



Implementing a World-Class Cluster

Best Practices, tools and experiences

Cluster Management Workshop

Milan

19th March 2013

Düsseldorf – Geneva – Grenoble – Hamburg - Karlsruhe – Milan – Munich – Paris – Turin – Vicenza

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Innovation is the driver of economic growth. It is important on a large number of levels: firms, clusters, research centers, regions and nations that need advanced knowledge infrastructures to raise productivity, exploit the innovation potential and increase competitiveness

Large industrial-based countries such as Germany, France, Italy and other innovative countries such as Switzerland, The Netherlands, Sweden, Finland, UK, Austria built a significant asset stock in terms of know-how, patents and innovation skills.

Nevertheless globalization and technology-hungry countries such as China, India, Korea threaten the Europeans due to their enormous demand rate and financing capabilities. Europeans have to quickly react in order to protect and develop new and strong value-added business models accelerating the innovation and the market exploitation.

Significant Clusters were organized in many European countries with different models (Competitiveness Poles, District, Competence Centres,...). **Italy with its Districts Model has been for long time a benchmark.** Districts are now facing the so-called "phase 2 challenge" where critical mass of specialization, speed, impact and sustainability should be dramatically improved.

In Italy, Government **has recently approved the creation of eight National Technology Cluster** organized by strategic industries and technologies. The objective is to overcome regional districts and R&D centers fragmentation and to aggregate the innovation supply chains - universities, companies, research centers and other public and private entities – in large clusters with critical mass and capable of activating abroad participation and convergence with Horizon 2020 objectives and to accelerate the technology transfer to SME and the economic development of territories.

Today's challenge is the implementation and development of national Clusters towards the World-Class Cluster model leveraging the districts and regional clusters

In the above scenario ICM Industrial, the Innovation & Technology Transfer company of ICM International, leading European professional & industrial services network, has developed a significant experience in the industrial cluster field and also in research and design of new business and operating platforms for clusters, supply chains, SMEs, research centers and large companies. These experiences have been consolidated in the **IRM® Cluster (Innovation Relationship Management)** platform that is a set of best practices, processes, know-how, market and technology information databases organized in innovative services for cluster managers and members.

IRM® Cluster Platform (Innovation Relationship Management) supports Cluster Management and Members in the whole innovation process, from the idea generation, to their development (often collaborative), from know-how and intellectual property management to their monetization through technology transfer, exploitation of collaborative projects results and business opportunities identification.

Over 15 Clusters, 3.000 Organizations and 10.000 Patents have been mapped and analyzed for Cluster strategic planning, Innovation and economic development policies, technology and patent valuation, collaborative R&D management, Industry & Technology intelligence and Technology Transfer and commercialization

To share experiences, best practice and tools and to listen to the voice of the Clusters managers and stakeholders, ICM Industrial organizes a workshop with the following objectives and agenda.

Workshop objectives

- Share experience and understand the opportunities and the strategic options for the World-Class cluster implementation
- Understand how to structure organization, processes and tools for an effective Cluster Management
- Finding financial resources through the know-how and technologies transfer to the market
- Managing the complexity of an organization that coordinates multi-enterprise projects with an "Open Innovation" approach

Workshop Audience

- Business, Innovation and Technology Managers of: Clusters, SMEs', Large Companies, Public and Private Research Centers, Technology Transfer Offices, Incubators
- Representatives of Government Agencies, Trade Associations, Chamber of Commerce, Financial Institutions and Start-up Initiatives

Workshop participation is free, for information and subscription: info@icm-industrial.ch

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Centro Congressi Palazzo Stelline, Porta Conference Room (first floor)

C.so Magenta, 61 20123 Milan

Agenda: 10.00 a.m. – 1.00 p.m.

- **Cluster Value Management** - Strategies, best practices, operating platform and financial sustainability
Pier Angelo Biga - President ICM International and Partner IPT Alliance

Cases and experiences

- **IRM® Aerospace - Platform for the Innovation and Technology Transfer in the Italian Aerospace industry**
Attilio Di Giovanni - VP Innovation - Finmeccanica Group
- **IRM® Mechatronics and European Mechatronic Intercluster – Cluster & Collaborative R&D Management**
Dario Scapatucci - MESAP Technical Manager & European Mechatronic Intercluster Partner
- **IRM® Cleantech - Virtual Cleantech Cluster and Cleantech Innovation Policy Swiss benchmark**
Angelo Cavazzana - General Manager ICM Industrial
- **Technology Transfer: Bridging the gap between Research Lab and Industries – German Cases**
Michael Beyer Ph.D. - COO PATEV Associates GmbH and Partner IPT Alliance
- **Discussion**
- *Light Lunch*

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ICM INDUSTRIAL PROFILE

ICM Industrial is the innovation and technology transfer company of ICM International.

ICM International is a leading European professional and industrial services network of firms specialized in Valuation, valorization and finance of intangible and IP assets (**ICM Advisors**), Industry and Technology Competitive intelligence (**ICM Research**), Innovation & Technology Transfer (**ICM Industrial**).

ICM Industrial provides, through IRM® platform (Innovation Relationship Management), know-how, services and tools to accelerate innovation, technology transfer to the market.

The company has economic and technological-industrial know-how and tools applied by its experts and professionals in various industrial and technological industries in the most industrialized European countries.

ICM Industrial, in addition of its international organization, has a network of collaborations and contacts with high profile Competence and Research Centres specialized on critical technology and engineering disciplines in many industries.

ICM Industrial counts among its clients Industrial Cluster, SMEs, Large Companies and prestigious Research Organizations and it is present in Italy with two units specialized in: services for Industrial Clusters in Turin and CleanTech transfer and sustainable manufacturing in Schio (Vicenza).

ICM International is founding member of IPT Alliance, with Avenium Consulting SA (France - Subsidiary of CEA Commissariat à l'Energie Atomique et aux énergies alternatives) and Patev Associates GmbH (Germany). IPT Alliance is a European leader in Intellectual Property Management and Technology Transfer with a track record of references in many industries and technologies

ICM International operates in six countries with over 150 professionals. ICM International is present in Italy since 2003.

Industries and technologies competences

- Aerospace
- Automotive
- Biochips
- Cleantech
- Chemistry
- Packaging
- Photovoltaics
- Consumer Goods
- Pharmaceuticals
- Life Science
- Electronics
- Energy & Environment
- Equipment Manufacturing
- Medtech
- Optics
- Fuel cells
- Green Building
- Luxury Goods & Services
- Materials
- Mechatronics
- Media/Digital TV
- Public & Private Research Secondary batteries
- Smart Grid
- Semiconductors
- Software
- Telecommunications
- Textile / Apparel

Website
www.icm-industrial.ch