark and Catalonia and the new European Policy				
15:30 – 17:30	The Catalan background since 1990 (A. Subirà)	The present policies in Catalonia (A. Pezzi)	The Danish background since 1990 (J. Rosted)	The present policies in Denmark (L. Langkilde)	Round-table on European policy (C. Ketels, J. Rosted, A. Subirà, A. Soy)

CLUSTER MANAGEMENT WEEK					
Time	Monday 13th July 2009	Tuesday 14th July 2009	Wednesday 15th July 2009	Thursday, 16th July 2009	Friday, 17th July 2009
Strategy Foundations of Cluster Management					
9:00 – 11:00	Lecture on Strategy and Competitiveness (E.Ricart)	Sustaining Value Creation (and Capture) (E. Ricart)	Strategic Internationalization – From the Cluster to the World (P. Berrone)	Strategic Growth – Managing explosive development (P. Berrone)	Crafting New Game Strategies: Changing Perspective (P. Berrone)
Management of Cluster Initiatives					
11:30 – 13:30	<i>11:00-12:00 First case preparation</i>	The Methodology Case The Environmental Industries Custer in Västrå Götaland (A) (E. Duch)	The Methodology Case The Environmental Industries Custer in Västrå Götaland (B) (E. Duch)	The Methodology Case The Environmental Industries Custer in Västrå Götaland (C) (E. Duch)	Practical exercise of methodology application by students (E. Duch)
	Introduction to the cluster initiative: HBS Case “The Catalan Leather Industry” (A.Subirà)				
Lunch break					
14:30 – 15:30	<i>Next day case study preparation in small groups</i>				<i>Transfer to 22 @ by bus</i>
Management of Cluster Development					
15:30 – 17:30	Managing cluster organizations: Clusterland Upper Austria example I (W. Pamminger)	Managing cluster organizations: Clusterland Upper Austria example I (W. Pamminger)	Managing cluster development projects: Barcelona 22@ example (O. Alcoba)	Managing Innovation Agencies: bTec and Energy cluster examples (M. Barceló)	Round table with the City, the 22@ and clusters. Followed by visit to 22@ district by bicycle