



## Implementing a World-Class Cluster

*Best Practices, tools and experiences*

### Poland Cluster Managers Workshop

6<sup>th</sup> June 2013

Warszawa, Centrum Przedsiębiorczości Smolna 4

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,...).

***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<sup>®</sup> 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<sup>®</sup> 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 for Polish Cluster Managers 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

### **Workshop Audience**

- Cluster Managers and professional staff
- Representatives of Government Agencies, Trade Associations, Chamber of Commerce, Financial Institutions and Start-up Initiatives

**Workshop participation is free.**

## **Implementing a World-Class Cluster**

### *Cluster Managers Workshop*

6<sup>th</sup> June 2013, Warsaw, Centrum Przedsiębiorczości Smolna 4

**Agenda: 9.00 a.m. – 4.00 p.m.**

**Welcome - Cluster in Poland – Opportunities and challenges – Joanna Podgórska, Deputy Director of the Enterprise and Innovation Department, the Polish Agency for Enterprise Development (PARP)**

#### **Cluster Value Management framework**

- Positioning & strategies
- Financial sustainability
- Service model and operating platform
- Ecosystems conditions

#### **Organizing for effective Cluster Management**

- Cluster Industrial, Technology and Financial Mapping
- Industrial & technology capabilities Valuation
- Technology road map for clusters

#### **Q&A Session**

#### **11h Coffee Break (20')**

#### **Open innovation and Collaborative R&D management**

- The idea and projects selection
- Market understanding and the state of the art
- IP Management
- Execution: development and monitoring
- Evaluation of the results

#### **Technology transfer and Marketing**

- The cluster as natural market for technology transfer
- Technology transfer instruments (licensing, start-up, JV, spin-off)
- Tech transfer best practices & processes and key success factors

#### **Q&A Session**

#### **1pm Quick Lunch (one hour)**

#### **Competitive market & technical intelligence**

- How to structure intelligence on markets in terms of: competitors, technologies, intellectual property, business opportunities, strategic partners and best practices,
- How to increase the innovation process and technology strategy development

#### **Developing cluster members**

- Technology Asset (know-how & patent) Valuation for SME
- Organizing technology marketing

#### **Measuring Cluster Performance**

- Stakeholder expectations
- KPI minimum requirements

#### **3.30 pm Q&A and Conclusions**

All the presentations are supported with real cases in different industries (Aerospace, Mechatronics, Cleantech, Energy, Packaging, Green Building, B2C, Bioplastics,...) and with the IRM Operating Platform

ICM & IPT Alliance Staff:

- Pier Angelo Biga – President ICM International
- Angelo Cavazzana – General Manager ICM Industrial
- Michael Beyer – Chief Operations Officers Patev Associates

## ICM INDUSTRIAL PROFILE

ICM Industrial is the innovation and technology transfer company of ICM International network that provides innovative services and tools to support fast innovation, technology management and market exploitation.

The company has a deep economic, technological, industrial know-how and advanced tools applied by its experts and professionals in many industry sectors and technology fields in the most industrialized European countries.

ICM Industrial offers technology, IP, industrial expertise and services such as Technology Portfolio Management, Technology Valuation, Competitive Technical Intelligence, Cluster Management, Technology Transfer and Collaborative R&D exploitation in Open Innovation environment.

Services are delivered through the IRM<sup>®</sup> (*Innovation Relationship Management*) Platform of best practices, processes, technology and market information bases organized by industry sectors and available in cloud-computing mode.

ICM Industrial counts among its clients Large Companies, Industrial Cluster, SMEs, Research Organizations, Universities, Government Agencies, Banks and Financial Investors.

ICM Industrial has a specific expertise about Industrial and Technology Clusters in different sectors:

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

ICM International Group is a leading European high-value added specialized professional services organized in three business units:

- Intangible Asset Valuation & Strategy Advisory – ICM Advisors
- Research & Competitive Intelligence – ICM Research
- Innovation & Technology Transfer – ICM Industrial

ICM International is a 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 the European leader in Intellectual Property Management and in Technology Transfer with a track record of references in many industrial sectors

ICM International operates with a staff of over 150 professionals.

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

### Industries and technologies competences

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

Website

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