



DAYS OF CLUSTERS

22nd - 23rd October 2015

ROMANIA - Brasov | Transylvania

DAYS OF CLUSTERS

**strengthening
of the Balkan & Black Sea cluster synergy
through
the public-private dialogue building
and regional cluster
best practice**

DAYS OF CLUSTERS 2015

PARTNERS

conference founder:



conference host:



lead conference partners:



strategic partners:



supporting institutions:



Bulgaria
Bosnia &
Herzegovina
Denmark
Macedonia
Serbia

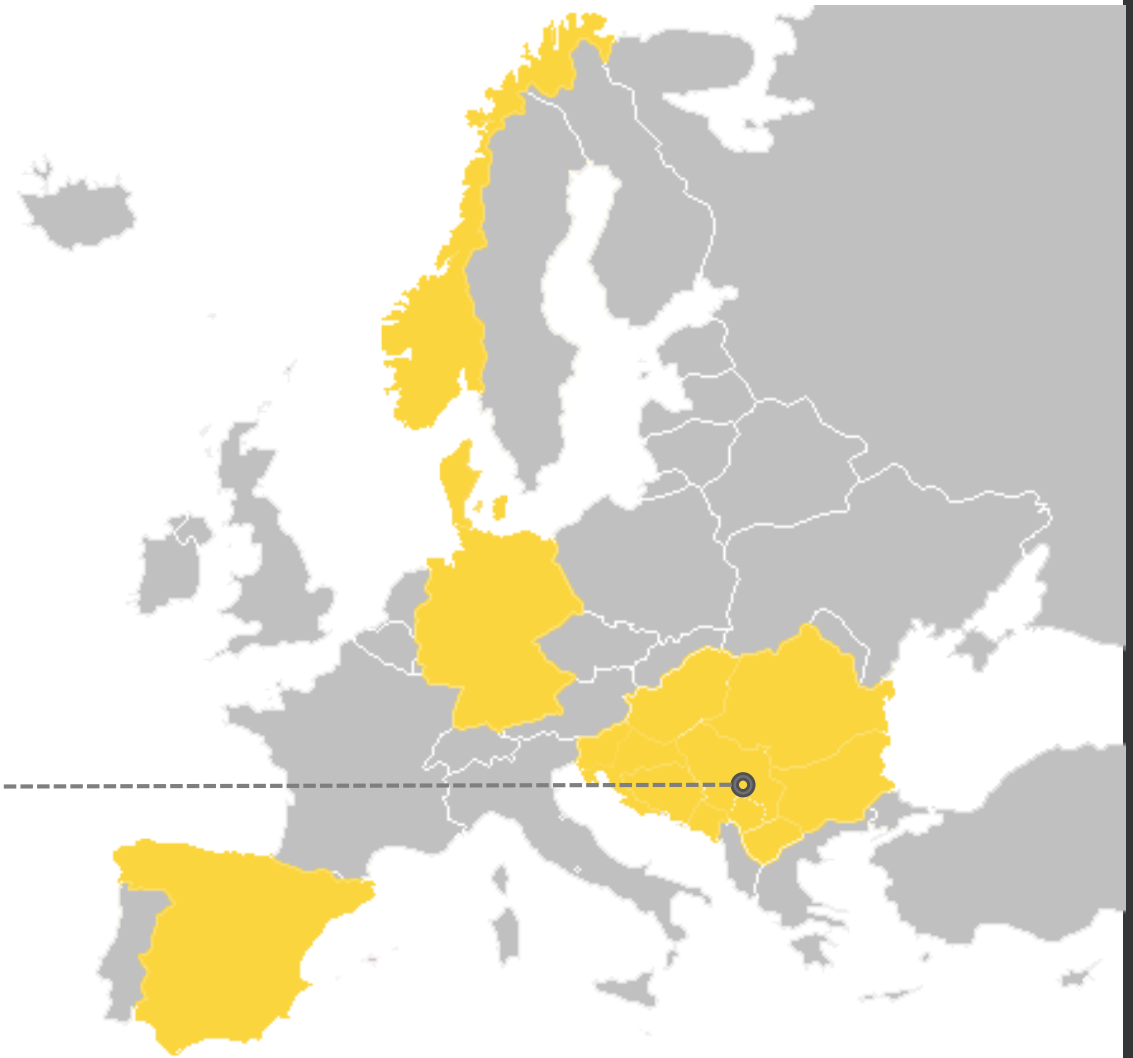
Bulgaria
Croatia
Denmark
Germany
Hungary
Macedonia
Norway
Serbia
Slovenia

Bulgaria
Bosnia &
Herzegovina
Denmark
Germany
Hungary
Macedonia
Montenegro
Norway
Romania
Spain
Serbia
Slovenia

2010

2011

2012



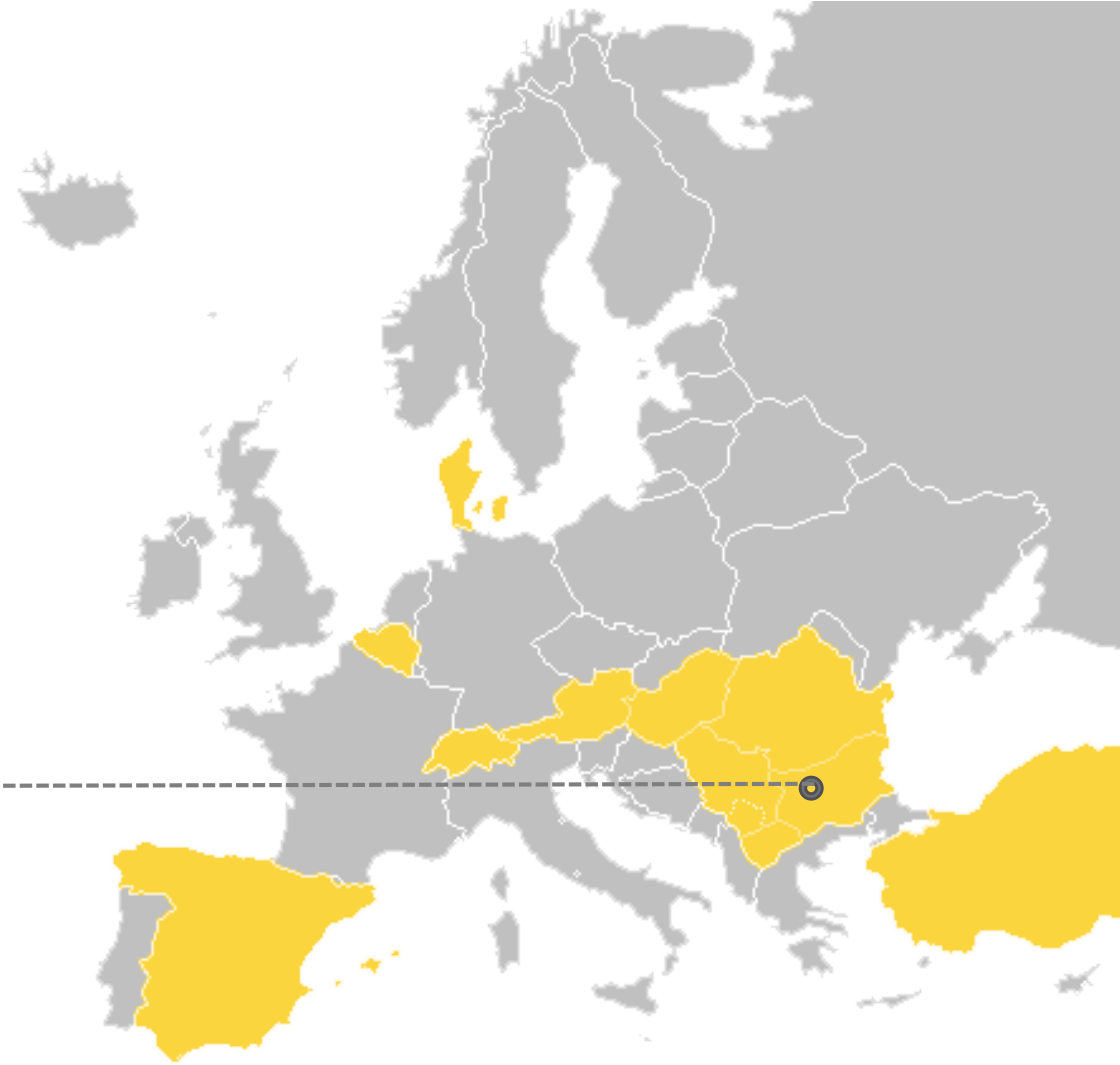
DAYS OF CLUSTERS 2010 | 2011 | 2012

NIS, SERBIA

Austria
Belgium
Bulgaria
Croatia
Denmark
Hungary
Macedonia
Romania
Switzerland
Spain
Serbia
Turkey



2013



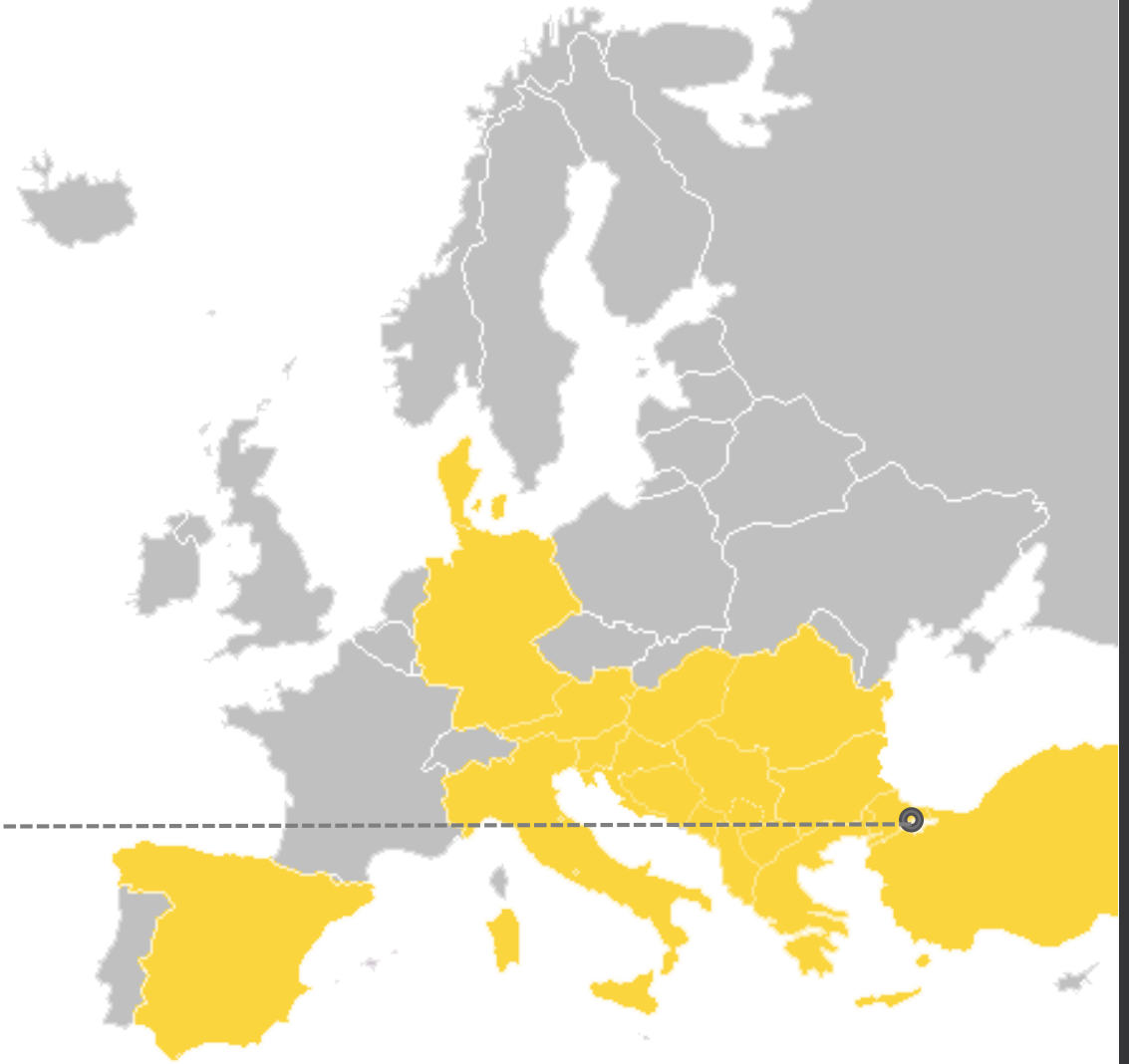
DAYS OF CLUSTERS 2013

SOFIA, BULGARIA

Albania
Austria
Bulgaria
Bosnia & Herzegovina
Croatia
Denmark
Germany
Greece
Hungary
Italy
Macedonia
Montenegro
Romania
Serbia
Slovenia
Spain
Turkey



2014



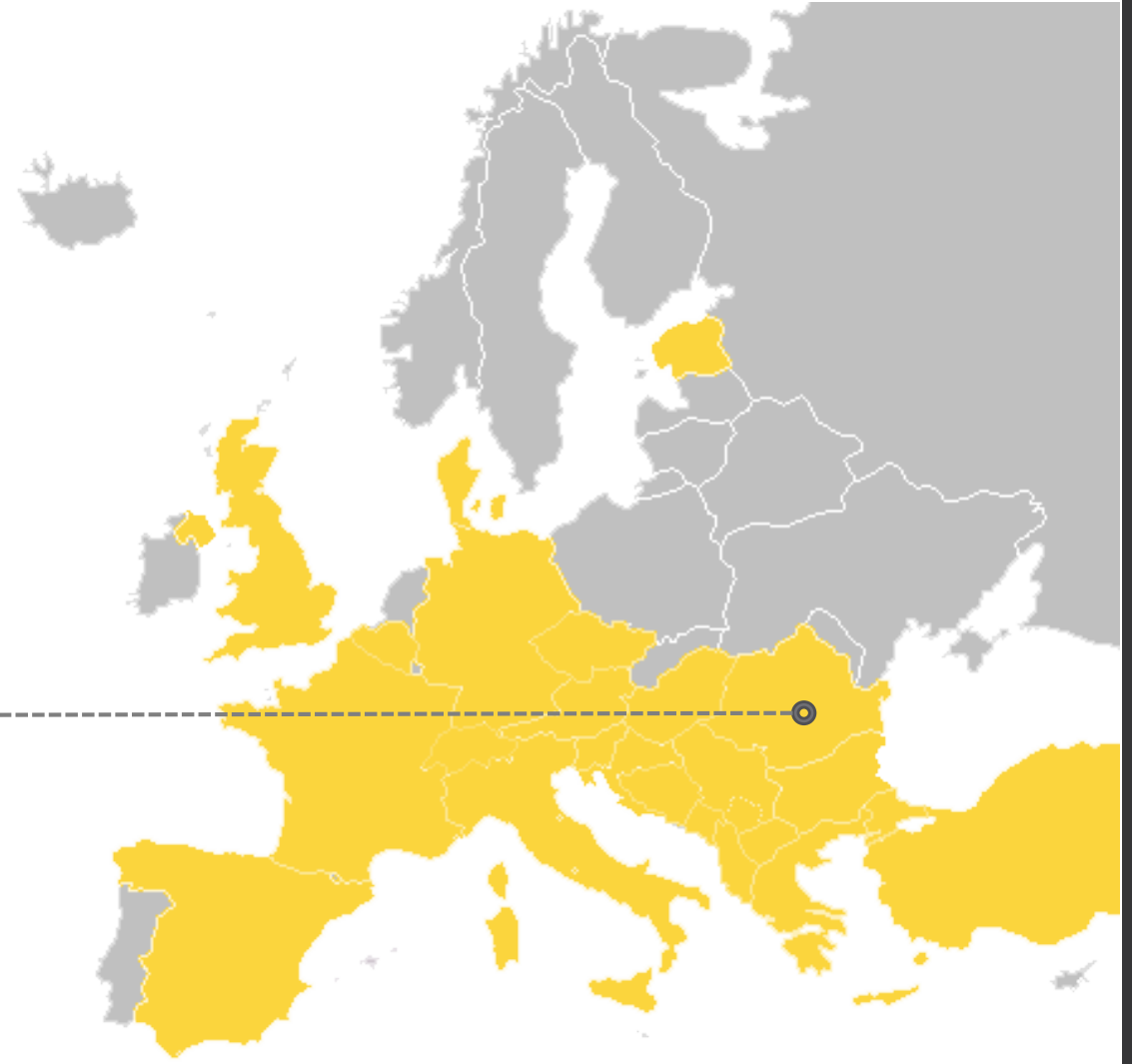
DAYS OF CLUSTERS 2014

TEKIRDAG, TURKEY

Albania
Austria
Belgium
Bulgaria
Bosnia & Herzegovina
Croatia
Czech Republic
Denmark
Estonia
France
Germany
Greece
Hungary
Italy
Luxembourg
Macedonia
Montenegro

Romania
Serbia
Slovenia
Spain
Switzerland
Turkey
United Kingdom

22nd -23rd October 2015



DAYS OF CLUSTERS 2015

BRASOV, ROMANIA

[Register HERE](#)

DAYS OF CLUSTERS 2015

ABOUT BRASOV | Romania

- Brasov county is one of Romania economic metropolises
- Brasov is the most visited place in Romania
- Brasov is third most developed hub of software industry
- Brasov is 1st in Romania for quality life
- Brasov is more famous for its vampires history and less known for being the 5th place in the world in terms of internet speed!
- Brasov ranks fourth in the country in terms of IT&C activities, both in terms of number of employees and in terms of business

PROJECTS FOR THE FUTURE OF BRASOV

BRASOV-GHIMBAV INTERNATIONAL AIRPORT | INTERMODAL TERMINAL | MOTORLAND TRANSYLVANIA

MORE INFORMATION ABOUT BRASOV (links)

[Investors Guide](#) | [Tourism Guide](#) | [Video](#) - [This is Brasov](#) | Top Brasov [sights](#) | [currency](#) (RON)

DAYS OF CLUSTERS 2015

BRASOV, ROMANIA | TRANSYLVANIA



[Register HERE](#)

DAYS OF CLUSTERS 2015

WHY ATTEND?

- ◉ **one day of conference talks and sharing experience**
a full day to improve networking opportunities and to shape real cluster partnerships
a day to experience the history, the myth, the intrigue and the magic of this wonderful place called Transylvania
- ◉ **international speakers | special guests**
- ◉ **mix of business events to share experiences and make your presence known**
- ◉ **plenty of best practices and networking opportunities**
- ◉ **explore new cluster partnerships for joint activities.**
- ◉ **map out new partnering opportunities and possible joint actions**

NOTE: The official language of the conference is English and all talks and sessions will be in English.

DAYS OF CLUSTERS

part of **ALT FESTIVAL 2015**

ALT Festival is an initiative developed by The Innovation and Technology Cluster Brasov.

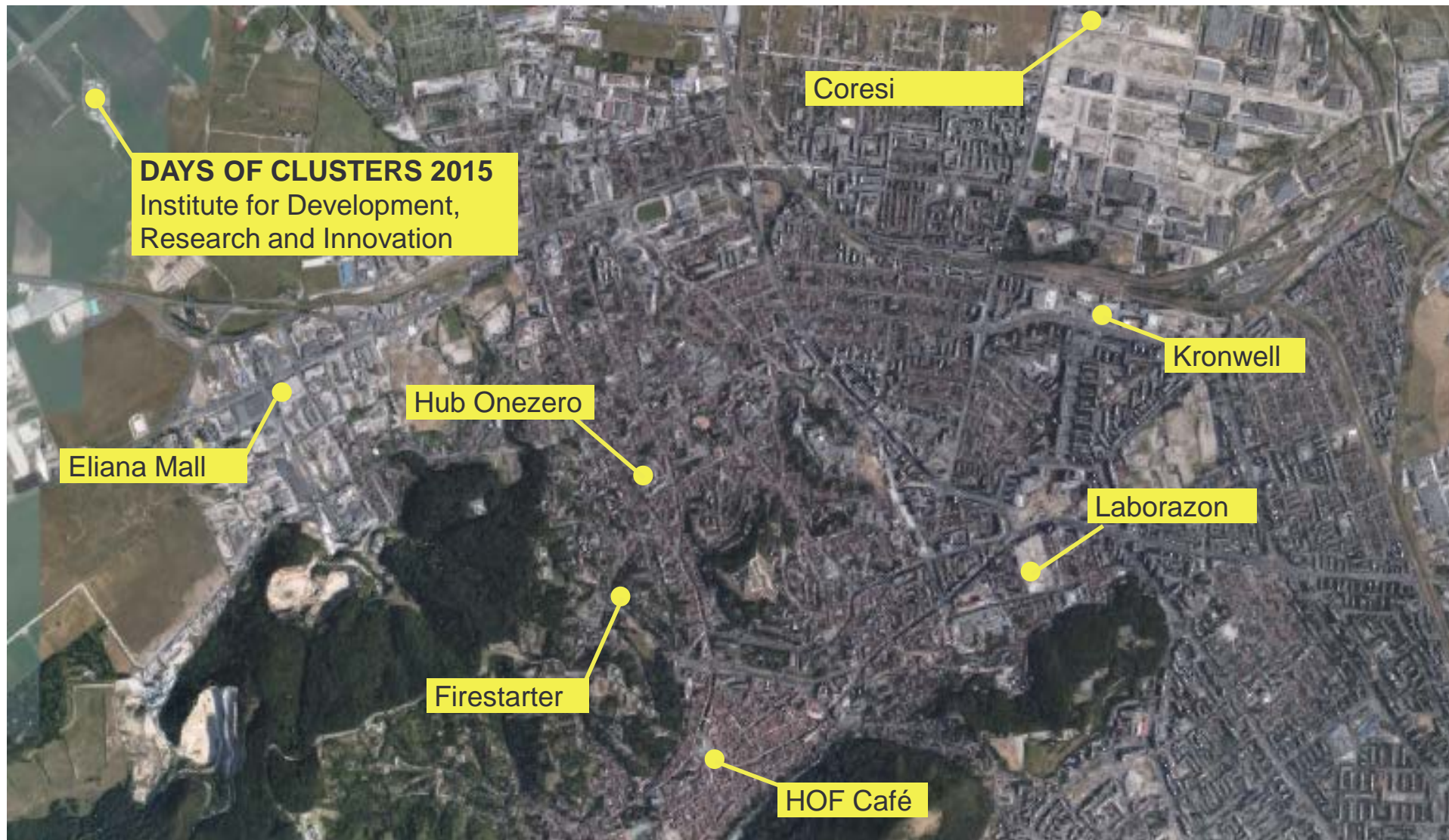
Brasov Technology Festival gathers in one place different audiences, from programmers, engineers, designers, and architects to contractors, with the aim of facilitating access to relevant know-how and create memorable experiences.

This edition is designed for a various number of participants, from developers, to artists and business developers within creative industries. ALT Festival promises an unforgettable experience for each one of them .

ALT FESTIVAL 2015 | EVENTS

- **19th October**
Future technology / Trends, digital products and other good things
- **20th October**
Gaming and Creativity/ Strategies, 3D & gaming plus results
- **21st October**
Startups and Freelancers / Ecosystem, platforms and global competition
- **22nd October**
Clusters and Innovation / Community (Re)organising and social impact
- **23rd October**
Smart communities and institutions/ Branding, innovation and community building
- **24th October**
Technology, Innovations and Culture/ Tools and strategic levers

ALT FESTIVAL 2015 | LOCATIONS



[Registerr HERE](#)

DAYS OF CLUSTERS 2015

TARGET

- TCI Network members
- Balkan Cluster Network members
- Enterprise Europe Network members
- European Commission and European Institutions
- Cluster practitioners
- Cluster managers
- Representative of public administration
- Representative of educational and R&D institutions
- Companies from creative industries
- International media

DAYS OF CLUSTERS 2015

GROW YOUR NETWORK!

- Find new business opportunities or partnerships for your projects
- We can help you to make your presence known:
 - register to Brokerage event [HERE](#)
 - tell us your story and get promoted on [WEBSITE](#)
 - bring your roll-up, folders, visit cards and we will cover the rest
- This conference promises to be one of the most important Cluster events in the Balkans with highly recognized speakers presenting many tracks including over 38 talks exploring smart cluster stories to both inspire and challenge you.




DAYS OF CLUSTERS 2015

CONFERENCE PROGRAMME

HALL 1

- 09:00 ● Attendees' registration
- 09:30 ● OPENING CEREMONY
- 10:00 ● Topic 1: SMART SPECIALISATION through CROSS INNOVATION & CREATIVE INDUSTRIES
- 11:30 ● Coffee break
- 12:00 ● Topic 2: INNOVATION drive the development of CLUSTERS
- 13:30 ● Lunch break
- 14:30 ● Topic 3: DESIGN in innovation POLICIES | 
- 16:00 ● Coffee break
- 16:15 ● WORKSHOP : DESIGN in innovation POLICIES | 
- 20:00 ● NETWORKING COCKTAIL
Awards for Contribution to Cluster Development Ceremony

ATRIUM


- Coffee break
- BROKERAGE Event B2B | C2C 
- Lunch break
- BROKERAGE Event B2B | C2C 
- Coffee break
- BROKERAGE Event B2B | C2C 

22 OCTOBER


DAYS OF CLUSTERS 2015

CONFERENCE PROGRAMME



HALL 1

- 09:00 ● Attendees' registration
- 09:30 ● Topic 4: **CLUSTER MANAGEMENT CHALLENGES: FINANCING, NETWORKING, CROSS-SECTOR INTERACTION**

- CREATIVE CLUSTER CONSORTIUM
- Signature of Cooperation Agreement
- 11:00 ● Coffee break
- 11:30 ● Topic 5: **SMART CITIES**
- 12:30 ● Lunch break

HALL 2

- Workshop: **DESIGN FOR EUROPE**
Design as a driver for businesses in emerging markets
- Coffee break
- Workshop: 
CLUSTER MANAGEMENT CHALLENGES: FINANCIAL OPPORTUNITIES FOR SMEs
- Visit Tour: **LABORATORIES VISIT**
Institute for Research, Development and Innovation | UNITBV
- Lunch break

ATRIUM

- **BROKERAGE**
Event B2B | C2C 
- Coffee break
- **BROKERAGE**
Event B2B | C2C 
- Lunch break

23 OCTOBER

DAYS OF CLUSTERS 2015

CONFERENCE PROGRAMME

HALL 1

- 13:30 Topic 5: SMART CITIES
- 15:00 Coffee break
- 15:30 Topic 5: SMART CITIES
- 17:00 Closing remarks

HALL 2

- Topic 6: CROSS CLUSTERING | Session 1
CREATIVE INDUSTRY CLUSTERS
- Coffee break
- Topic 7: CROSS CLUSTERING | Session 2
CREATIVE INDUSTRY CLUSTERS

ATRIUM

- BROKERAGE Event
B2B | C2C
- Coffee break
- BROKERAGE Event
B2B | C2C



STUDY VISIT

- 10:00 BRASOV - RASNOV - BRAN
We invite you to experience **the history, the myth, the intrigue and the magic** of this wonderful place called **TRANSYLVANIA** (Rasnov Fortress, Bran Castle - Dracula Castle)
- BRASOV - SINAIA - BUCHAREST (Otopeni Airport)

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

23 OCTOBER

24 OCTOBER

DAYS OF CLUSTERS 2015

WE'VE GOT IT ALL COVERED?

● TRANSPORT

Shuttles from airport to Brasov will only be on certain times. Participants will be notified via e-mail later. If our proposed schedule does not meet your needs we can give you alternatives.

● ACCOMODATION

The registration does not provide the hotel reservation. Attendees of the #DaysofClusters Conference need to organize their stay on their own.

We suggest the hotel reservations through travel agency [Abeona Turism](#) - official partner of the event. | Preferential prices for event participants.

● CATERING

The registration provides catering, which includes lunches, coffee breaks and a networking cocktail on 22nd October.

● TRANSFER TO THE EVENT VENUE

The registration provides transfer to event venue o certain times.

You will be pleasantly surprised by the affordability of all services in the country.



Looking forward to see you in fascinating Brasov!

CLUSTERS 2015

For more information please visit the link
<http://daniklastera.clusterhouse.rs/>

Your Cluster House & Alt BRASOV & ClusteRO
Teams