



EUROPEAN
FOUNDATION
for **CLUSTER
EXCELLENCE**

Fundació Clusters i Competitivitat



European
Cluster Excellence
Initiative



Summer School 2018
For Regional Competitiveness
and Stronger Cluster-Based
Economic Policies

COMPETITIVENESS
SUMMER SCHOOL

4-8 June, 2018

BARCELONA

www.clusterexcellence.org



OVERVIEW

The Competitiveness School 2018: for regional competitiveness and stronger cluster-based economic policies is designed to enable senior policymakers, managers and development professionals to study and discuss global best practices in competitiveness and economic development using examples from all over the world. It is organized by the European Foundation for Cluster Excellence.

The Competitiveness School is designed to be an enriching experience specifically tailored for senior policy-making officers and seasoned professionals in economic development. The course typically gathers participants from a wide array of countries and from diverse areas of competitiveness and cluster-related fields.

*Network with peers
Learn from our faculty
Get new perspectives*

FACULTY

For its 2018 edition, the Competitiveness Summer School has gathered a faculty of prominent professors and seasoned economic development experts whose international experience spans several decades. They are global leaders in their respective fields.

ACADEMIC LEADS

- Professor Joan Enric Ricart, IESE Business School
- Professor Pascual Berrone, IESE Business School
- Dr. Maria Luisa Blazquez, IESE Business School



Fellow of the SMS and EURAM, **Prof. Joan Enric Ricart** is the Carl Schröder Professor of Strategic Management &

Chairman of the Strategic Management Department at the IESE Business School, University of Navarra. There, he has been Director of the Doctoral Program, Associate Dean for Research, and Associate Director for Faculty and Research.



Prof. Pascual Berrone is associate professor of Strategic Management and holder of the Schneider Electric Chair of Sustainability

and Business Strategy at IESE Business School. He is also vice-president of the Ibero-american Academy of Management. Prof. Berrone has extensive managerial experience from across Latin America, Europe, and the USA.



Dr. Maria Luisa Blazquez is a Research Associate at the International Center for Competitiveness (ICC), IESE

Business School where she leads several projects for public and private institutions on the issue of competitiveness of regions and countries. She has also taught the Microeconomics of Competitiveness course at IESE. Her research and publications are mainly focused on competitiveness and the role of clusters.

PRACTICE & POLICY LEADS

- Gloria Ferrer, European Foundation for Cluster Excellence
- Werner Pamminger, Business Upper Austria
- Enric Pedrós, FEMAC
- Alberto Pezzi, ACC10 Catalonia
- Toni Tió, Barcelona Nautical Cluster
- Justin Yap, World Bank Group
- Reza Zadeh, European Foundation for Cluster Excellence



Gloria Ferrer is an Economic Development expert consulting for governments, private and public bodies in Europe,

Middle East, Latin America and the Caribbean. She is currently working for the World Bank and the Cluster Competitiveness Group in Latin America. A member of the Faculty of the European Foundation for Cluster Excellence, Gloria contributed to the development of the ECEI.



Werner Pamminger is CEO at Business Upper Austria, the state business agency. He is responsible for investment promotion and regional development

through research, technology, innovation and collaboration across clusters. Representing more

than 2.300 companies, Business Upper Austria is a role-model for successful cluster management.



Enric Pedrós is the Cluster Manager at FEMAC: The Catalan Cluster of Agricultural Machinery. He is an expert in marketing, internationalization and innovation projects. In 2012 FEMAC was granted ESCA's Gold Label, recognizing Enric's excellent cluster management. Enric is also member of TCI-Network, the international cluster organization.



Alberto Pezzi is the Director of the clusters unit at ACCIÓ, the competitiveness agency of Catalonia. He has over 20 years of experience in competitive strategy and cluster development working both for international consulting firms and governmental agencies. Alberto is a member of the Board of Directors at TCI Network.



Antoni Tió is President & CEO of the Barcelona Nautical Cluster. He also chairs the Catalan Maritime Forum. A renowned Olympic sailor, Antoni

won many prestigious sailing tournaments such as the Admiral's Cup, the Sardinia Cup, the Copa del Rey, the Conde de Godó, the Sherry Trophy and the Swan Cup, just to name a few.



Justin Yap is an International Policy expert with over 12 years of leadership advising public clients on strategy, policy and legal reform. He focuses on strategic sectors, transformative industry trends and technologies. Justin led the World Bank team in Croatia for the implementation of Croatia's RIS3 strategy through Cluster Excellence approach.



Reza Zadeh is the Executive Director of European Foundation for Cluster Excellence, an expert in training on Cluster Management Excellence as well as cluster-based economic development. Reza has 20 years of experience in regional innovation, competitiveness policy in an European context, and economic development through innovation systems.

CONTENT

Competitiveness is at the core of our course for which we propose a multi-dimensional and comprehensive approach that will help participants understand, raise and sustain competitive advantage at all levels.

We will analyse competitiveness from two different but complementary perspectives :

Policy

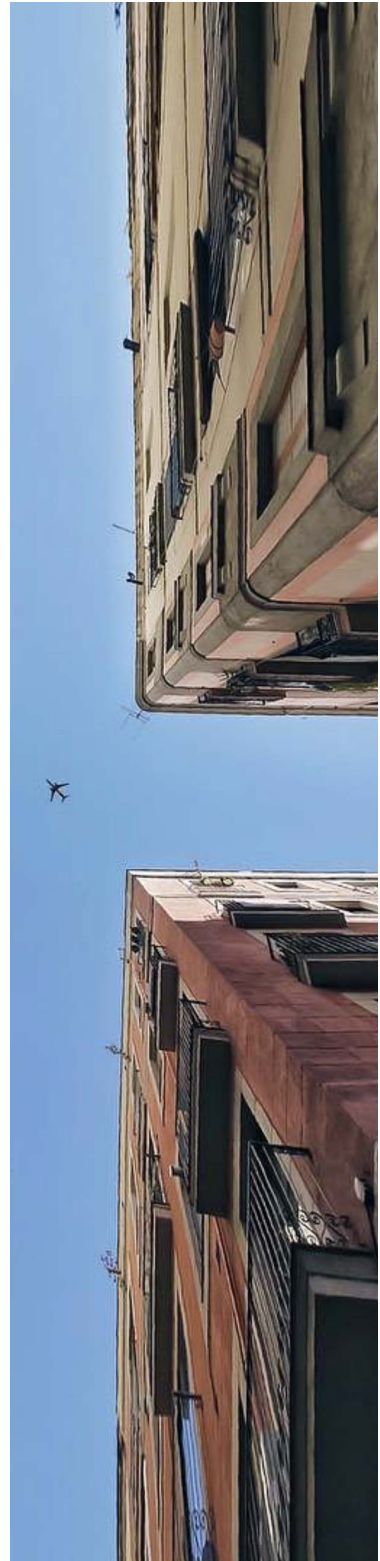
How policies can help in securing economic and social development

Management

Which strategic methodologies and frameworks can be used in competitiveness development

For that purpose, we have divided the course in a series of learning modules, among which :

- Competitiveness Economics
- Industry and Value Chain Analysis
- Change Management
- Implementation Management
- Strategy Foundations of Cluster Management
- Digital Transformation
- Cluster-Based Project Monitoring
- Policy Evaluation



KNOWLEDGE AREAS

The course integrates rich, interactive pedagogical components such as case studies. Participants will also have opportunities for collaborative learning through collective debates. The following Knowledge Areas contribute to the comprehensive approach that your learning path will take:

Knowledge Area	Concepts and Techniques
Cluster Economics	Location Theory, Industrial Districts, Clusters, Cluster Management.
Cluster Initiative Screening	Statistical Cluster Mapping, Cluster Initiative Selection (Industry Analysis and Segmentation, Value Chain and System), Value Chain Positioning.
Industry Analysis & Segmentation	Industry Analysis (5 Forces), Strategic Segmentation / Innovation on Business Models
Value Chain Analysis	Value Chain, Local Value System, Global Value System
Benchmarking & Internationalisation of SMEs	Value Creation, Advanced Buyer Purchase Criteria, Key Success Factors, Value Chain Activity Benchmarking
Cluster Project Management	Organizational Structures, Non-profit Organization Management, Pattern Identification, Establishing a Governance System
Cluster Organization Management	Project Planning, Project Monitoring, Project Evaluation
Change Management	Individual Behavioural Change, Group Change, Communication Strategies, Presentation Skills, Creativity and Traditional Industries
Continuous Policy Input	Policy Review, Diamond Analysis, National and Supranational Competitiveness Framework
Cluster Policy Evaluation	Cluster Management Evaluation, Cluster Policy Monitoring, Impact Analysis

THIS YEAR'S SPECIAL

A dip into the Blue Economy with Barcelona Nautical Cluster

For 2018 the Competitiveness Summer School will take an in-depth look at a pioneering cluster in the Blue Economy. A case study on **Barcelona Nautical Cluster** focusing on high value nautical tourism will be the subject of the analysis, followed by a visit to some of the cluster's key players:

- **MB92**, a company that refits the world's finest super-yachts.
- **Barcelona Royal Nautical Club**, a reference in the Mediterranean navigation founded more than 140 years ago.

We are grateful to Mr. Toni Tió, President of Barcelona Nautical Cluster, for facilitating this new addition to the Summer School Programme.



The “Blue Economy” concept is sustainable use of ocean resources to promote economic growth, social inclusion, improved livelihoods and jobs, while at the same time ensuring ecosystem health of the oceans and coastal areas.

- The World Bank Group

KEY TAKEAWAYS

- 1 Understand how policies at regional and cluster levels can help in securing economic and social development
- 2 Gather a deep understanding of the concept of competitiveness, the importance of locations, clusters and the policies to upgrade and foster economic growth
- 3 Learn how to apply cluster initiatives in economic development and competitiveness policies
- 4 Learn strategic methodologies and frameworks and apply them to improve competitiveness at all levels
Practice the tools needed to better understand and solve the competitiveness challenge

WHO SHOULD ATTEND



This program is designed for experienced professionals who want to positively impact their regions, or their frameworks of development and make them more competitive: Managers, Project Managers, Policymakers and Economists in local and regional administrations, Government Bodies who are responsible for designing and shaping development, innovation and competitiveness policies, Associations of Companies, Consultancy Firms or International Organizations.

PARTICIPANTS SAY

"At the school, I gained a profound understanding of cluster initiatives and their application in economic development policies".

Zorica Maric

Senior Advisor of the Ministry of Economy and Regional Development, Republic of Serbia

"A unique opportunity to learn cluster strategy from the world's leading theorists and practitioners while meeting other people from around the world who are involved with all aspects of cluster projects".

Lina Volpini de Carvalho

Manager of the Market Access Unit and International Relations Sebrae-MG, Brazil

DATES & VENUE

DATES

4-8 June, 2018

VENUE

IESE Business School
Av. Pearson, 21
08034 Barcelona (Spain)

APPLICATION FEES

Euros 3.000

Lunches & coffee breaks included

APPLICATION

Download your application form clicking here: <http://bit.ly/2oErVYN>

APPLICATION DEADLINE

May 25th 2018

CONTACT

info@clusterexcellence.org



HOW TO GET THERE

The course will be hosted by the IESE Business School which is consistently ranked among the world's very best business schools for MBA programs and Executive Education. IESE's Barcelona campus is located in the wooded hillside of the Pedralbes neighborhood, just 20 minutes from downtown and from the airport. Getting to IESE using public transportation is fast and convenient.

IESE Business School
Av. Pearson, 21
08034 Barcelona

The city has multiple public transportation options that serve the Pedralbes area including the FGC (Ferrocarriles de la Generalitat), metro and taxi.

By FGC: L6 line to Reina Elisenda (15 Min walk to campus)

By Metro:

Line 3 (Green) > to Zona Universitaria (20 Min walk to campus)

