Member and co-founder CCCFP (national-Croatian Competitiveness Cluster for food processing sector)

Rural development and entreprenuership *International cooperation *EU Projects
Green entreprenuership * Innovation management* Program of Healthy Nutrition
social entreprenuership

https://www.clustercollaboration.eu/cluster-organisations/euvita-cluster
www.euvitacluster.com
M.sc. Zvonimir Novak
EU-Western Balkans Cluster Policy Learning and Matchmaking Event
Zagreb ,November 2018.
Cluster Networking and Development

BUILDING NEW INDUSTRY THROUGH CLUSTERS

Zvonimir Novak M.Sc.,
President of the CCC FPS
EU-Western Balkans Cluster Policy Learning and Matchmaking Event
Zagreb, November 2018.
NEW ROLE OF CLUSTERS IN REGIONAL DEVELOPMENT

• BUILDING NEW INDUSTRY (4.0) THROUGH CLUSTERS

• Food processing sector, Bioeconomy ?!

• development potential, The concept - Internationalization Networking and Cooperation

  complete and very complex value chain
  suppliers, co-operation, production processes ...
  logistics, market ... chain management of food safety ...

The Croatian Competitiveness Cluster for food processing sector (CCCFPS) represents a networking and cooperation platform (tipl helix !) to improve food processing sector competitiveness in the Republic of Croatia.
Membership and working bodies of CCC FPS - The potential for the development of new industries (4.0) complete value chain Food processing and bioeconomy

<table>
<thead>
<tr>
<th>Sector in Croatia</th>
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<tr>
<td>The private sector and business clusters</td>
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<tr>
<td>The public sector- local government - counties, cities....CEKOM-competence centers</td>
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<tr>
<td>Professional organizations and associations-Croatian Chamber of Economy...</td>
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<td>Scientific research sector</td>
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<td>Announcement of interest of new members, the business sector and clusters</td>
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</tbody>
</table>
Main Activities of Croatian Competitiveness Cluster for Food Processing Sector (CCC FPS)

- Defining strategic directions, technology platforms, priority areas
- Project preparation - candidacy for the PNI (Project of National Interest) - the possibility of the national and EU co-financing is in the realization
- NEW-Establishment of competence centers - commercialization of innovations and application of new technologies in the field of food processing and bioeconomy.
- Horizontal connection - cooperation with other clusters of competitiveness: tourism, creative industries, ICT, defense and others.
- The Action Plan - the creation of a strategic plan until 2020 and beyond - Strategic Projects Mingo, internationalization and networking, national and trans-regional branding, regional development, EU projects .... professional conferences, initiatives
Main program goals
Concept and development phase

Keywords

*Rural Development (production and tourism, marketing) of the new approach, entrepreneurship, innovation processes

- Program of Healthy Nutrition; a complete value chain of fruit, vegetables and herbs

- Development bio-based value chains, Development innovative bio-based products for identified market applications.

- chains of added value, leading members and cooperation

- international cooperation and networking, multi-sectoral cooperation
- Possible convencional production and processing with applicable international standards
- Integration, networking, and cooperation of ecological production
- Innovation in rural development, innovation management...
- Rural tourism-Center-

* EU Projects
Geographical area leading members - partners of the EUVITA Cluster

Swiss

Austria, Styria

Slowenia

Vojvodina, Serbia

BBS CN SEE
Cooperation possibilities and development

- **EUVITA** has:
  - Partnership; AT, **CH-DE Network**, BiH, RS (cluster AAP)
  - Partnership with business cluster in RH...
  - **Partnership with LAGs /rural development**
    - Knowledge transfer, organisation of cooperation
  - Networking with tourist and health association

- Resources and **competences for Education for entrepreneurship** and rural development, also

- **EUVITA**, co-founder **CCCFP** (national-Croatian Competitiveness Cluster for food processing sector)
Thank you for your attention!

Zvonimir Novak, M.Sc.