



Dabrowa Gornicza, 24th-25th May 2017

The third event of the V4Clusters Go International (V4ClusGO) project was held in Dabrowa Gornicza, Poland. After the Kick-off Partner Meeting in Győr in December 2016 and the “NATUREEF + V4Clusters Go International” internationalisation event in Brno in March 2017, the project partners and representatives of clusters from Visegrad countries came to Dabrowa Gornicza to learn about cluster internationalisation and preparation of internationalisation strategy for a cluster organisation. The „V4Clusters Go International - Theory Meets Practice“ education workshop organised by the National Cluster Association CZ (NCA) and the Polish National Association of Innovative Entrepreneurs (OKIP) provided the audience not just with a theoretical framework for successful internationalisation but also practical examples based on the knowledge and internationalisation cases presented by experienced cluster managers.

Participants of the education workshop were welcomed by Pavla Břusková, President of the NCA as a lead partner, Angelika Jarosławska, Vice-president of OKIP and Dr. Marcin Lis, Vice-Rector of the University of Dabrowa Gornicza, the host of the education workshop. Pavla Břusková, introduced the theoretical background of the topic of internationalisation and internationalisation strategy to the audience. All participants were actively involved in the presentation to share experience with the others and discuss the current stage of their internationalisation, challenges and barriers, which they have to face.

Daniel Ács, President of the Union of Slovak Clusters, talked about upcoming future calls and existing European programmes, which are suitable for cluster organisations. He pointed out how these programmes are valuable for the future development of cluster organisations. Gál Körmendy, President of the Hungarian National Alliance of Innovative Clusters, presented the ClusteriX and ClusteriX2 international projects, which deal with cross-cluster, cross-sector and cross-border cooperation. Angelika Jarosławska, Vice-president of OKIP presented the work of their cluster umbrella organisation and highlighted their current international project of Polska 3.0.

The meeting served as a demonstration of the advanced internationalisation of clusters based on the success story of the ADPACK European Strategic Cluster Partnership (ESCP) presented by Luboš Komárek, Cluster Manager of NANOPROGRESS. Mr. Komárek explained to the audience how the participation in international projects and cooperation with other cluster organisations can get them far beyond their borders and bring them both new possibilities and open new markets. Within his presentation, he also stressed the importance of the European Cluster Excellence Initiative (ECEI) and improvement of the cluster management in order to give added value services to the cluster members. He also introduced the INNO-DROP project that focuses on improving the cluster excellence in four European cluster organisations. Mr. Komárek’s presentation closed the first day of the education workshop.



The second day of the event was opened by the presentation focused on the topic of building the internationalisation strategy. Břetislav Skácel, Cluster Manager of the CREA Hydro&Energy and Vice-President of the NCA, shared with the audience his experience how to develop the internationalisation strategy and action plan and avoid common mistakes. He demonstrated this on a success story of the NATUREEF project, one of the European Strategic Cluster Partnerships supported by the European Commission under the COSME programme. The NATUREEF project moved towards the phase of joint investment projects in the third countries of the ASEAN and Latin America. The case study of CREA Hydro&Energy served as a great example of how a cluster organisation and its members can benefit from a well-prepared internationalisation strategy.

The education workshop served as a unique opportunity for the participants to meet other clusters and companies from V4 countries and start new international partnerships.

The V4ClusGo project is implemented and co-financed by the International Visegrad Fund. The partner consortium consists of the National Cluster Association - CZ (Lead partner), the Hungarian National Alliance of Innovative Clusters (HU), the Union of Slovak Clusters (SK) and the Polish National Association of Innovative Entrepreneurs (PL). More info about the project is available at <http://klastr-portal.cz/en/v4clusgo>.

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