



EUROPEAN CLUSTER
COLLABORATION PLATFORM

Proceedings of the pilot event in Málaga

Clusters meet Regions.

An initiative of the European Union



16th February 2022

Clusters as key drivers of regional development and growth (12:00-12:45)

Esteban Pelayo, EURADA Director, moderates the session and presents the three keynote speakers. This first conference focuses on the EU clusters policies and its relation to the priorities from the Andalusia region.

As a first speaker, Fernando Ferrero from the Regional Development Agency of Andalusia (Agencia Idea), highlighted the regional priorities and the S4 from Andalusia. Within the national level, Jordi Llinares from the General Directorate for Industry and SMEs in Spain, focused on Cluster policy in Spain. To finalize this session, Ulla Engelmann from HoU of the Clusters DG GROW European Commission, made an online presentation about the EU industrial and cluster policy, emphasizing the need to accelerate the green and digital transitions and the importance of clustering in the European economy.

The panel highlighted overall the involvement of clusters in regional economic governance, in policy design and implementation. As the evidence shared in the session affirm, EU regions with clusters organisation perform better in terms of labour productivity, employment rate and patents.

Setting the scene (12:45-13:30)

Teodora Jilkova opens the second panel which focuses on the Clusters Meet Regions workshop, its objectives and input paper.

Firstly, Marek Przeor from the DG GROW European Commission gives the introduction and presents the objectives of this workshop events. Mr. Przeor pointed that one of the aims of the Clusters Meet Regions events is to bring together clusters and policymakers of the EU, national, regional and local level. Furthermore, to learn from each other how to better use clusters to strengthen industrial ecosystems, and to serve as regional economic development, liaising with other regions with similar transition challenges. There was a special focus on the ECCP website and the cluster mapping tool that helps to explore in detail the industrial ecosystem, country, and regions.

Secondly, Dr. Jan-Philipp Kramer from Prognos made some touchpoints of the prepared Input paper. The presentation gave a view to the economic profile and predominant sectors of the region of Andalusia, cross-border cooperation and its transition and key findings from the S3 to the S4 Strategy.

Priority areas and industrial ecosystems in Andalusia (14:30-16:00)

After an introduction made by Teodora Jilkova, Clusters managers and regional experts from Andalusia discuss how to carry out digital transition and build resilience in their ecosystems.

As a first panelist, Marian Răduță, from DG Regional and Urban Policy from the European Commission, presents European Regional Development Funds (ERDF) and European Social Funds (ESF) and the multi-financial framework implementation. After him, Rafael Padura, Director of Institutional Relations from Ontech Innovation Cluster, highlights the need of Andalusia Government to design a strong policy with clusters as a channel to boost the digital industry. As a third panelist, we have Ola Svedin, CEO of Mobile Heights, partner of the Tech Cluster of Sweden. They support swedish cluster organisations and innovation networks and work with the regional agency to drive technological development. In the fourth place, Joaquin Villar, head of Internationalisation and Prospective

Department of the Andalusian Energy Agency remarks the importance of having a specific working group of professional agents from clusters and industrial associations to achieve an efficient energy system. To finalize, Carmen Marcos, EIC Coordinator of Development Agency of the Region of Valencia (IVACE), presents MASDE, a new tool for implementing strategic planning at a company level under a co-creation model between companies and the main actor in the ecosystem (clusters, tech-institutes and RDA).

The panel exposes how extremely important is to have a constant dialogue with public institutions as its basis the ground to successful public-private partnership and opening for new markets, and for the local market to have a very sustainable communication between public institution and the business.

Cluster driven interregional collaboration in the framework of the priorities of Andalusia (16:30-18:00)

In a session moderated by Eva Revilla, policy officer at the European Commission, the speakers exposed that the linkages with clusters from other regions to cooperate require identification of partners and building common ground for collaboration. In that regard, experiences from other regions were shared, information on S3P and clusters partnerships as well as search for collaboration areas.

The first member to speak, Karel Haegeman (Technical Projects Assistant. JRC European Commission), explained the Thematic Smart Specialisation Platform. After him, Kristina Sermuksnyte-Alesiuniene (DIH Coordinator/Cluster Manager. AgriFood Lithuania) made an experience showcase of a cluster-region cooperation on Agrotechnology and innovation. In that regard, Noemi Molina Sanz (Regional Ministry of Agriculture of Andalusia) highlighted the regional efforts in Traceability & Big Data partnership. This regional work for digitalization was also shown in other area by Ana Moniche (Senior Officer Statistics and Market Research. Public Entity for Tourism and Sport Management in Andalusia, S.A.S) while was talking about S3P Digitalisation and Safety for Tourism in the region.

The following speaker, Cristina Oyón (Director of Technology, Innovation and Sustainability. Development Agency Basque Country. SPRI. Vanguard Initiative) showcased the cooperation with clusters in Basque country for the transition pathways. Lastly, Clara Plata (Projects Director of Smart City Cluster), made his point about opportunities of cooperation in smart cities and how it can help the growing of the municipalities.

In a fruitful dialogue between the audience and the panel, the importance of connecting innovation regional hubs with clusters, and not leaving behind youth, woman and environment was emphasized.

PLENARY SESSION

Clusters meet Regions: How to make the workshop useful for cluster managers and policy makers (18:20-19:00)

The plenary session had Antonio Novo from the European Cluster Alliance (ECA) as a moderator. In an open debate format, participants discussed how should the workshop be organised, what kind of format used, what topics to be raised, who should be involved as participants and speakers so that Cluster meet Regions attracts attention of policy makers and cluster managers(companies).

The participants of this first part of the plenary session were: Nuria Villén from Regional Development of Andalusia. Agencia Idea, Krzysztof Krystowski from the European Cluster Alliance (ECA), Roberta Dall'Olio from the ART-ER Regional Development Agency Emilia-Romagna and President of EURADA, and Werner Pamminer from Business Upper Austria. They highlighted the importance of build events aligned with the needs of the region, as has happened in the pilot event in Andalusia.

Agenda 17th February 2022

Pitching session (10:00-11:00)

The Cluster meets Regions organization provides during the second day of the event, a space for the clusters and regions to presents themselves in 10 minutes, their collaboration proposals and increase their network partners. It is an opportunity to promote the cooperation between clusters and regional actors, and to work on strengthening the industrial ecosystem of a selected host region. The participation as a panellist in this part of the conference is open to any assistant to the event by previous registration as a panellist to pitch.

The moderator in this first part of the Pitching sessions is Nuria Villén from CESEAND-EEN. Development Agency of the Region of Andalusia (Agencia IDEA).

The main topics of this panel are:

- Mobility and Logistics
- Digitalisation Trazability & Tourism

The Agenda of the Pitching session included presentations such as "Innovation and attractiveness in Emilia-Romagna" Roberta Dall'Olio, "Airport Areas Cluster" by Louis Liu, "Industries of the Future in the EU Economy" by Genoveva Christova, "Packaging Cluster is looking for collaboration partners" by Mònica Riera, "Smart City Cluster" Clara Plata, "AURORA- Digital and Green transformation of European agri-food industries" by Adrienne Gentil (Online), Environmental, Social & Governance (ESG) for SMEs platform" Leila Lunguleac-Bardasu(Online).

Pitching session (11:30-12:30)

After a coffee break, Lucia Diaz from the CESEAND-EEN Agency of Knowledge, moderates the second part of the Pitching session continuing with the presentations of profiles and proposals of cooperation in the following topics:

- Energy transition
- Health and Social Welfare

The Agenda of the second part of the Pitching session included presentations as follows: "Re-plan city life. The project for circular cities" by Ettore Mussacchi, HABITAT: Towards the future from the vision of the clusterof Castilla y León" by Marta Blanco García, "Food business oportunities" by Cecilia

Wolluschek, "ACLUNAGA: Galician Shipbuilding Sector Meeting Point" by Rafael Dominguez, Eurocluster in Offshore Renewable energy by "Jose Ignacio Hormaeche and MetaIndustry4" by Jose Ramón Natal", Iberian Sustainable Mining Cluster MINE.THE.GAP Open Call" by Francisco Javier Luque and "Eurocluster in Offshore Renewable energy" by Jose Ignacio Hormaeche.

EUCLES (12:30-13:00)

Teodora Jilkova presents Herv Floch, the EUCLES President and VicePresident of ECA.

The presentation "EUCLES-The Renewed cluster excellence labelling system" focus on the aims and objectives, its history, support bodies, the labelling process and more.

Site Visit (12:30-13:00)

Malaga is a leading city in innovation and smart city terms. The participants had the opportunity to visit some of the local actors who play a leading role in the ecosystem through two different itineraries. There were two itineraries:

- Digitalisation route: Andalusia Technology Park, TORSA and Digital Pole (Business incubator of the Municipality of Malaga)
- Route for energy, logistics and transport: Andalusia Technology Park, CESUR and Digital Pole (Business incubator of the Municipality of Malaga)

Málaga TechPark is a place where companies contribute to implement the 2030 Agenda towards a sustainable development and the participants enjoyed an on-bus guided visit across the TechPark. The digitalisation route, visited TORSA, an R&D company, who designs, develops, manufactures, and sells intuitive monitoring and logistics solutions for the mining and logistics industries. The route for energy, logistics and transport visited CESUR, Europa Sur Higher Training Center (CESUR) is founded within the Coremsa Group, a specialized Business Group, among other activities, in the training field.

Finally, both itineraries visited the Digital Pole, a business incubator of the Municipality of Malaga. It aims to accelerate ideas, projects, and tech companies as a unique digital space for entrepreneurship, connect working, creative innovation and advanced training. It is a centre primarily focused on supporting start-ups and entrepreneurs that promotes technological initiatives, advanced learning, and transmedia projects.