

## **CLUSTERS IN EUROPE III**

### **ON THE WAY OF BRIDGING THE INNOVATION GAP IN EUROPE, CONFERENCE –**

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**Section : The Role Of The International Co-Operations In Implementation Of EU 2020**

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#### **Summary of Section**

##### **1/ Is it necessary for the clusters to go international?**

Internationalization of the clusters is provide that, Access to knowledge to use in new product, practical knowledge,reach to new markets and making collaboration with new partners and network infrastructure. Beside that internationalization is an activity that attract for foreign direct investment including knowledge, ideas and business activities.

On the other hand internationalization of the clusters change according to cluster members cluster organizations sides or cluster managers.

From the cluster managers and the cluster organizations sides, internationalization activities are absolutely needed. Because cluster managers and organizations are the key players on the competitiveness of the regions.

Besides, from the cluster members side internationalization is needed if it is a real requirement. Therefore there are some essentials before the internationalization for cluster members that maturity, coherence of expectations from international markets.

##### **2/ What kind of non-financial help is useful to go international?**

There are some requirements for to go international market. First of all, you need deep analysis of the target market and market research report. Include know-how and informations about how market affect to your product, positioning your product, the key players of the target market etc. Therefore the target market report is must be tailor made service for clusters. Beside, cluster managers are crucial to go international markets and internationalization activities. Therefore, cluster managers trainings about relevant country

information are very important. Third non-financial help is finding partners. Because finding a right partner is so difficult issues.

### **3/ What do help cluster managers really need in order to be able to develop and implement a successful internationalisation strategy? How can we decide to go where ?**

Most of the SME's scared of to go international. But it is good because of the this reason cluster members trust to the cluster organization. On the other hand this must be go together cluster managers, cluster members with policy members. Cluster managers can learn lots of things from the international project. Most important thing is the clusters themselves to prepare a strategy. And this strategy must commonly agreed, understanding and acceptable strategy. Also strategy must be very clear about "What we want to do ? Where we want to go ? How we will to go?" Beside, cluster members are willing to able to go foreign markets.