



Oxford Research's International Cluster Course

A practical two days course with focus on development
of innovative business clusters

Copenhagen 31st of August to 1st of September 2010

Clusters consisting of competitive companies, R&D institutions and public players have proven to be crucial sources for growth and innovation at national and international levels.

Based on the American professor Michael E. Porter's ground-breaking research in the eighties, clusters today are recognised as the most efficient approach to regional growth in large parts of the world.

Oxford Research has developed a course with focus on practical development of innovative clusters. The target groups for this course are cluster facilitators and industrial policy players with interest in clusters.

So far, more than 250 participants has attended the course, giving very positive feedback.

The course is lead by Harald Furre and Dr. Kim Møller. Both are leading experts on practical as well as theoretical aspects of cluster development

The Speakers



Dr. Kim Møller

Kim Møller established Oxford Research back in 1995. Today Oxford Research is the leading Scandinavian knowledge environment within clusters and cluster development. Oxford Research is presently represented in Denmark, Norway and Sweden and is an international member of The Competitiveness Institute. The last decades we have carried out cluster studies, evaluations and cluster development workshops all over Europe. The founder and president of Oxford Research, Dr. Kim Møller, has worked intensively with cluster development since the 80's where he formed part of Michael Porter's global research team that developed the cluster model.



Harald Furre

Harald Furre leads the Norwegian part of Oxford Research. He has worked with innovation and industrial development for 20 years – in recent years especially with clusters. Harald has been in charge of several evaluations of cluster programmes and initiatives and has developed special cluster evaluation and monitoring systems. Harald was also in charge of Oxford Research's mapping of cluster policies, programmes and initiatives as a part of the European Cluster Observatory financed by the European Commission. Furthermore, Harald often works with evaluations of research and innovation programmes for both Nordic and international clients such as the EU Commission.

Good Experiences from previous courses



Almost 250 persons has taken the course – 95 percent recommends it to their colleagues



Peter Blach,
CEO, Offshore Center Denmark

"At Offshore Center Denmark we have benefitted tremendously from participating in the Cluster Course in Copenhagen. I have a background from the business community and from 2003 I have been associated with the offshore centre as day to day manager. Offshore business is experiencing a rapid development around Esbjerg and the offshore-centre is supporting this exiting development today and in the future.

The Cluster Course has provided me with new insights and overview of the work-related challenges I, as cluster-facilitator, am faced with. I am now able to put many of my fields of work into a cluster context, which enables me to work far more targeted with development of the cluster. Besides the professional output I have benefitted from the professional Scandinavian sparring with other cluster-facilitators, officials from municipalities, regions and the state administration."

Good Experiences from previous courses



"As a project manager of an ambitious ARENA project I was sceptical about spending as much as three working days for a training at Oxford Research. After talking with some other program managers in NCE and ARENA, I finally decided. I was therefore very surprised when Oxford Research presented a working methodology and also many examples suitable for me. The cluster training was very useful for everyone who is involved in regional development innovations, cluster organizations as well as R&D. It gives a summary of strategic cluster perspectives and practical examples of clusters development experience.



Karl Dieter Hirdes
CEO, Inkubator Halde

The Workshop for cluster facilitators held by Oxford Research perfectly covered my need for knowledge and inspiration in connection with my work with business clusters in Bornholm

Karen-Margrethe Hansen Bager
Chief consultant, Growth Forum Bornholm

The participants will after the course , regardless of their different points of departure, be able to work with clusters in praxis and to launch and develop cluster initiatives.

During the course the participants will attain:

- Theoretical and practical knowledge about clusters and cluster development
- Comprehensive understanding of clusters' different development stages
- Understanding of different cluster policies and approaches
- Practical tools and methods for cluster development
- Specific input for action plans and cluster strategies
- Network possibilities with other cluster facilitators around Europe and Scandinavia
- Insight into international good practice

"It has to be challenging, practical applicable, and exiting"

Oxford Research's "Ten Steps to Cluster Dynamics" will be a framework for the programme

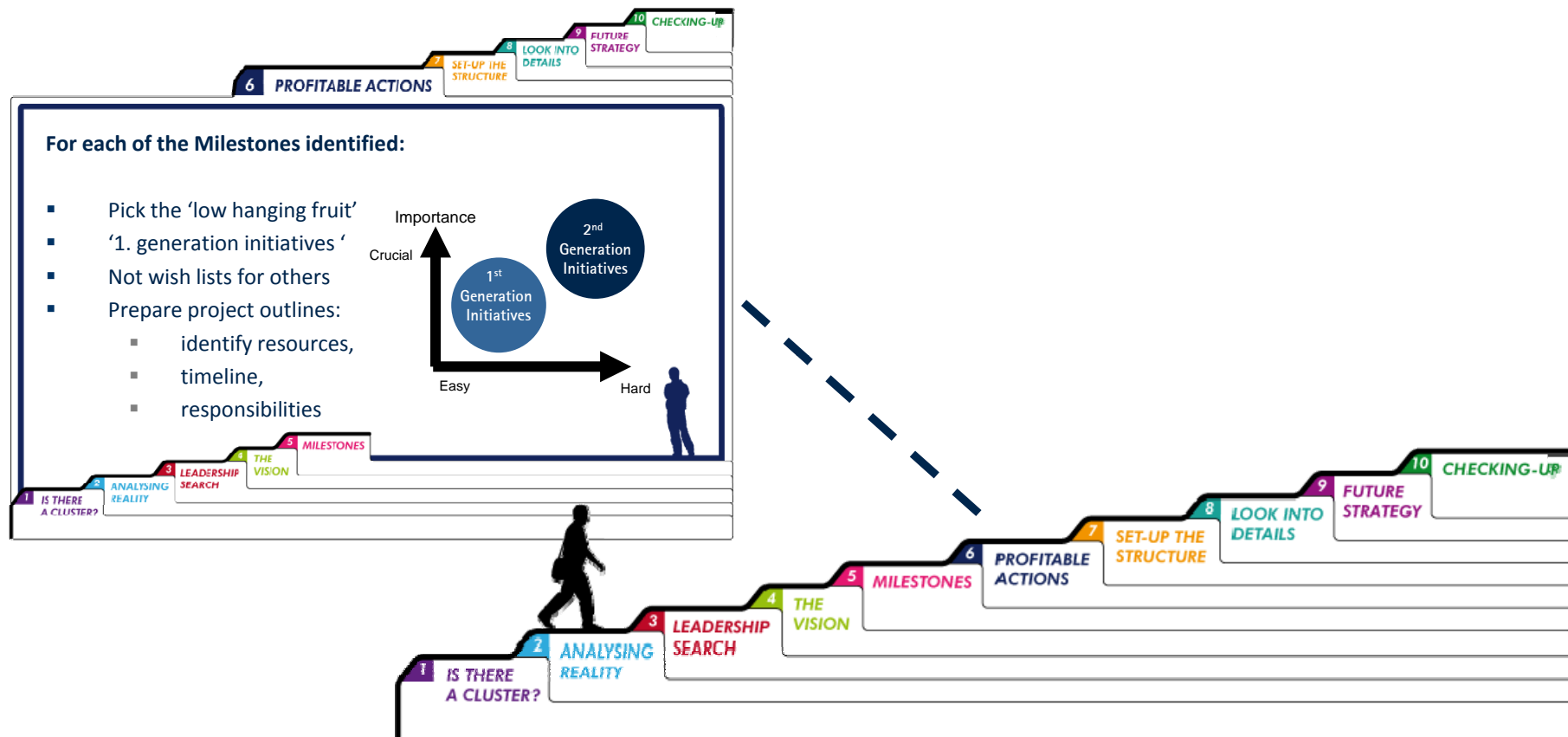
During the course we will look into:

- Innovation systems, clusters, and networks: What are they? How can they be developed politically?
- What are the characteristics of clusters?
- How does different regions and countries work with clusters? Focus on Norway, Sweden and Denmark.
- Management and facilitation of clusters and network: How can it be translated into practice?
- Challenges for cluster and network facilitators: Pitfalls and criteria for success
- How can we increase cooperation within and between clusters?
- Strategic development and action plans in relation to participants' own clusters

The approach – "Ten Steps to Cluster Dynamics"



Oxford Research's Ten Steps to Cluster Dynamics



Form

Language: English

Course Organisers:

Harald Furre and Kim Møller

The day will be formed as a work seminar – a combination of presentations, international case studies, and practical group work. Participants own cluster experiences will be at centre.

Social event: and dinner:

By the end of the day we will go for a guided walk in medieval Copenhagen and have dinner in one of Copenhagen's many top quality restaurants.

Content / Theme

1. **Presentation of the course** and introduction of participants and their expectations
2. **Clusters: What and Why?**
 - Cluster examples, background, theory and definitions
 - Introduction to clusters as a working method

The cluster development process: Oxford Research's Ten Steps to Cluster Dynamics:

3. **Step 1: Is there a cluster**
Introductory cluster identification and prioritisation
4. **Step 2 Cluster analysis**
Understanding the cluster's current situation, possibilities and challenges
5. **Step 3: Leadership Search**
Finding and engaging the right leadership group
6. **Step 4: The vision**
Creating a preferred future for the cluster
7. **Step 5: Milestones**
Identifying the needed steps to fulfil the vision - making an action plan

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Content / Theme

Ten Steps to Cluster Dynamics - continued

1. **Step 6: Profitable actions**
Creating value for members: Identifying the low hanging fruits and initiating activities
2. **Step 7 Set up the structure**
Launching the cluster initiative publicly
3. **Step 8: Looking into details of formalising the cluster**
Finding the right organisational form
4. **Step 9: The future strategy**
Making the long term strategy of the cluster initiative
5. **Step 10 Checking-up**
Revising , evaluating and monitoring cluster activities and achievements
6. **Summing up: Mobilising for cluster developments**
Role of the cluster facilitator
Cluster activities

Conclusion and hand out of certificates

- Starting Date: Tuesday August the 31st 2010 at 9.30 AM
- Conclusion Date: Wednesday September the 1st 2010, at 17.00 PM
- Premises: Oxford Research, Falkoner Alle 20, 2000 Frederiksberg, Denmark
- Social Programme including guided city walk in medieval Copenhagen, and dinner in the city restaurant.
- The Course participants will receive a comprehensive "Cluster Handbook", which can be used for the subsequent work.
- Course form: Approximately 20 participants in an intensive interactive learning process.

Registration and price

- The course costs EUR1200 **excl. vat**. This includes course content, materials, meals and social events. Hotel stays are to be reserved and paid individually. We recommend SAS Falconer Hotel (just across the street from the training facilities).
- Registration should be directed to Jakob Stoumann jas@oxfordresearch.dk . Participation fee will be invoiced after registration.
- For further information contact Jakob Stoumann jas@oxfordresearch.dk // +45 33 69 13 12