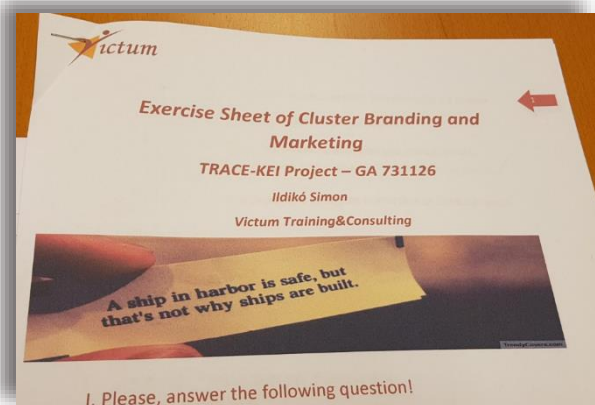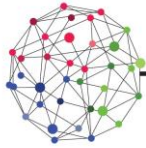# TRACE-KEI 2nd Joint Study visit and 2nd Training Programme were held in Budapest

TRACE-KEI 2nd Joint Study visit and 2nd Training Programme were held in Budapest in Februrary 5-7.

The 2nd Joint training was targeted to the 7 TRACE-KEI clusters' managers (DARE, Innoskart, Madan Parque, EURA/Biomastec, Agrofood cluster, Green Synergy Cluster and Cluster for Energy efficiency) and covered the following topics: Business planning and Cluster branding. It was discussed how to improve clusters' managers skills in strategic planning, to improve their services, to increase their visibility at national and international level, to give the cluster managers a deeper knowledge about cluster planning and marketing.

Lectors were Mr Daniele Rossi for Business planning module and Ms Ildikó Simon for Cluster branding module.

The TRACE-KEI 2nd Study visit programme included the following topics: Inter-clustering in EU level – challenges and opportunities, presented by Mr. Stephan Durm; Designing and implementing SMEs support services - Impact of the services on competitiveness; change management communication/networking/innovation models, presented **by Zita Zombori Cluster Experts.**

The other module was Internationalization, presented by Mr Enric Pedros, manager of FEMAC Gold Labelled cluster. He presented very interesting possibilities for cross-cluster collaborations.
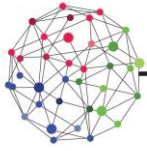

The Study visit started with introducing the Hungary Cluster Developments towards the Excellence with the kind participation of Mr Gál Körmendy.

Peer Review meeting and networking were organized, where the TRACE-KEI partners had the chance to meet other Hungarian clusters in field of ICT and Energy and to share different ideas and experience for future actions.

https://www.clustercollaboration.eu/eu-initiatives/cluster-excellence/trace-kei-trans-national-collaboration
https://www.linkedin.com/feed/update/urn:li:activity:6367012924883640320

TracE-kEI

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DARePUGLIA
Distretto Tecnologico Agroalimentare

INNOSKART
ICT cluster

biomastec
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CLUSTER
AGRO FOOD
REGIUNEA CENTRU

madan
parque de ciência

ENEF
KLASTER

Green Synergy Cluster