

TRACE-KEI Kick-off meeting

In November 2016, it was launched a new Cluster Excellence project named TRACE-KEI.

TRACE-KEI is a project that aims at enhancing the quality of cluster management, increasing the range of services in the clusters and raising their competitiveness through a cross-sectorial and cross-border cooperation.

The members of TRACE-KEI consortium are the following clusters:

- DISTRETTO AGROALIMENTARE REGIONALE SCRL (**D.A.Re.**) from Italy – the coordinator of the project
- INNOSKART VALLALKOZASFEJLESZTESI NONPROFIT KFT (**INNOSKART**) from Hungary
- EURA-CONSULT AG (**BioMA**) from Germany
- ASSOCIACAO PARQUE DE CIENCIA E TECNOLOGIA DE ALMADA/SETUBAL MADAN PARQUE (**MaPAR**) from Portugal
- AGROFOOD MANAGEMENT SRL (**AGROCO**) from Romania
- GREEN SYNERGY CLUSTER from Bulgaria
- UDRUZENJE KLASTER ZA ENERGETSKU EFIKASNOST (**CluEE**) from Serbia

The above seven European clusters are in different level of development, but all of them will strength their management skills to provide a better services to the associate cluster members. Due to this difference, the knowledge transfer from the more qualified clusters in the consortium will be of extreme importance, not only will provide a more rapid and efficient cluster performance. This strategy smoothens the learning curve of unqualified cluster and enhances the cross-fertilisation process between peers.

The main objective of the project is strengthening the cluster management, in terms of defining medium-long term development strategy and improve the quality of services offered to their members.

In fact, through project activities (i.e. joint training and study visits), cluster managers will be provided with the necessary skills and tools to strengthen these two aspects related to clusters management. As far as strategy development is concerned, cluster managers will get more familiar with analysis of value chains and market foresight, in terms of future development trends and matching with associates and SMEs expectations.

