



Clusters Development in Practice



International evidence is clear: successful regional economies are based on strong clusters. As specialisations develop, the geographic reach of these clusters is extended. Cluster development efforts connect firms with each other and with support organisations, fostering business growth, start-ups and job growth. Cluster development is now a centre-stage strategy across Europe, with regions identifying and focusing on their strengths.

Learning outcomes: The What? and The Why? of cluster development, with an emphasis on The How? ... the practicalities in resourcing and implementing a regional cluster development initiative in NZ ... establishing collaboration around strengths. Twelve Steps in developing a cluster ecosystem, including cluster identification and establishing cross-agency Cluster Ignition Teams. The role of cluster managers will be discussed. The 240-page Cluster Development Handbook will be forwarded ahead of the training.



Workshop Schedule	
Auckland	4 August
Wellington	18 August
Christchurch	1 September

Endorsements	
 ChristchurchNZ™	<p><i>Implementation of Cluster Navigator’s structured and practical approach to cluster identification and activation builds a platform for meaningful public/private collaboration and industry-led joint projects. These benefit all participants and have the potential to sustainably grow regional economies.</i></p> <p>Boyd Warren, GM, Innovation & Business Growth</p>
 QUEENSTOWN LAKES DISTRICT COUNCIL	<p><i>Queenstown needs to diversify its economy. A focus area is businesses using tech to solve tourism challenges. While many are already exporting, cluster development offers a pathway for them to collaborate more, and sell tourism related IP to the world.</i></p> <p>Peter Harris, Economic Development Manager</p>
 venture TARANAKI <small>Te Puna Umanga</small>	<p><i>Adopting a cluster approach is crucial if we are to make real inroads in terms of building our regional economies, especially in a time of change and transition. It is an important pillar of our regional development approach in Taranaki.</i></p> <p>Anne Probert, GM, Economy & Sector Development</p>

Workshop Agenda

9 - 10:30 Module #1 Cluster Development: The What? & The Why?

Wide participation is recommended for this module

- Relevant international cluster examples, from Europe, Canada and Australia
- Logic for cluster development as a cornerstone strategy for a region
- Linking clusters & innovation ecosystems, economic gardening, smart specialisations, precincts, incubators, start-ups, investment & talent attraction, place making
- Core ingredients, internationally competitive clusters
- Clusters and diversification; Transitional economies
- Establishing cross-agency Cluster Ignition Teams

Module #1 will also be of interest to those seeking an understanding of what a cluster is, kick-starting a regional clustering initiative and building agency alignment.

EDNZ members are encouraged to invite the significant others in your community:

- *EDA board members, councillors, tertiary institutions, CRIs, chambers, industry associations;*
- *From national organisations ... NZTE, Callaghan, MBIE, MPI, TPK, MSD ...*
- *And EDA colleagues to this opening module.*

11 - 12:30 Module #2 Cluster Development in Practice: The How?

The practicalities in implementing a regional cluster development initiative:

- Twelve Steps in Cluster Development; Building trust in stages
- Focus on Cluster Identification; Initial Analysis; Short Term Agenda.
- *Fast track* for cluster development.

1:30 - 3 pm Module #3 Cluster Engagement: Joining the Dots

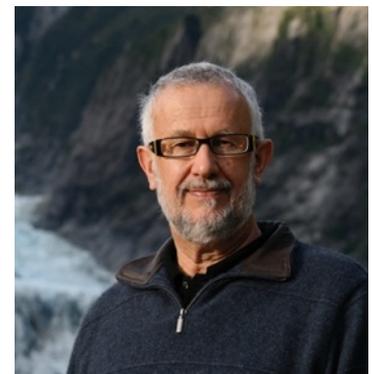
- Informal & formal business collaboration
- Role of the cluster manager as a catalyst & connector, skill sets
- Advice to a cluster manager

3:30 - 5 pm Module #4 Open Discussion

- Role of an EDA
- Discussion on the possibilities for your Forward Agenda

Presenter: Ifor Ffowcs-Williams, CEO, Cluster Navigators Ltd, Nelson

Ifor's cluster development experience covers over 50 countries. Clients include The World Bank, EU, UNDP, OECD and national & regional economic development agencies on six continents. He is a Founder of the TCI Network (Barcelona), the global network for experts in innovation ecosystems and clusters. Ifor was with NZTE's predecessor, encouraging businesses to cooperate-to-compete through networking and clustering.



Cost: \$270 for EDNZ corporate members, \$340 for EDNZ individual members, \$540 for non-members, including the Cluster Development Handbook.

Fee for the Module #1 participants: \$45.

For further information, contact Ifor: E4@clusterdevelopment.com

To enrol: <https://wol.economicdevelopment.org.nz/pages/courses>