



**Information Sessions in Regional Policy
Regional Policy Dialogue with China**

A pilot project of the European Commission in the framework of their European Parliament pilot project to enhance regional and local co-operation by promoting EU regional policy on a global scale

**Information Session N°2
Innovation and Clusters in the European Union**

2 – 15 October 2011

**A biweekly event prepared for delegates from the
National Development and Reform Commission (NDRC)
People's Republic of China**

PROGRAMME

As of 02 October 2011

Implemented by:

Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH

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1. Presentation and Objectives of the Programme

This information session for 20 Chinese representatives of the National Development and Reform Commission (NDRC) is carried out on behalf of the European Commission's Directorate General for Regional Policy (DG REGIO). It takes place from 02 to 15 October 2011 within the framework of the European Parliament's pilot project to enhance regional and local co-operation by promoting EU regional policy on a global scale. It is the first in a series of four sessions that are implemented by Deutsche Gesellschaft für Internationale Entwicklung (GIZ) GmbH. GIZ is a globally operating agency supporting sustainable development through enhancing human capacities, international dialogue and contributing to decentralized co-operation. Most of GIZ's activities are commissioned by the German Federal Government.

This information and training course is part of the EU-China Regional Policy Dialogue and will focus on innovation and cluster policies. The course aims at providing insights to European best practices, offering Chinese experts a source of reference for developing own future regional policies. The seminar aims specifically at delivering European experiences for Chinese experts' during the implementation of 12th Five-Year Plan (2011-2015).

2. Programme Contents

According to the European Commission, innovation is the key for Europe's economic future. Since 2000, the EU has made clear progress towards a more innovative economic development, especially by launching the European Research Area. 2006 the European Commission presented the 'Broad-based innovation strategy', aiming at ensuring that the mindset everywhere in the EU becomes more open to innovation, and considers it as priority number one. By launching the Lead Market Initiative for a more innovation-friendly environment and by creating the European Institute of Technology, the Commission has further undertaken concrete steps to further promote innovation in the EU. Although progress has been achieved, the innovation gap among European regions has still not been closed. Since the Europe 2020 development strategy for smart, sustainable and inclusive growth, innovation has become an even stronger value, including the implementation of the "Innovation Union".

Cohesion policy plays a key role in the innovation field when *"helping regions to implement regional innovation strategies and action plans which potentially can have a significant impact on competitiveness, both at regional level and in the Union as a whole"*¹. Especially through the European Regional Development Fund (ERDF), regions are empowered to strengthen regional innovation governance.

A recent study commissioned by the DG REGIO² notes that the role of the regions as stimulator and co-ordinator of regional innovation systems is crucial, while a good co-ordination between national and regional policies is necessary. However, there seems to be not a one-size-fits-all strategy for setting the best level of decentralisation to support regional innovation in each Member State. Whereas defining a wider regional consensus on priorities through a thorough consultation of partners on issues at stake is crucial, it seems that the private and research sectors are not fully involved in the

¹ Regio Paper Nr. 02/2010, DG Regio

² Study undertaken by the Danish Technology Institute

partnerships. Intermediary bodies can play a key role when involving all stakeholders of the innovative system in the design and implementation of the regional innovation strategies.

EU action in the innovation policy field is justified on Art. 173 TFEU, which states that the Union and the Member States shall ensure the conditions necessary for the competitiveness of the Union, including by “*fostering better exploitation of the industrial potential of policies of innovation, research and technological development*”.

Clustering related industries is a key prerequisite for ensuring a long lasting competitiveness and innovation policy. Because of the shared proximity – both in terms of geography and of activities – cluster members enjoy the economic benefits of several types of positive location-specific externalities, including access to specialised human resources and suppliers, knowledge spillovers, pressure for higher performance in head-to-head competition and learning from the close interaction with specialised customers and suppliers³. Furthermore, clusters enable companies, research organisations and regions to join forces in the innovation stakes, but this requires an enabling environment⁴.

Clusters agglomerate about 40 percent of all European labour work in companies, including innovative sectors like biotechnology, nanotechnology and IT. All European member states have cluster programmes aiming at creating, strengthening or mobilising particular clusters.

Innovative clusters have been on the attention of the EU policy particularly since the “Aho report”, a milestone report including investment in clusters as part of its recommendations for greater ‘structural mobility’ in Europe’s innovation landscape. Today, there is a proliferation of cluster policies, cluster programs and cluster initiatives⁵ all around Europe. Internationalisation strategies of networks and clusters play a key role in reaching overseas markets for related companies⁶.

Moreover, the Competitiveness Council of the EU identified clusters as one of nine priorities in its conclusion of December 2006 to be adopted in support of innovation. In October 2008, the European Commission set up a European Cluster Policy Group with the aim to explore how to better assist Member States in supporting the emergence of more world-class clusters in the EU. The group started its work in April 2009 with an 18-month term. Experts from this group will be key partners to be invited for the information sessions on innovation and clusters for Chinese NDRC representatives.

On the practical front, the EU-backed Europe INNOVA and PRO INNO Europe initiatives help share and disseminate information on clusters. PRO INNO’s European Cluster Alliance is an open platform fostering transnational co-operation in the area of cluster policy which builds upon four ongoing cluster policy ‘INNO-Nets’.

³ For a deeper analysis of these externalities, see Cluster policy in Europe: A brief summary of cluster policies in 31 European countries. Europe Innova Cluster Mapping Project. Oxford Research AS. January 2008.

⁴ Quotation from E&I Online Magazine, 06.05.2008. European Commission, DG Enterprise & Industry.

⁵ According to Lindqvist et al (2008), cluster initiatives are *organised efforts to increase the growth and competitiveness of clusters within a region, involving cluster firms, government and/or the research community*. In: Clusters and Clusters Initiatives, Göran Lindqvist et al, Center for Strategy and Competitiveness, Stockholm School of Economics, June 2008.

⁶ See Presentation of European Cluster Policy Group Member Dr. Gerd Meier zu Köcker during the 4th EU-China High Level Seminar on Regional Policy held in Brussels on 8. October 2009.

3. Programme Logistics

Just as the other sessions of the series, the programme contains a relevant mix of lectures and field visits. The ultimate goal of the sessions is to discuss about innovation and clusters policies in Europe at the supranational, national, regional and local levels. The cooperation on innovation between the public and private sector will be the red line of the seminar. The field visits have been carefully selected according to the diversity of European innovation and clusters systems. They will include different industries like biotechnology and IT which can be considered as key for the future economic development of Europe. Chinese experts will be able to see financial incentives and workforce qualifications programmes.

The course will start with a briefing session in Beijing on Sunday, 02 October 2011. This will not only cover basic logistical issues, but also an introduction to the topic by an external expert. The project coordinator will be in charge of the session which could also be attended by members of the Delegation of the European Union in China or by relevant experts named by the DG Regio. Participants will be then transferred to the airport.

Once in Europe (Germany), the delegation will take a connecting flight from Frankfurt to Berlin. The seminar will start on the next day with an introductory session in the GIZ office in Berlin. The day will include a brief introduction to the European innovation and clusters policies, and will go forward with some field visits.

Participants will then continue the information session which will take them to Stockholm (Sweden), Riga (Latvia), Lille (France), Maastricht (Netherlands), Brussels (Belgium) and Bonn (Germany). The summary session will consist of a one day workshop at GIZ's headquarters in Bonn in which participants will be requested to develop their own reflection on EU regional policy and its usefulness for Chinese challenges. The workshop will also comprise the key contents of the seminar. Participants will also be able to assess the seminar and to receive participation certificates. On the next day (Saturday 15 October 2011) they will return from Frankfurt to Beijing.

Participants will be requested to disseminate their insights on European regional policy with a wider community of experts in China in order to achieve a multiplier effect.

4. Programme Overview

Day	General Issues	Location
Sunday, 02.10.11	Briefing Session	Beijing (CN)
Monday, 03.10.11	Flight to Frankfurt (Air China 01h20) Transfer flight to Berlin (Lufthansa 09h00) Cultural Programme (National Holiday in Germany)	Beijing (CN) – Berlin (DE)
Tuesday, 04.10.11	Opening, Lectures and Field Visits	Berlin (DE)
Wednesday, 05.10.11	Field Visits and Travel to Stockholm	Berlin (DE) – Stockholm (SE)
Thursday, 06.10.11	Field Visits	Stockholm (SE) – Riga (LT)
Friday, 07.10.11	Field Visits	Riga (LT)
Saturday, 08.10.11	Brief Workshop (summing up the 1 st week) Free Day and Cultural Programme	Riga (LT)
Sunday, 09.10.11	Flight to Charleroi and Transfer to Lille	Riga (LT) – Lille (FR)
Monday, 10.10.11	Field Visits	Lille (FR)
Tuesday, 11.10.11	Transfer to Maastricht	Lille (FR) - Maastricht (NL)
Wednesday, 12.10.11	Field Visits and Transfer to Brussels	Maastricht (NL) – Brussels (BL)
Thursday, 13.10.11	Participation at EU-China High Level Seminar	Brussels (BE)
Friday, 14.10.11	Transfer to Bonn Final Workshop and Evaluation	Brussels (BE) - Bonn (DE)
Saturday, 15.10.11	Transfer to Frankfurt (09h00) Flight to Beijing (Air China 14h50)	Bonn (DE) – Frankfurt (DE) - Beijing (CN)
Sunday, 16.10.11	Arrival in Beijing (06h25)	Beijing (CN)

5. Programme Detail

Sunday, 2 October 2011

Briefing Meeting in Beijing

Location: Hotel Guoyi (北京市西城区文东街1号)

13:00 Lunch

14:30 **Session 1 - Overview of the Programme and Basic Organisational Issues**

Description: The information session will start with a briefing meeting in Beijing. The first session will give an overview of biweekly training programme as well of the thematic focuses. It will also provide participants with basic information on practical issues of the visit. Chinese delegates will be able to express their areas of specialisation and their expectations with regard to the study tour.

Moderator: Mr. Pablo Gándara, Project Coordinator

15:30 **Session 2 – European Integration: An Overview**

Description: This session will explain the purpose of the EU and how the various institutions work. It also covers EU finances, the Union's legal foundations and its policies and activities. It will focus on European Regional Policy, the second largest EU policy. Its goal is to strengthen economic, social and territorial cohesion by reducing disparities between the regions and countries of the Union. In this way the EU policy contributes positively to the overall economic performance. By managing three major funding lines, the EU helps regions that are less prosperous or are suffering from structural problems to improve competitiveness and to achieve a faster rate of economic development in a sustainable way.

Lecturer: Mr. Pablo Gándara, Project Coordinator

16:30 **Session 3 – GIZ Cooperation with NDRC**

Description: Particularly through the *Economic and Structural Reform Programme*, GIZ cooperates with NDRC on regional development since many years. The programme consists of five components: Macroeconomic policies and structural reform; Economic and social policy decision-making guidelines for the State Council leadership; Research in economic, administrative and social reform; Development of distribution systems in rural areas; and sustainable regional development.

Lecturer: Mr. Andreas Gschwandtl, GIZ Office in Beijing

17:15 **Session 4: EU Regional Policy: Reflections on the future**

Description: This lecture will deliver an overview of EU regional policy and a brief look to the current debate of the future of EU regional policy after 2014.

Lecturer: Mr. Mick Dunford, University of Sussex

19:00 Dinner

21:00 Transfer to the airport

Monday, 3 October 2011

- 01:20 Flight Beijing – Frankfurt (CA 965)**
05:50 Arrival in Frankfurt
09:00 Connecting Flight to Berlin
10:05 Arrival in Berlin

Cultural Programme (National Holiday in Germany)

Dinner and Accommodation in Berlin

Tuesday, 4 October 2011

Location: GIZ Office in Berlin, Stressemanstraße 92, 10963 Berlin

09:00 Welcoming words by GIZ

09:30 Session 4: Introduction to Clusters Policies in the European Union

Description: Clusters agglomerate about 40 percent of all European labour work in companies, including innovative sectors like biotechnology, nanotechnology and IT. All European member states have cluster programmes aiming at creating, strengthening or mobilising particular clusters. Today, there is a proliferation of cluster policies, cluster programs and cluster initiatives all around Europe. This lecture will give an overview of clusters policies in Europe, focusing on the experiences of Spain.

Lecturer: Prof. Mari José Aranguren, Orkestra & Partner of the European Clusters Observatory (ECO), Spain

11:00 Coffee Break

11:30 Session 5: Regional Innovation Policy in Europe and Germany

Description: For the 2007–13 period, Germany has been allocated €26.4 billion cohesion policy funds in total. Some €8 billion are being invested in activities directly linked to Research & Development (R&D) and innovation. This lecture will deliver an overview of national and regional innovation and clusters policies in Germany. Starting from the initial conditions of a region, Dr. Kroll will explain which policy measures can be developed in order to promote innovation and clusters. Mr. Kroll will also give an overview of the Regional Innovation Monitor, a project prepared by a consortium including Fraunhofer ISI for the European Commission (DG Enterprise and Industry).

Lecturer: Dr. Henning Kroll, Fraunhofer Institute for Systems and Innovation Research ISI, Karlsruhe

13:00 Lunch

15:00 Session 6: Introduction to Cluster Programs and Support Instruments

Description: The lecture will deal with the different levels of a cluster and how can they be addressed through policy intervention. It will also reflect on the current state of the discussion in Europe with regard to cluster support policies. Best practices and policy recommendations from the project “NGP Excellence – Cluster Excellence in the Nordic Countries, Germany and Poland” (largest cluster

benchmarking and cluster program benchmarking project so far worldwide, 9 countries, 143 cluster) will be shown. Moreover, the lecture will give a look to the cluster program “*Competence Networks Germany*” and will end with reflections on how to develop world-class clusters?, including benchmarking as instruments for policy makers and programme owners. The *Initiative Competence Networks Germany* is supported by the Federal Ministry of Economics and Technology (BMWi) and supports the best 110 regional networks / clusters in Germany.

Lecturer: Mr. Thomas Lämmer-Gamp, VDI/VDE IT &, Manager of the Competence Networks Initiative and Member of EU Clusters Board

Dinner and Accommodation in Berlin

Wednesday, 5 October 2011

09:00 Session 7: Field Visit – The Technology Cluster Adlershof

Description: Berlin Adlershof is one of the most successful high-tech locations in Germany. Embedded in an overall urban development concept, this integrated Science, Business and Media location has been growing on an area of 4.2 km² since 1991. At the core of the concept is a Science and Technology Park with 425 companies, eleven non-university research institutes and six scientific institutes of the Humboldt University in Berlin. The companies and the non-university scientific institutes focus on: Photonics and Optics; Microsystems and Materials; IT- and Media; Bio Technology and Environment as well as Photovoltaics (*preliminary quotation of the website*). Adlershof has been co-financed by the European Funds for Regional Development (ERDF).

Lecturer: Mr Frank Luterbach, Technology Center, WISTA Adlershof

11:00 Transfer to the Airport Berlin Schönefeld

12:00 Lunch at the Airport Berlin Schönefeld

14:30 Flight to Cologne and Stockholm (German Wings)

20:15 Arrival in Stockholm

21:30 Check-in

22:00 Dinner

Accommodation in Stockholm

Thursday, 6 October 2011

10:00 Session 8: The European Clusters Observatory

Description: The European Cluster Observatory is an online platform that provides a single access point to information and analysis of clusters and cluster policy in Europe. It provides data and analysis on clusters and competitiveness, a cluster library, a classroom for cluster education and analysis regional competitiveness conditions. The lecture will start with an overview of innovation policies in Sweden and the role of EU cohesion policy.

Lecturer: Dr Göran Lindqvist, Project Manager, The European Clusters Observatory, Stockholm School of Economics

Lunch

13:30 Session 9: Field Visit: The Kista Science City

Description: Kista is a Science City – a creative melting pot where companies, researchers and students collaborate in order to develop and grow. The foremost sector in Kista is ICT (Information and Communication Technology). KISTA is a project co-financed by the European Funds for Regional Development (ERDF).

Lecturer: Mr. Åke Lindström, Market Director

15:00 Lunch and free afternoon

18:00 Transfer to the Airport

20:40 Flight to Riga

22:45 Arrival in Riga

Accommodation in Riga

Friday, 7 October 2011

09:00 Session 10: EU Support to Cohesion and Innovation Policies in Latvia

Description: For the 2007–13 period, Latvia has been allocated around €4.6 billion in total. Latvia plans to invest around €1 billion in strengthening its scientific and research potential, innovative companies, enhancing international competitiveness, and promoting the transfer of knowledge and its commercialisation. The Operational Programme Entrepreneurship and Innovation aims to reach a considerable progress in science, innovation and entrepreneurship that will further contribute to country's performance in terms of growth and jobs. The programme promotes the creation of new enterprises and will foster the development of existing companies, in particular in areas outside the capital city of Rīga.

Lecturer: Mr. Aleksandrs Antonovs, Ministry of Finance, Managing Authority for Latvia

11:00 Session 11: Field Visit – IT Clusters in Latvia

Description: IT Cluster Latvia is a platform for further development of IT innovative solutions and products. The main objectives are: Strengthening the image of Latvia as a provider of high quality and reliable products and services for export; facilitating the sharing of knowledge and experience among IT Cluster companies and; facilitating the creation of new industrial activities and attracting new cluster participants. Latvian IT Cluster companies specialize in software development, IT consultations, hardware architecture, networking & data transmission solutions, financial and business management solutions for enterprises and organizations, business analysis solutions, Enterprise Resource Planning solutions, finance management and accountancy solutions.

Lecturer: Ms. Lilita Sparane, Executive Director, IT Cluster in Riga

13:00 Lunch

14:30 Session 12: Field visit: Innovation policies - the IT Competence Centre

Description IT Competence Centre has been established with an aim to foster cooperation among ICT businesses and science institutions

Lecturer Mrs. Signe Balina, Chairwomen of the Board of Directors

Free Afternoon

Dinner and Accommodation in Riga

Saturday, 8 October 2011

09:30 Brief Workshop – summing up the first week

Guided Tour and Free afternoon

Sunday, 9 October 2011

10:40 Flight to Charleroi

12:15 Arrival in Charleroi and Transfer to Lille (120km)

16:00 Cultural Programme in Lille

Monday, 10 October 2011

09:00 Session 13: The OP Nord-Pas de Calais and its role in promoting innovation

Description: The French region of Nord-Pas de Calais is home to 4 million inhabitants. The region has 350 km of border with Belgium and 100 million inhabitants within a 300 km radius. Trade between Great Britain and continental Europe has given rise to large ports (Calais, Boulogne and Dunkerque). The regional economy is dynamic and diversified. The traditional sectors of coal-mining, metal-work and textiles have undergone a major economic and social re-structuring in the last 25 years.

Lecturer: Ms. Isabelle Liban, Préfecture de la région Nord Pas-de-Calais, Secrétariat général pour les affaires régionales, Managing Authority of the OP

Location: 2, rue Jacquemars Gielée

11:00 Session 14: Regional innovation and clusters in Lille

Description: The region Nord-Pas de Calais has large, internationally recognised laboratories and research institutes, which attract researchers from throughout the world and help establishing efficient partnerships. The region has six clusters of competitiveness geared towards research and development at national and/or

world level and 11 clusters of excellence, complementing the former, which are mainly geared towards providing support and assistance to companies.

Lecturer: Mr. Mathieu Defresne and Mr. Bertrand Fontaine, OSEO Nord Pas de Calais

13:00 Lunch

14:30 Session 15: Innovation Policy and Clusters: The Role of NFID

Description: NFID supports innovation and promotes research throughout the region. With its 70 structures (universities, colleges of university level specialising in professional training (grandes écoles), competitiveness clusters, CCI, professional poles), the group provides those companies working on innovative projects with experts, who can support and help their projects to progress until they are finally achieved. NFID is recognised and appreciated at its fair value as in November 2008 the group was awarded the European Regional Champions award in the "Innovation" category

Lecturer: Mr. Carlos Pereira, European Relations

16:30 Guided Tour in Lille

Dinner and Accommodation in Lille

Tuesday, 11 October 2011

08:00 Transfer to Maastricht

12:00 Arrival in Maastricht

13:00 Joint Lunch with Authorities of the Regional Government

14:30 Session 16: Part 1: Innovation in Limburg, part of the Technological Top Region; Eindhoven-Leuven-Aachen, in the heart of the European purchasing power

Description: Limburg and its neighbouring regions in Germany and Belgium has a well known tradition in the cooperation between triple helix partners (business, government and science), core stakeholders to improve competitiveness in a technology-driven economy. The presentation concentrates on the core issues and projects in Limburg and its cross border challenges.

Lecturer: Mr. Jean Severijns, Project Manager Internationalisation, Province of Limburg

Part 2: China platform in Limburg

Description: The Province of Limburg and its most important stakeholders have created a task-force to join forces regarding policies and activity related issues regarding China. The presentation concentrates on the way this China Platform operates.

Lecturer: Mr Paul Baeten, Head Strategy and Innovation Department, Province of Limburg

16:00 Session 17: Field Visit: Chemelot Campus: Innovation in CHEMaterials

Description: The Chemelot Campus is a magnet for innovative companies. Since 2005, the campus has welcomed 34 new companies, bringing hundreds of new jobs. These new companies make use of the knowledge and skills available at the campus.

Their presence at the campus enables young entrepreneurs to rapidly realize their ideas and make a success of their companies. The collaboration between government (Province of Limburg), education (Maastricht University/Maastricht UMC+) and industry (DSM) ensures that the already highly successful Chemelot Campus will be developed into a widely recognized cluster of companies and knowledge and research institutions in the field of CHEMaterials. This will also reinforce the position of the south of the Netherlands as Technological Top Region (TTR).

Lecturer: Mr. Klaas Bos, Spokesperson Chemelot

Wednesday, 12 October 2011

09:30 Session 18: Field Visit: FIR – The Research Institute for Industrial Management

Description: The FIR at the RWTH Aachen University is a non-profit, intersectoral research institution concerned with business organisation and corporate development. The institute provides research, qualification programmes and lectures in the fields of service management, information management and production management. As a member of the German Federation of Industrial Research Associations, the FIR promotes research and development for the benefit of SMEs.

Lecturer: Mr Peter Laing, Head of Department Information Management, FIR at RWTH Aachen

12:00 Transfer to Brussels (120km)

14:00 Lunch on the road

15:00 Arrival in Brussels

15:30 Cultural Programme

Dinner and Accommodation in Brussels

Thursday, 13 October 2011

Participation at the Open Days 2011

Dinner and Accommodation in Brussels

Friday, 14 October 2011

08:30 Transfer to Bonn

11:00 Session 19: Workshop

Description: The seminar will end with a one day workshop at the GIZ representation in Berlin. Participants will be requested to develop their own reflection on EU regional and innovation policy and its usefulness for Chinese challenges. Moreover, participants will elaborate a summary report including their recommendation for future cooperation.

Moderator: Mr. Michael Funcke-Bartz, Head of Division Sustainable Technologies, Industrial and Urban Development, GIZ. Mr. Pablo Gándara, Project Coordinator for GIZ

13:00 Lunch

14:00 Session 20: Workshop continuation and closing session

Description: Participants will be able to assess the seminar and to receive participation certificates.

Moderator: Mr. Michael Funcke-Bartz, Head of Division Sustainable Technologies, Industrial and Urban Development, GIZ. Mr. Pablo Gándara, Project Coordinator for GIZ

Dinner and Accommodation in Bonn

Saturday, 15 October 2011

09:00 Transfer to Frankfurt International Airport (160km)

12:00 Arrival in Frankfurt International Airport

14:50 Return to Beijing (CA 966)