



# 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
- **Dr. Petra Puechner**, Steinbeiss Europa Zentrum, Germany
- **Mr. Radmil Polenakovik**, National Centre for Development of Innovation and Entrepreneurial Learning Skopje Macedonia
- **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
- **Mr. Nicolai Sederberg Rottbøll**, Quercu Group Copenhagen Denmark
- **Ms. Alessandra Chevallard**, Cluster Expert, Cluster Development Barcelona Spain
- **Mr. Marcus Andersson**, Trendensor, Sweden
- **Ms. Aida Szulagyi**, National Centre for Sustainable Production, Romania

#### 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**, Head of Transforming the Region | Birmingham City University, UK
- **Ms. Alexa Hartwell**, Cross Innovation Producer | Birmingham City University, UK
- **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. Steve Harding**, Head of Transforming the Region | Birmingham City University, UK
- **Ms. Alexa Hartwell**, Cross Innovation Producer | Birmingham City University, UK
- **Ms. Christina Melander**, Denmark
- **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

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Networking cocktail

20:00 – 23:00

Awards for Contribution to Cluster Development Ceremony. Musical Program.

## 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

09:30 – 10:00

Fourth Conference Session

10:00 – 11:30

Topic: CLUSTER MANAGEMENT CHALLENGES:

FINANCING, NETWORKING, CROSS-SECTOR INTERACTION

- **Mr. Daniel Cosnita**, President, ClusteRO, Bucharest, Romania
- **Ms. Monica Calota**, National Agency for Community Programs in field of Education and Scientific Training
- representative, Ministry of Culture | Creative Europe
- **Mr. 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)
- **Dr. Danka Milojkovic**, General Director, Cluster House, Nis, Serbia and Director of the Global TCI BoD, Barcelona, Spain

Discussion

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

### CREATIVE CLUSTER CONSORTIUM

- Signature of Clusters Cooperation Agreement

11:30 – 11:45

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**Coffee break** 11:30 – 12:00

**Fifth Conference Sessions** 12:00 – 13:30

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

- **Ms. Pavla Bruskova**, President, National Cluster Association, Ostrava, Czech Republic
- **Dr. Alka Obadić**, Department for Macroec. and Ec. Development Faculty of Economics & Business, Zagreb Croatia
- **Mr. János Keresnyei**, 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: **Mr. Goran Zlatkovic**, Executive Director, Cluster House, Nis Serbia

**Lunch** 13:30 – 14:30

**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
- **Dr. 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 | TBC

Moderator: **Mrs. Christina Leucuta**, Senior Advisor, CLUSTERO-Romanian Cluster Association, Romania

**Closing Remarks – co-chairmen of the conference**

- Ms. Andra Chitu, Manager | Innovation and Technology Cluster, Brasov – Romania
- Dr. Danka Milojkovic, General Director, Cluster House, Nis, Serbia and Director of the Global TCI BoD, Barcelona, Spain

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## 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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