



FOOD-CLUSTER INITIATIVE

Food Cluster Initiative conference

How to build successfully regional clusters

How to find support

December 8-10, 2010 Ghent - Belgium



To be held at:

Zebrastraat, Ghent

www.foodclusterinitiative.eu/what/ghent-2010



How to build successfully regional clusters

How to find support

In its Europe 2020 new long term strategy, the European Commission aims to tackle the challenges of the reshaped social market economy and turn the EU into a smart, sustainable and inclusive economy. By stimulating smart growth through innovation and knowledge building, an 'Innovation Union' with more competitive and innovative regions will arise. Strengthening partnerships between research, business and policy is one of the key innovation pathways to achieve this.

The EU also offers a distinctive policy instrument with its new macroregional approach in order to gather geographically-linked advanced and less advanced regions and clusters. After the successful Baltic Sea strategy, the Danube river basin will form the second macroregion to be served with a specific policy plan entitled the Danube Strategy. A communication including an action plan is due to be endorsed by the European Commission around mid-December. Next, the European Council will take the final decision on the Danube Strategy to be implemented in the years to come in June 2011.

The *Food Cluster Initiative* (www.foodclusterinitiative.eu/) is a network of regional clusters and is an intrinsic part of both policy plans, namely the Europe 2020 strategy and the macroregional approach. This network is designed to establish European clusters to enhance regional research capacity building and regional economic development with significant research and innovation impact at local level. The cooperating regions, from member states as well as associated countries, have the ambition to build the European Research Area in the food sector by defining regional strategies, investing in combined regional efforts and creating synergies between regional, national and Community-level programmes.

The *FCI conference* focuses on improving the links with industry in the triple helix when building regional clusters and on how to spot relevant support sources to ensure a sustainable concept. The audience will comprise relevant stakeholders from the European triple helix, among which participants from the European Commission, regional authorities, regional clusters, companies, RTD performers and also notable academics from all over Europe.

The following topics will be addressed:

- key experiences in cluster building (success stories, bottlenecks and success factors);
- the role of the different stakeholders (policy, research, industry) in building successful clusters;
- the impact of food clustering;
- funding schemes to further support the capacity building efforts of regional clusters;
- the future strategy of the Food Cluster Initiative

Furthermore, a series of interactive workshops will be organised in order to

- define future funding needs and ways to address them;
- improve cluster cooperation;
- evaluate the performance of clusters

The following output is expected to be delivered:

- applicable knowledge to refine and adjust your strategy in (future) cluster building;
- networking opportunities to further build up or improve the regional and joint strategies;
- the future strategy of the Food Cluster Initiative.

Conference Venue

The Food Cluster Initiative meeting will be held at *Zebrastraat**

NV Zebrastraat
Zebrastraat, 32/001
B-9000 Ghent
www.zebrastraat.be



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The walking dinner will take place at the *Faculty of Bio-Science Engineering, Ghent University*

Bloc E - Agora
Faculty of Bio-Science Engineering
Ghent University
Coupure Links, 653
B-9000 Ghent
www.fbw.ugent.be/index_uk.php



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More information at www.foodclusterinitiative.eu/what/ghent-2010

Conference Program

Wednesday December 8

12.00 Registration desk open

13.00 FCI Project meetings

18.00 Opening the FCI conference

Welcome address

Dirk DECOSTER, FEVIA, president

Innovation Union, smart specialisation & Danube strategy: a real opportunity for the FCI

Hervé PERO, European Commission, Acting Director of DG RTD-B

Introduction to the conference

Xavier GELLYNCK, FCI, economic development expert, Ghent University

Location Lounge

19.00 Reception

Lounge

Thursday December 9

08.00 **Registration desk open**

09.00 **Plenary Session 1. Industry and clusters**

Challenges when building successful regional clusters

Norbert REICHL, Food Processing Initiative, Germany

Facilitating cooperation with industry – the case of Skane Food Innovation Network

Magnus NILSSON, Centre for Innovation, Research and Competence in the Learning Economy (CIRCLE), Lund University, Sweden

Essentials motivating industry to enter clusters – ETP Food for Life

András SEBOK, Campden BRI Magyarország, Hungary

Chair *Linze RIJSWIJK, Development Agency, East Netherlands*

Location *Art platform (upper level)*

10.30 **Coffee Break**

Lounge

11.00 **Plenary Session 2. Role of the triple helix in building successful clusters**

How to transfer the cluster message toward the scientific community

Sylvie ALBERT, Agropolis International, France

Policy instruments for developing regional and interregional clusters

Hilde VERMEULEN, Dept. of Economy, Science and Innovation, Flemish Government

Bottlenecks & success factors when building regional food clusters: a testimony from the recently created INNOVA agency in Hungary

József PROKISCH, University of Debrecen, Hungary

Chair *Xavier GELLYNCK, FCI, economic development expert, Ghent University*

Location *Art platform (upper level)*

12.30 **Lunch**

Lounge

14.00	<p>Parallel Workshop session A. Intergovernmental funding opportunities for integrating the ERA: EUREKA and COST</p> <p>Organizer (rapporteur): <i>Fabrice QUERTAIN, Communication and Policy Officer, European Commission, DG RTD B4</i> Moderator : <i>Jochem GIERATHS, Director of the Ost-Europa Zentrum, University of Hohenheim</i></p> <p><i>Location</i> <i>Purple Room</i></p>
14.00	<p>Parallel Workshop session B. How to make industry the key driver of my cluster?</p> <p>Organizer (rapporteur): <i>Brigitte SMESSAERT, RESOC Mid-West Flanders</i> Moderator: <i>Michèle DE SMET, KATHO Roeselare</i></p> <p><i>Location</i> <i>Art platform (lower level)</i></p>
14.00	<p>Parallel Workshop session C. How to evaluate cluster performance?</p> <p>Organizer (rapporteur): <i>Adrienn MOLNAR, Dept. of Agricultural Economics, Ghent University</i> Moderator: <i>Xavier GELLYNCK, FCI, economic development expert, Ghent University</i></p> <p><i>Location</i> <i>Red Room</i></p>
14.00	<p>Parallel Workshop session D. Toolkit for practical handbook about business and co-operation options.</p> <p>Organizer: <i>Margit RAID, Estonian Research Institute of Agriculture</i> Moderator: <i>Teet OTSTAVEL, Estonian Research Institute of Agriculture</i> Rapporteur: <i>Bo EKSTRAND, Arhus University, Denmark</i></p> <p><i>Location</i> <i>Blue Room</i></p>
16.00	<p>Coffee Break <i>Lounge</i></p>
16.30 - 17.30	<p>Plenary Session 3. Wrapping up workshop findings</p> <p>Presentation of the workshop session outcomes <i>One rapporteur per workshop session</i></p> <p><i>Chair</i> <i>Keith HARRAP, FCI, policy analyst & impact assessment expert</i></p> <p><i>Location</i> <i>Art Platform (upper level)</i></p>
19.00	<p>Walking dinner <i>Agora, Bloc E, Faculty of Bio-science Engineering, Ghent University</i></p>

Friday December 10

08.00 **Registration desk open**

09.00 **Plenary Session 4. Horizons of the Food Cluster Initiative**

The European Commission's strategy on clustering as a tool for regional economic development

Jean-David MALO, European Commission DG-Research - Regions of Knowledge and Research Potential Unit, Head of Unit

Research-driven clusters in the upcoming Danube Strategy Action Plan – the Food Cluster as a model

Olivier BAUDELET, European Commission, DG Regional Policy

Building bridges between health and food diets

Wolfgang SCHLICHT, Institute of Sport and Exercise Science, Stuttgart University, Germany

Chair *Keith HARRAP, FCI, policy analyst & impact assessment expert*

Location *Purple Room*

10.30 **Coffee Break**

Lounge

11.00 **Plenary Session 5. Conference conclusions and future perspectives**

First outcomes and impact of the Food Cluster Initiative

Keith HARRAP, FCI, policy analyst & impact assessment expert

Round table on the future of the Food Cluster Initiative

Participants - *Xavier GELLYNCK, FCI, economic development expert, Ghent University;*
- *Keith HARRAP, FCI, policy analyst & impact assessment expert;*
- *Andràs SEBOK, Campden BRI Magyarország;*
- *Margit RAID, Estonian Research Institute of Agriculture;*
- *Olivier BAUDELET, European Commission, DG Regional Policy*

Moderator *Milan MARKOVIC, University of Montenegro*

Closing of the FCI conference

Xavier GELLYNCK, FCI, economic development expert

Location *Purple Room*

13.00 **FCI Project meetings**

Workshop descriptions

Parallel Workshop session A.

Location: Purple Room

Intergovernmental funding opportunities for integrating the ERA: EUREKA and COST

Organizer: *Fabrice QUERTAIN, European Commission, DG RTD B4*

➤ **Objectives:**

The workshop will be introduced by a presentation of Maritsa AgroXpertus, a spin-off set up by the Maritsa Vegetable Crops Research Institute in Bulgaria and AgroXpertus, a Dutch company. The project stakeholders will share their experiences on the genesis of the project, the previous activities and funding sources that have been their stepping stones, the obstacles they have overcome and their current frustrations.

Then, presentations will be made of the opportunities offered by two distinct intergovernmental schemes: EUREKA and COST. These presentations will be targeted to the food sector

The panel members and the audience participants will be invited to reflect on the obstacles they face in better integrating the European Research Area, in particular on how they could more exploit the possibilities offered by EUREKA and COST, and overcome possible obstacles to do so.

➤ **Introducing speeches:**

- *Joep KOENE, Development Agency East Netherlands NV, The Netherlands*
- *Dimitrina KOSTOVA, Maritsa Vegetable Crops Research Institute, Bulgaria*
- *Mirjam JACOBS, Adviser Agri-Food, EUREKA Deputy NPC, Netherlands Innovation, The Netherlands*
- *Ioanna STAVRIDOU, Science Officer for COST Food and Agriculture Domain Committee*

➤ Rapporteur: *Fabrice QUERTAIN, European Commission, DG RTD B4*

➤ Moderator: *Jochem GIERATHS, University of Hohenheim*

➤ **Expected outcomes:**

- Investigate EUREKA and COST projects/actions as follow-up options after having implemented research capacity building activities
- Look into EUREKA and COST to acquire more knowledge, enlarge networks, etc that will also allow preparing the next steps leading to a better integration into further research networks and projects.

Parallel Workshop session B.

Location: Art platform (lower level)

How to make industry the key driver of my cluster?

Organizer: *Brigitte SMESSAERT, RESOC Mid-West Flanders*

➤ **Objectives:**

Positive cluster effects only occur when actual (and measurable?) added value is created for the companies involved. Hence, 'how to create and ensure added value for the food sector' is one of the key issues.

Through the interactive workshop we will try to define

- 1) innovative ways to ensure the cooperation of small, medium and big companies in a cluster,
- 2) the 'fine tuning' conditions that promote the creation of added value,
- 3) ways to implement the detected needs of the sector on policy level.

➤ **Introducing speeches:**

- *Gino COUVREUR, HR-Manager, Marine Harvest Pieters*
- *Alpro-Soya, (to be confirmed)*

➤ Rapporteur: *Brigitte SMESSAERT, RESOC Mid West Flanders*

➤ Moderator: *Michèle De SMET, KATHO Roeselare*

➤ **Expected outcomes:**

- Identification of bottle-necks, preventing the industry of becoming the key driver of the food cluster
- Define a limited number of possible strategies and or solutions/actions, in order to improve the commitment of the sector to the food cluster objectives and activities.

Parallel Workshop session C.
How to evaluate cluster performance?

Location: Red Room

Organizer: *Adrienn MOLNAR, Dept. of Agricultural Economics, Ghent University*

➤ **Objectives:**

Having access to a well performing network is a crucial factor for developing innovation. However, some networks perform better in contributing to innovation than others. Consequently, there is an increasing interest in network performance. The focus of this workshop is on clusters as a form of networks, whereas the triple helix model of knowledge center-industry-government relations is used to relate the various perspectives on how to evaluate cluster performance. The objective is to encourage debate and dialogue among speakers and participants regarding the evaluation of cluster performance from the various triple helix perspectives.

➤ **Introducing speeches:**

- *Xavier GELLYNCK, Dept. of Agricultural Economics, Ghent University*
- *Gerrit Willem ZIGGERS, Radboud University Nijmegen, Institute for Management Research, Department of Strategic Management (Professor) (Knowledge center/University perspective)*
- *Philippe VANRIE, European Business & Innovation Center Network (CEO) (Industry perspective)*
- *Hilde VERMEULEN, Dept. of Economy, Science and Innovation, Flemish Government (Government perspective)*

➤ Rapporteur: *Adrienn MOLNÁR, Dept. of Agricultural Economics, Ghent University*

➤ Moderator: *Xavier GELLYNCK, Dept. of Agricultural Economics, Ghent University*

➤ **Expected outcomes:**

- Identify common and conflicting interests in evaluating cluster performance from a triple helix point of view
- Identify a list of innovative performance indicators that are shared between the different triple helix actors
- Identify gaps between current practices and current needs - expected role of each triple helix partner to close the gaps
- Develop ideas for future research calls concerning the topic of the workshop

Parallel Workshop session D.

Location: Blue Room

Toolkit for practical handbook about business and co-operation options

Organizer: *Margit RAID, business consultant, Estonian Research Institute of Agriculture*

➤ **Objectives:**

A well-performed project means not only success between partners, but also a smart "meeting and mating of ideas". The workshop organizer has a background in marketing and management and works now for 5 years in the EU FP7 "FLAVOURE" team. It might sound untypical but USP and 5I-s create extra value for science as well.

During the session each participant will be guided by a practical toolkit how:

- to create practical value via strategic questions (theory, mini-workshop session, discussion, solutions);
- to identify the marketing role in existing and new projects (FLAVOURE based case and analysis);
- to learn techniques: how to sell an idea if you are not a salesperson (9+1 practical tips via feed-forwarding technique).

➤ **Introducing speech:**

- *Margit RAID, business consultant, Estonian Research Institute of Agriculture*

➤ Rapporteur: *Bo EKSTRAND, Arhus University, Denmark*

Moderator: *Teet OTSTAVEL, Estonian Research Institute of Agriculture*

➤ **Expected outcomes:**

- Participants will improve their skills in marketing, communication and selling smart ideas;
 - The practical toolkit will be tested in mini-workshops and the discussion round will provide suggestions on how to ...;
 - Each member of the group captures the synergy between existing projects and new potential.
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