



The IV Barcelona Clusters Summer School

BCSS 2010

IESE Business School

**DRAFT PROGRAMME:
BARCELONA CLUSTERS SUMMER SCHOOL 2010**

The forth Barcelona Clusters Summer School (BCSS 2010) will be organised by the International Centre for Competitiveness of the IESE Business School, from the 28th of June to the 9th of July 2010. As in the past three editions, the programme has been designed and coordinated by Emiliano Duch, one of the pioneers in cluster competitiveness management.

BCSS 2010 offers a programme of two weeks of courses that cover from the conceptual framework to best practice examples on Cluster Competitiveness Management. Rigorous theoretical courses conducted by well-known academics are combined with leading practitioners' experiences from across the world in different economic settings.

The courses are designed for professionals working in the management of cluster based competitiveness and innovation programmes, at cluster and regional level.

The schedule of the BCSS has been designed to allow students to participate in both weeks offered, or only in one of them. However, the students that attend both weeks' courses will be awarded a certificate on Cluster Competitiveness Management.

**CLUSTER COMPETITIVENESS WEEK.
JUNE 28 – JULY 2, 2010**

A deep understanding of clusters and cluster initiatives, and their application in economic development policies is key for any modern policymaker. The first week of the Summer School is addressed particularly to those policymakers and economists in governmental bodies, be it at supranational, national or regional levels, in charge of designing and shaping development, innovation and competitiveness policies. This week's courses are also important for practitioners working with clusters, to understand the general policy framework where the cluster programs and actions are coming from.

The subjects of this course will be:

Competitiveness Policy Framework

From 9am to 11am

Instructors: Christian Ketels and Antoni Subira

The course will lay the theoretical foundations of competitiveness, and their implications for cluster based development policies. The course will use cases to help understand the importance of locations and clusters, the policies to upgrade them in different regional, national, and supranational settings (Finland, New York, Singapore, and Cluster Mobilization in Mitteldeutschland, California Wine...).

Cluster Competitiveness Programmes

From 11:30am to 1:30pm

Instructor: Emiliano Duch

This course provides an introduction to the common pitfalls and key issues to take in to account when developing a cluster based competitiveness programme, using a real example in the United Kingdom to discuss: the prioritization of clusters, the launching of cluster initiatives, the management of cluster projects, their monitoring and use to improve horizontal policies (export, innovation, training ...) and their international impact.

Competitive Policy Monitoring and Evaluation

From 3:30pm to 5:30pm

Instructors: Antoni Subirà, Jorgen Rosted, Alberto Pezzi, Reinhard Buscher

In the course Professor Subirà will present Foundation, Clusters and Competitiveness which will be complemented by the experiences from Denmark and Catalonia in Monitoring and Evaluating clusters, presented by Jorgen Rosted and Alberto Pezzi. Reinhard Buscher will go through the European Approach to Excellence and Fact Based Cluster Policies and the week session will close with a round table on Fact based Policies.

CLUSTER MANAGEMENT WEEK

JULY 5 - 9, 2010

Working with clusters, their companies and institutions to define common strategies and manage their joint actions, is moving from an artisan stage, based on accumulated personal experiences, to a body of codified methodologies and frameworks, already proven worldwide. The second week of the Summer School focuses on introducing those concepts, and is of particular interest for practitioners in direct relation with clusters, development agency staff, cluster managers, cluster project managers, consultants, and definitively cluster agents as well (companies or institutions).

The subjects of this course will be:

Strategy Foundations of the Cluster Management

From 9am to 11am

Instructor: Pascual Berrone

The course will lay the foundations of strategy needed to understand the strategic analysis of clusters, to be developed in the following course Management of Cluster Initiatives. It will be based in some of the landmark cases on strategy developed by Harvard Business School. Prof. Berrone will introduce the general framework and use cases to introduce Industry Analysis, the Value Chain, Industry Evolution and Innovation.

Management of Cluster Initiatives

From 11:30am to 1:30pm

Instructor: Emiliano Duch

This course on management of cluster initiatives was initially designed by Competitiveness, a leading firm in the field, to train consultants, and was later adapted for this summer school course. It uses a real case study in Sweden to introduce the methodological tools for industry analysis, strategy, and cluster competitiveness. The initial day is dedicated to the first HBS case on a cluster initiative, counting with the participation of its protagonist, Antoni Subirà. The last session will be a practical exercise in which the course methodology will be applied to cases developed by the students.

Management of Cluster Development

From 3:30pm to 5:30pm

Instructors: Miquel Barceló, Werner Pamminer, Barcelona 22@ representative (*to be confirmed*)

This course presents the practical experiences of some of the best examples in the management of cluster development, the experiences of Upper Austria and Barcelona. Their Cluster Managers will present different aspects of their management capabilities, at the level of cluster and development organization. The course last day is a visit to the Barcelona 22@ innovation district, with a round table of representatives from the city level, local development agency and cluster managers. A bicycle tour to the area ending up on the beach, concludes the course and the BCSS.

BCSS FACULTY

Emiliano Duch

BCSS Director

MBA, Harvard Business School, MPA Kennedy School of Government, Harvard University

Emiliano Duch was one of the pioneers in cluster development, having collaborated with Prof. Michael Porter in the first practical applications of the methodology. In 1994, he founded Competitiveness.com, the first consulting company exclusively dedicated to cluster competitiveness reinforcement projects. He was as well the founding chairman of The Competitiveness Institute. As CEO of his firm he has lead more than 120 cluster initiatives in Europe and Latin-America. He has acted as advisor to Public Administration Institutions and Regional Governments, as well as for multilateral institutions like the European Union and the Inter-American Development Bank. He has given seminars on clusters to USAID, the IADB, and many national organizations. He acts as well as coordinator of the the Escuela de Verano de Clusters para la Innovación at Universidad Adolfo Ibañez in Santiago (Chile).

Pascual Berrone

Ph.D. in Business Administration, Universidad Carlos III

B.S. in Business Administration, Universidad C. de Córdoba (Argentina)

Pascual Berrone is Assistant Professor in Strategic Management at IESE Business School. Before joining the IESE, he held two visiting scholar appointments at Arizona State University in recent years. Originally from

Argentina, Dr. Berrone has extensive managerial experience throughout Latin America, Europe, and the United States. Dr. Berrone's academic work has been published in international journals. He is an active member of the Iberoamerican Academy of Management.

Christian Ketels

**PhD in Economics, London School of Economics and
Political Science**

Christian Ketels is Principal Associate at Professor Michael E. Porter's Institute for Strategy and Competitiveness and member of the Harvard Business School faculty.

He is currently a Senior Research Fellow at the Stockholm School of Economics and a Director at The Competitiveness Institute. Dr. Ketels has led cluster and competitiveness projects in many parts of the world. He is a member of economic advisory groups in Europe and the Americas and has written widely on economic policy issues. He is speaker on competitiveness and strategy in Europe, North America, and Asia. His primary areas of research interest are competitive strategy, economic development, foreign direct investment, government and business, and the life sciences

Antoni Subirà i Claus

**PhD in Industrial Engineering, Polytechnic University of
Catalonia**

MSc in Industrial Management, MIT

Antoni Subirà is a former Minister of Industry, Trade and Tourism of the Catalan Government and member of the Parliament of Catalonia. Recently,

he became a full-time member of the faculty at IESE Business School, where he had taught in other capacities for many years. He is been Professor at IESE since the early sixties. From 1967 to 1974, he was Director of the MBA program at IESE. He has also served as a consultant for various multinational, and is a board member of several investment funds. He was a member of the Aho Commission appointed by the EU, and presently is Chairman of the Board of Advisors of The Competitiveness Institute and member of the European Cluster Policy Group.

GUEST SPEAKERS

Miquel Barceló

President

B_TEC Barcelona Innovació Tecnològica

Ph.D. Industrial engineering, UPC

Executive president (2004-2007) of Barcelona22@, independent member of the Parlament de Catalunya (1999-2004), and president of its industrial and energy commission; general manager of ICT (1987-1999); responsible for the industrial safety, technical standards and regulation at the Ministerio de Industria y Energia (1985-1987); President founder of RELE; and member founder of AENOR Board. Member of the board Barcelona22@ and Abertis Telecom; President of B_TEC Foundation, president of 2 private start-up companies: AIDA Center and INNOPRO Global Services. Is associate professor of knowledge economy at UPF.

Werner Pamminger

Managing Director of Clusterland Upper Austria

M.Sc. Automation engineering, Upper Austria

M.B.A. University of Toronto

He is an experienced executive and senior consultant for a few years. Since 2006 Mr. Pamminger is the general manager of Clusterland Upper Austria Ltd. the Upper Austrian regional development agency for cluster and network management. Werner is an international expert in cluster management and in the plastics industry; he has established the Upper Austrian Plastics Cluster. His main competences are situated in the fields of general management,

project management, institutional development, workshop trainings and moderation.

Alberto Pezzi

Manager of Observatory of Industrial Foresight

BSc in Economics, University of Bologna.

**Master in Law, Economics and Policy of the EU,
European College of Parma.**

Head of Competitiveness Analysis, Observatory of Industrial Foresight of the Department of Innovation, Universities and Enterprise of the Catalan Government. He has over fifteen years experience in economic development and clustering initiatives working both in the private sector and for local and regional Governments particularly in Emilia-Romagna (Italy) and Catalonia (Spain). He has extensive experience in strategic consulting. Alberto is also Secretary and member of the Board of Directors of The Competitiveness Institute, an international professional network of cluster practitioners based in Barcelona.

Jørgen Rosted

Director

FORA

Jørgen Rosted serves as Director of FORA, an independent research unit under the Danish Ministry for Economic and Business Affairs. Jørgen Rosted has been one of the most influential policy advisors in Denmark over the last two decades. Mr. Rosted has served as Permanent Secretary in the Danish Ministry of Business Affairs and has held a number of leadership positions in

the Danish Ministry of Finance, for three years as the Director of the Economic Department.

Reinhard Buscher

Head of Unit for Support for Innovation, European Commission

Directorate General for Enterprise and Industry

Dr. Reinhard Buscher is a Head of Unit at the Directorate-General for Enterprise and Industry. He holds a Bachelor's Degree and a PhD, in Economics. Before joining the European Commission in 1989, he worked for nine years at the Ministry of Economic Affairs in Germany. In the European Commission, he has worked in a number of different areas - as a Member of Commissioner Bangemann's Cabinet, as special Adviser for Industrial Aspects of the Information Society, as Head of Unit for Standardisation, Head of Unit for Industrial Aspects of Electronic Commerce and Head of Unit for E-Business, ICT industries and services. Since January 2008, he has been Head of Unit 'Support for Innovation'.

ENTRY REQUIREMENTS

Candidates for the BCSS must meet the following requirements:

- Strong background in Management and Economics
- Working knowledge of English
- Experience in cluster development institutions will be an asset.

Among the candidates who meet the eligibility criteria, the BCSS will select those with more outstanding professional careers.

APPLYING TO THE BARCELONA CLUSTERS SUMMER SCHOOL

The BCSS has a rolling admissions policy and begins reviewing applications in March. Candidates are advised to submit their complete applications as soon as possible, since there is limited space. Be advised that the Admissions Committee will not consider a candidate until the complete application has been received.

Applications for admission should be submitted by sending the application form that can be found on our web page (<http://www.iese.edu/BCSS>), and updated CV by mail to Gemma Golobardes (conferences@iese.edu) or by fax to IESE – Gemma Golobardes. Fax: +34 932534343.

FEES AND FINANCIAL AID

Tuition fees are **1.800 € per week**.

A 100 € per week will be added to cover lunch costs in IESE's own restaurant. There are a limited number of tuition scholarships for students coming from developing countries. Financial aid request should be submitted with the application form.

Students with financial aid will only have to pay the **100 € per week** to cover lunch costs.

CLUSTER ACADEMY PROGRAMME PACKAGE DEAL

For students who also plan to participate in the Clusterland Academy Programme in Austria, directed by guest speaker Werner Pamminer, as well as the Danish Cluster Academy programme in Denmark, directed by guest speaker Lotte Langkilde, we offer a 25% price reduction on the total price, if enrolling in all three programmes now.

The advantage of participating in all three programmes is extraordinary. Learnings will cover the total spectrum of cluster development and management from methodology to fact based cluster policies, and will without a doubt offer a much more vast knowledge accumulation than any other course combination available. Taking into consideration the collaboration of these academies in the European Cluster Excellence Initiative, it seems natural to combine promotional efforts, as these very academies will serve as the testing ground for any new materials created within this project.

The advantages of joining promotional efforts should be many and it will most likely have a great impact on the number of participants enrolling in the BCSS. The Clusterland Academy Programme will take place in April 20th to 22nd 2010.



Generalitat de Catalunya
Departament d'Innovació,
Universitats i Empresa
Secretaria d'Indústria i Empresa

Price: 1550 €

The Barcelona Clusters Summer School will take place from June 28th to July 9th 2010.

Price: 1800 € per week + 100 € per week for lunch arrangements

Total for both weeks: 3600 € + 200 € for lunch arrangements

The Danish Academy Programme will take place in 5th to 7th of October 2010.

Price: will be available in March 2010

When enrolling in all three programmes, you will receive a **20% discount**.

When enrolling in two programmes, you will receive a **15% discount**.

