

# EU-WESTERN BALKANS Cluster Policy Learning and Matchmaking event

22-23 November | Zagreb, Croatia

Zagreb Innovation Centre | Pavilion 12, Avenija Dubrovnik 15,  
10000, Zagreb, Croatia

## Agenda

### 22 November

9:00 – 9:30	<b>Registration</b>
9:30 – 10:00	<b>Opening</b> <b>Frane Sesnic</b> – CEO, Zagreb Innovation Centre <b>Dr. Ulla Engelmann</b> – Head of Unit for Advanced Technologies, Clusters, and Social Economy, DG Grow, European Commission <b>Mario Antonic</b> – State Secretary, Ministry of the Economy, Enterprise and Small Business, Croatia
10:00 – 11:30	<b>Cluster Policy developments and exchange of good practices</b> <b>Introduction</b> <b>Christophe Guichard</b> – Team leader, Cluster Internationalisation, DG Grow, European Commission <b>National Cluster Platform Austria</b> <b>Herwig Meyer</b> – Referent, Federal Ministry for Digital and Economic Affairs, Austria

	<p><b>S3 Cluster Pilot - Smart Specialisation, Clusters &amp; Business Development</b>  <b>Ewa Andersson</b> – Program manager, Agency for Economic and Regional Growth, Sweden</p> <p><b>Panel discussion on development of Clusters</b>  <b>Herwig Meyer</b> – Referent, Federal Ministry for Digital and Economic Affairs, Austria  <b>Ewa Andersson</b> – Program manager, Agency for Economic and Regional Growth, Sweden  <b>Prof. Slobodan Moraca</b> - Professor at Faculty of technical sciences, at the University of Novi Sad, Serbia. President of the Competitiveness Council, Autonomous Province of Vojvodina  <b>Ankica Momcilovic</b> - Senior Advisor, Sector for Development of Small and Medium Enterprises and Entrepreneurship, Ministry of Economy, Serbia  <b>Jasmina Majstoroska</b> – Advisor, Industrial Policy Unit at Ministry of Economy, FYROM  <b>Valbona Dushi</b> - Head of Department of Industry, Ministry of Trade and Industry, Kosovo  <b>Nikola Vujosevic</b> - Senior Adviser, Department for fostering entrepreneurship through international projects, Directorate for investments, development of SMEs and management of EU funds, Ministry of Economy of Montenegro (TBC)  <b>Siemon Smid</b> – Moderator &amp; Director PwC</p> <p><b>Questions &amp; Answers</b></p>
11:30 – 12:00	<b>Coffee Break</b>
12:00 – 13:15	<p><b>European Cluster Collaboration Platform</b>  <b>Marc Pattinson</b> - Coordinator, European Cluster Collaboration Platform</p> <p><b>Cluster Pitch Session</b>  A one (1) minute pitch each, by all participating Clusters  <b>Olga Mala</b> – Moderator &amp; Manager PwC</p>
13:15 – 14:15	<b>Lunch</b>

14:15 – 15:45	<p><b>Transnational Cluster Cooperation with the Western Balkans</b></p> <p><b>The Green Ict deVeloPment (GIVE) partnership and the 3B ICT Network</b>  <b>Anna Naydenova</b> – Executive Director, ICT Cluster, Bulgaria  <b>Dritan Mezini</b> – Cluster Manager, Albanian ICT Association  <b>Peter Statev</b> – 3B ICT Clusters Network</p> <p><b>Cooperation by the Croatian Wood Cluster</b>  <b>Marijan Kavran</b> – Cluster Manager, Croatian Wood Cluster</p> <p><b>DanubeBioValNet - Macroregional and transnational cooperation within the Danube region, an awareness raising workshop</b>  <b>Nirvana Kapitan Butkovic</b> – Coordinator Priority Area 8 of the EU Strategy for the Danube Region - Croatia  <b>Darja Osvald</b> - Slovenia  <b>Zorica Maric</b> – Serbia  <b>Svetlin Ranguelov</b> - Bulgaria  <b>Heidrun Hochreiter</b> - Austria</p> <p><b>Questions &amp; Answers</b></p>	<p><b>Seminar 1</b> for registered participants only</p> <p><b>Cluster management – Business model and resources</b>  <b>Alain Tubiana</b> - Cluster management expert, Head of the master programme in cluster management, University of Strasbourg</p>
15:45 – 16:15	<b>Coffee break</b>	
16:15 – 17:45	<p><b>Clusters and Smart Specialisation Moderated by the Joint Research Centre, Dr. Ales Gnamus</b></p> <p><b>Smart Specialisation and Innovation Ecosystems as a Value Adding Tool for Regional &amp; National Economies</b>  <b>Dr. Ales Gnamus</b> - Project Leader S3P-NEAR, Smart Specialisation Platform, JRC</p>	<p><b>Seminar 2</b> for registered participants only</p> <p><b>Cluster management – Business model and resources</b>  <b>Alain Tubiana</b> Cluster management expert, Head of the master programme</p>

	<p><b>The development of clusters of competitiveness in Croatia: a survey-based analysis</b>  <b>Zoran Aralica</b> – presenting author  <b>Ivan-Damir Anic</b> – co-author  <b>Nicoletta Corrocher</b> - co-author  <b>Andrea Morrison</b> – co-author</p> <p><b>S3 and the Entrepreneurial Discovery Process in Slovenia</b>  <b>Peter Wostner</b> - Head of Smart Specialisation Team</p> <p><b>S3 and the Entrepreneurial Discovery Process in Serbia</b>  <b>Ankica Momcilovic</b> - Senior Advisor, Sector for Development of Small and Medium Enterprises and Entrepreneurship, Ministry of Economy, Serbia  <b>Mihaly Csaki</b> - Cluster manager, Ecopanonia  <b>Milan Solaja</b> - Cluster Manager, Vojvodina ICT cluster</p> <p><b>S3 and the Entrepreneurial Discovery Process in Montenegro</b>  <b>Goran Nikolic</b> - Ministry of the Economy (tbc)</p> <p><b>Moderated discussion</b>  Expectations and Experiences of Cluster Participation in the continuous Entrepreneurial Discovery Process during the S3 Design and Implementation and Thematic Cooperation Networks in South Eastern Europe</p>	<p>in cluster management, University of Strasbourg</p>
<p>17:45 – 18:30</p>	<p><b>Zagreb Innovation Centre</b>  <b>Frane Sesnic</b> – CEO (tbc)</p> <p><b>Zagreb Innovation Centre Start-Up Pitch</b></p>	
<p>18:30 – 21:00</p>	<p><b>Cocktail and Walking Dinner</b></p>	

## 23 November

9:00 - 9:15	<p><b>Matchmaking introduction</b>  <b>Luisa Prista</b> – Head of Department A - COSME, H2020 SME and EMFF, Executive Agency for Small and Medium-sized Enterprises (EASME)</p>		
9:15 - 12:45	<p><b>Matchmaking Session for Clusters</b>  Face-to-face meetings scheduled in the matchmaking tool Converve</p>		
12:45 - 13:15	<p><b>Debriefing session</b></p>		
13:15 - 14:00	<p><b>Lunch</b></p>		
14:00 - 17:00	<p><b>Site visit ICT</b></p> <p><b>HUB385</b></p> <p>14:15 Arrival</p> <p>14:30 Activities of Hub385</p> <p>15:00 Tour through the facilities</p> <p>15:30 Pitching by companies</p> <p>16:00 Informal meetings</p> <p>16:45 Return to Westin Hotel</p>	<p><b>Site visit Agro</b>  Leaves at 13:30!</p> <p><b>University of Zagreb Faculty of Agriculture</b></p> <p><b>EUVITA Cluster</b></p> <p>13:50 Arrival</p> <p>14:00 Tour through the laboratory facilities of the University of Zagreb Faculty of Agriculture</p> <p>14:45 Activities of the Faculty  <b>Ivana Prosinecki</b></p>	<p><b>Site visit Automotive</b></p> <p><b>Feroimpex</b></p> <p>14:30 Arrival</p> <p>14:30 Activities of Feroimpex</p> <p>15:00 Tour through the facilities</p> <p>16:00 Question &amp; Answers</p> <p>16:30 Return to Westin Hotel</p>

		<p>Question &amp; Answers</p> <p>15:15 EUVITA cluster <b>Zvonimir Novak</b></p> <p>Biotechnicon d.o.o. <b>Ana Marusic Lisac</b></p> <p>High School of Agriculture <b>Prof. Marijana Ivanek-Martincic</b></p> <p>Question &amp; Answers</p> <p>16:15 End of visit and return to the Westin hotel</p>	
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