



# DAYS OF CLUSTERS

JOIN THE BALKAN & BLACK SEA CLUSTER FAMILY!  
ROMANIA, BRASOV | 22-23 October 2015

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## CONFERENCE DAY 1 | Thursday 22<sup>nd</sup> October 2015

Venue: Research and Development Institute of the Transilvania University of Brasov | Romania



### Registration

08:30 – 09:30

Registration of participants

### Opening

09:30 – 10:00

#### OPENING CEREMONY

- **Mr. Ionuț Țața**, President, Innovation and Technology Cluster, Brașov, Romania
- **Mr. Daniel Cosnita**, President, ClusteRO, Bucharest, Romania
- **Mr. Vasile Abrudan**, rector Transilvania University, Brasov, Romania
- **Dr. Danka Milojkovic**, General Director, Cluster House Nis Serbia and Director of the Global TCI BoD Barcelona Spain

### First Conference Session

10:00 – 11:30

#### Topic: SMART SPECIALISATION THROUGH CROSS INNOVATION & CREATIVE INDUSTRY

- **Mr. John Edwards**, Expert in regional development policies, European Commission | TBC
- **Mr. Carlo Gianelle**, Expert European Commission, JRC-IPTS Smart Specialisation Platform | TBC
- **Mr. Lars Albæk**, Head of Department, Væksthus Hovedstadsregionen, Rønne Denmark
- **Ms. Alessandra Chevallard**, Cluster Expert, Cluster Development Barcelona Spain
- **Mr. Radmil Polenakovik**, National Centre for Development of Innovation and Entrepreneurial Learning Skopje Macedonia
- **Mr. Daniel Ács**, President, Union of Slovak Clusters, Nitra, Slovakia | TBC
- **Ms. Ivana Mezak**, Head of Division for Competitiveness Clusters, Zagreb Croatia | TBC

#### Discussion

Moderator: **Mr. Carsten Lund**, President of the LEDIB Cluster House Union Assembly, Copenhagen, Denmark

### Coffee break

11:30 – 12:00

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## Second Conference Session

12:00 – 13:30

### Topic: INNOVATION DRIVE THE DEVELOPMENT OF CLUSTERS – LET'S INNOVATE!

- **Mr. Michael Guth**, Inno Consult, Romania-Germany
- **Mr. Vedat Kunt**, Managing Partner VEGO Consulting Izmir Turkey
- **Mrs. Petra Puechner**, Steinbeiss Europa Zentrum, Germany
- **Mr. Nicolai Sederberg Rottbøll**, Quercu Group Copenhagen Denmark
- **Mr. Marcus Andersson**, Trendensor, Sweden

#### Discussion

Moderator: **Mr. Daniel Cosnita**, President, ClusteRO, Bucharest, Romania

## Lunch

13:30 – 14:30

## Third Conference Session

14:30 – 16:00

### Topic: DESIGN IN INNOVATION POLICIES

- **Mr. Steve Harding**, Birmingham City University, UK
- **Ms. Alexa Harding**, Danish Design Center, Denmark
- **Ms. Michaela Mixova**, Depo2015 Creative Zone Pilsen, Czech Republic
- **Ms. Sabina Baci**, "Oricum" Association, Romania

#### Discussion

Moderator: **PeyChin Tay**, Project Manager, Design for Europe, UK

## Coffee break

16:00 – 16:30

## Workshop

16:30 – 18:00

### Workshop: DESIGN IN INNOVATION POLICIES

- **Mr. Alexa Harding**, Danish Design Center, Denmark
- **Mr. Steve Harding**, Birmingham City University, UK
- **Mr. Adrian CURAJ**, Executive Agency for Higher Education, RDI Funding, Romania
- **Mr. Vasile Abrudan**, Transilvania University, Brasov, Romania
- **Mr. Marilen Pirtea**, West University Timisoara, Romania
- **Mr. Radu Solovastru**, Art and Design University, Cluj, Romania
- **Mr. Catalin Balescu**, National University of Arts, Bucharest, Romania

## Networking cocktail

20:00 – 23:00

*Awards for Contribution to Cluster Development Ceremony. Musical Program.*

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## CONFERENCE DAY 2 | Friday, 23<sup>rd</sup> October 2015

Venue: Research and Development Institute of the Transilvania University of Brasov | Romania



**Registration of participants** 09:00 – 09:30

**Fourth Conference Session** 09:30 – 11:00

**Topic:** CLUSTER MANAGEMENT CHALLENGES:

FINANCING, NETWORKING, CROSS-SECTOR INTERACTION

- **Mr. Daniel Cosnita**, President, ClusteRO, Bucharest, Romania
- **Mrs. Aida Szulagyi**, National Centre for Sustainable Production
- **Bianca Muntean**, Aries Transilvania, Romania
- **Monica Calota**, National Agency for Community Programs in field of Education and Scientific Training
- **Camelia Marinescu**, NCP IMM, Romania
- **Dan Balanescu**, Directorate for International Territorial Cooperation, Ministry of Regional Development and Public Administration, Romania
- **Mr. Darko Konjevic**, General Director-Directorate for rural development at the Ministry of Agriculture and Rural development-Head of Managing authority Podgorica Montenegro (TBC)

Discussion

Moderator: **Mr. Ionut Tata**, President, Alt Brasov – Cluster for Innovation and Technology, Brasov, Romania

### CREATIVE CLUSTER CONSORTIUM

**- Signature of Clusters Cooperation Agreement** 11:00 – 11:15

**Coffee break** 11:00 – 11:30

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## Workshop

11:30 – 12:30

**Topic:** CLUSTER MANAGEMENT CHALLENGES:  
FINANCIAL OPPORTUNITIES FOR SME'S

- **Mr. Tudor Prisecaru**, National Authority for Scientific Research and Innovation, Romania
- **Gabriel Friptu**, Coordinator – Regional Operational Programme
- **Ms. Adriana Mureşan/ Mr. Tudor Udrea**, Center Regional Development Agency – OI POR 2014-2020

## Visit Tour

11:30 – 12:00

LABORATORIES VISIT Institute for Research, Development and Innovation | UNITBV

## Fifth Conference Sessions

12:00 – 13:30

**Topic:** CROSS CLUSTERING – CREATIVE AND CULTURAL INDUSTRY CLUSTERS

- **Mrs. Pavla Bruszkova**, President, National Cluster Association, Ostrava, Czech Republic
  - **Mrs. Alka Obadić**, Department for Macroec. and Ec. Development Faculty of Economics & Business, Zagreb Croatia
  - **Mr. János Kereszneyi**, President, Cultural Innovation Competence Centre Association, Pecs Hungary
  - **Ms. Bianca Muntean**, manager Itech Transylvania
  - **Mr. Ionut Tata**, President, Alt Brasov – Cluster for Innovation and Technology, Brasov, Romania
- Moderator: **Mrs. Christina Leucuta**, Senior Advisor, CLUSTERO-Romanian Cluster Association, Romania

## Lunch

13:30 – 14:30

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## Sixth Conference Sessions

14:30 – 16:00

### Topic: CROSS CLUSTERING – CREATIVE AND CULTURAL INDUSTRY CLUSTERS

- **Dr Dragan Kostic**, Director of the Free Zone Pirot and President of the Regional Chamber of Economy Nis Serbia
- **Ms. Nikolina Trajanovska**, Ministry of economy of the Republic of Macedonia, Skopje Macedonia
- **Mr. Stelian Brad**, president, ITCluj Cluster, Romania
- **Mr. Marius Alexa**, Interactive Cluster of New-media Industry
- **Mrs. Genoveva Christova - Murray**, Ligna Group LTD

Moderator: **Mr. Goran Zlatkovic**, Executive Director, Cluster House, Nis Serbia

## Closing Remarks

- Ms. Andra Chitu, Manager | Innovation and Technology Cluster, Brasov - Romania
- Dr. Danka Milojkovic, General Director, Cluster House, Nis - Serbia

## CONFERENCE DAY 3 (optionally social programme) |

Saturday 24<sup>th</sup> October 2015

## Study Visit

10.00 – 14.00

### BRASOV – POIANA BRASOV – RASNOV – BRAN

Lunch for the participants of study visits will be provided by the host country.

### BRASOV – SINAIA - BUCHAREST

*NOTE: The DAYS OF CLUSTERS 2015 Agenda is a subject to change till the beginning of the Conference*

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