**II SAINT PETERSBURG**

**INTERNATIONAL CLUSTER CONFERENCE**

**“CLUSTERS OPEN BORDERS. GREEN CORRIDOR”**

The event is aimed at consolidation of the best world practices in the area of cluster cooperation and at creating in Saint Petersburg the All-Russia Center of Competences in the Sphere of Cluster Development. The Conference is intended to become an optimal site for intersectoral, transregional, and cross-border cooperation of clusters, as well as for sharing experience between representatives of the regional and federal authorities, cluster development centers of Russia, cluster managing companies, and support institutions.

**CONFERENCE OBJECTIVES:**

- Consolidation of the Russian regions’ experience and the best world practices in cluster cooperation.

- Obtaining expert opinion on the burning issues of cluster development in the region and elaboration of practical proposals for their resolution.

- Preparation of the final draft of the Concept of Saint Petersburg Cluster Development in reliance on international experience and comprehensive discussion

- Improving competitiveness of the clusters on the regional and international levels

- Creating favorable environment for cross-cluster cooperation and for conclusion of contracts between Russian clusters’ participants

- Extending competences and building capacity of all entities of the cluster environment

**The Conference program includes 4 subject-matter tracks:**

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| **I. MARKETS**  Global Vision  International experience, access to international markets, workshops by foreign experts | **II. INTEROPERATION**  Environment of Clusters  Innovation infrastructure,  development institutions,  executive government bodies |
| **III. EDUCATION**  Clusters.  Focus on the Growth Leaders  Training sessions, HR policy,  development of workforce capacity | **IV. TECHNOLOGIES**  Cross-cluster cooperation  in realization of cluster projects  Application and opportunities for implementation of eco-technologies through realization of cluster projects. |

**ORGANIZERS**

**SAINT PETERSBURG CLUSTER DEVELOPMENT CENTRE**

SAINT PETERSBURG TECHNOPARK

<http://spbcluster.ru/en/>



**SUPPORTED BY**

* Government of Saint Petersburg <http://gov.spb.ru/en/>
* Committee for Industrial Policy and Innovations of St. Petersburg <http://cppi.gov.spb.ru/en/>
* Committee for Entrepreneurship and Consumer Market Development of St. Petersburg <http://crppr.gov.spb.ru/eng/about/>

**PARTNERS**

* Higher School of Economics <https://www.hse.ru/en/>
* POLYTECH – Peter the Great St. Petersburg Polytechnic University <http://english.spbstu.ru>
* ITMO University <http://en.ifmo.ru/en/>
* Association of Clusters and Technology Parks <http://nptechnopark.ru>
* All Russia public organization BUSINESS RUSSIA <https://deloros.ru>
* SME Corporation <http://corpmsp.ru>
* FASIE – Foundation for Assistance to Small Innovative Enterprises [www.fasie.ru](http://www.fasie.ru)
* Center for Business Development and Support [www.crpp.ru](http://www.crpp.ru)
* Saint-Petersburg Industrial Development Fund [www.frp.spb.ru](http://www.frp.spb.ru)
* Cluster Consulting Group <http://clusterwings.ru>
* MARTAL Consulting & Services <http://martal.ca>
* Invest In Lyon [www.onlylyon.com](http://www.onlylyon.com)
* ACCIO Generalitat de Catalunya <http://accio.gencat.cat>

**PROGRAM**

**PLENARY MEETING** **"CLUSTERS OPEN BORDERS. GREEN CORRIDOR"**

In today's rapidly changing world successful implementation of cluster policy requires engagement of the best international practices aimed at the development of the ability to meet contemporary challenges and efficiently perform ambitious tasks of the global leadership.

Policies aimed at developing and improving the competitiveness of clusters are constantly being improved and implemented in Russia, the United States, Western Europe and a number of developing countries. All regional governments search for territories with specific competitive advantages and try to implement in order to make a significant leap in the international division of labor system in the shortest possible time and obtain the necessary benefits for sustainable economic growth. However when elaborating comprehensive cluster policy and the system of the regional development management a mere copy of the success recipe is insufficient - it is necessary to creatively implement a genuine strategy which is not only based on the best international practices but is ahead of them.

**Track I. Global Vision**

**Seminar "International cross-cluster cooperation. Search for common grounds"**

***Speaker****: Jean-Francois BOISSON, Founder and CEO of an engineering company Arteres, Executive Vice President for sales and marketing POW'AERO*

The objective of the workshop is the improvement of the level of cooperation between clusters of Russia and France, determination of common business processes, and search for possible meeting points. The following issues will be considered at the seminar:

* Involvement of Russian enterprises into European programs
* Formation of joint ventures
* Opening of branch offices abroad
* Actualization of technology and knowledge transfer
* Development of necessary knowledge and competences

**Round table "Access to the foreign markets for technological companies"**

***Moderator****: Igor ROZHDESTVENSKIY, General Director, Martal SPb*

**Themed program:**

* Approaching international market. Common questions: why, how, where, with whom to enter foreign markets? General cultural aspects, country reputation, common mistakes made by Russian businessmen - how to avoid them?
* Business models of international market entry - partnership, technology transfer, direct sales
* How to enter into foreign market. Support tools in different countries and in Russia
* Growth geography:
  + Direction Finland: particularities of national innovations
  + Direction Eastern Europe: opportunities and practice
  + Direction India: economies of scale
  + Direction North America: how to sell in North America while staying at home
  + Direction South America: for true Columbuses
  + Direction Israel: incubator-country

**Round table "Key factors of successful cluster policy in a metropolis"**

***Co-organizers****: National Research University Higher School of Economics, The Lyon Area Economic Development Agency ADERLY (France),АССЮ - Catalan Agency for Competitiveness Catalonia Government (Spain), Basque business development agency (SPRI), Representative Office in Moscow for the Moscow-Taipei Coordination Commission on Economic and Cultural Cooperation, Novosibirsk Region Cluster Development Center, Department of Science, Industrial Policy and Entrepreneurship of the city of Moscow*

Specific aspects of cluster policy and cluster development in metropolises, the best strategies of cluster policy in Russia, the role of higher educational and research institutions in cluster development in metropolises, opportunities for clusters and the best world practices of cluster development in metropolises will be considered at the round table. Russian and foreign experts will take part in the session.

**Track II. Environment of clusters**

**Round table "Development of industrial clusters: implementation of federal and regional support measures"**

***Moderator****: Andrey SHPILENKO, Director of the Association of Russian Clusters and Technology Parks*

Cases of state support to participants of industrial clusters - both on federal and regional levels – will be considered at the round table. Among others the cases of implementation of projects involving supportive measures by Industrial Development Fund, Corporation SME, National Technology Initiative, etc. will be reviewed.

**Round table "Development of cooperation and partnership mechanism between cluster participants"**

***Moderator****: Rustam KHAFIZOV, Head of the Division of Innovation Projects of the Department for Strategic Development and Innovations, Ministry of Economic Development of the Russian Federation*

Discussion of development instruments for cooperation between cluster participants will take place at the round table; it will result in elaboration of recommendations on support of transregional and cross-cluster integration processes for federal and regional authorities, development institutions. It is planned to sign the Agreement on Cooperation between clusters of Moscow, Saint Petersburg and Republic of Tatarstan.

**Round table "Discussion of the interim results of clusters-leaders roadmaps development"**

***Moderators****: Artyom SHADRIN, Director of the Department of strategic development and innovations of the Ministry of economic development of the Russian Federation*

*Evgeniy KUTSENKO, Head of the Cluster Policy Unit of the National Research University «Higher School of Economics*

The round table is dedicated to implementation of the priority project by the Ministry of Economic Development of the Russian Federation: "Development of innovation clusters - world-level leaders in investment attractiveness". Representatives of clusters included in the project list will discuss the matters of providing outperforming growth rates based on achieving the world-level investment attractiveness, development of mechanisms of support of business activities, and incorporating into the added value global chains.

**STRATEGIC SESSION for clusters-leaders:**

**"Optimization of the cluster development management system aimed at implementation of clusters development roadmaps"**

***Moderators****: Artyom SHADRIN, Director of the Department of strategic development and innovations of the Ministry of economic development of the Russian Federation Evgeniy KUTSENKO, Head of the Cluster Policy Unit of the National Research University «Higher School of Economics»*

**Round table "Interregional meeting of Cluster Development Centers of the Russian Federation**

***Moderators****: Victor LARIONOV, Member of the General Council, Chairman of the Department of Business Acceleration, Delovaya Rossiya*

*Vladislav TARASENKO, Vice-Rector for Innovations and Entrepreneurship of the Federal State Budget Educational Institution of Higher Education «K.G. Razumovsky Moscow State University of technologies and management (the First Cossack University)»*

The forum of regional cluster development centers will bring together at one site specialized organizations that render procedural, organizational, expert and analytical, as well as informational support to cluster development. The aim of the forum is discussion of topical issues of cluster development centers' functioning, scaling the best practices in cluster projects management, cluster potential fulfilment in the regions of Russia, development of transregional cluster cooperation.

**Round table "State support - takeoff runway for SMEs"**

***Moderator****: Danil STARKOVSKY, Director, Entrepreneurship development and support centre*

Participation of cluster SMEs in the federal programs for small and medium business support, efficiency assessment methods for the measures of state support will be discussed at the round table in a format of a live dialogue between representatives of government authorities and business. Cluster participants and St. Petersburg SME representatives will get to know the existing supportive mechanisms for SME and industrial companies on the regional level, conditions and advantages of participation in the regional business support programs.

**Round table "Key factors for successful cluster policy in metropolitan city"**

***Moderator****: Evgeny К UTS EN КО, Head of Cluster Policy Unit, Institute for Statistical Studies and Economics of Knowledge, Higher School of Economics*

**Major discussion issues:**

* Special aspects of cluster development and cluster policy in big cities
* Current experience of cluster development in Russian metropolises: key projects, obstacles for development, proposals for authorities
* The role of universities and scientific and research organizations in metropolis- based clusters
* Proposals on common initiatives offered by clusters located in Russian metropolises

**Track III. Clusters. Focus on the growth leaders**

**Workshop "Financial tools for cluster projects management"**

***Speaker****: Julia ARTAMONOVA, Managing Partner, Cluster Consulting Group*

The workshop is intended for the participants' gaining practical skills in formation and management of cluster's and cluster project's financial flows.

The following issues will be considered based on the case studies in a group work format:

* What are the sources for formation of financial flows in a cluster project?
* What type of a legal entity should be selected for a cluster project implementation in order to accommodate the participants' interests and provide for the project efficiency?
* Cluster business plan and cluster project business plan: how to take the account of their specificity in the course of elaboration thereof?
* What tools will assist in compiling a financial model of the cluster?
* How to arrange the cluster project effect monitoring?

Heads of cluster development centers, top and middle managers of cluster managing companies, heads of enterprises and organizations participating in cluster projects.

**Seminar "Instruments for industrial cluster development: creation algorithm, requirments, support measures"**

***Moderator****: Evgeniy KUTSENKO, Head of Cluster Policy Unit, Institute for Statistical Studies and Economics of Knowledge, Higher School of Economics*

The Federal Program for Industrial Clusters Support started in 2015 after Requirements to industrial clusters and the Government of Russia adopted their special organizations. Only the participants of the clusters that have confirmed their compliance with the Requirements included in the register of the Ministry of Industry and Trade of the Russian Federation can claim for a subsidy. In September 2016 alterations were introduced to the Requirements to industrial clusters featured by the experts of the Russian cluster observatory at the National Research University Higher School of Economics; currently the process of adjustment of the Rules of Subsidy Granting is taking place.

At the seminar the specialists of the Higher School of Economics will speak about the current situation and anticipated changes in the program of the Ministry of Industry and Trade of the Russian Federation; in the course of express consulting session they will answer the questions of the industrial clusters' participants and give their recommendations on the joint projects development and implementation.

**Round table "Living laboratories"**

***Moderator****: Evgeniy KUTSENKO, Head of Cluster Policy Unit, Institute for Statistical Studies and Economics of Knowledge, Higher School of Economics*

**Issues for discussion:**

* What are the best practices in creating living laboratories in the world?
* Are there similar projects in Russian regions or is there a need for them? How is the process of the new products' testing and consumers' assessment arranged?
* What industry / sphere of activities would especially benefit from full-time operating sites for testing and approval?
* Which of the organizations operating in the region (university, innovative infrastructure organization, private company, etc.) is most suitable for performing this function? Is it necessary to additionally promote development of the living laboratories as a type of innovation infrastructure organization?

**Track IV. Cross-cluster cooperation in realization of cluster projects**

**Round table "Practical issues of preparation of the PCT application (Patent Cooperation Treaty) for the protection of intellectual property in the EU countries"**

***Co-organizer****: The Regional Engineering Center in the Field of Microreactor Synthesis of Active Pharmaceutical Substances (RECAPS)*

**Issues for discussion:**

* Special aspects of intellectual property procurement and protection by Russian claimants in EC countries
* General information about preparation of a PCT application for intellectual property protection in EC countries
* Special aspects of preparation and execution of PCT application for homeland intellectual property protection in EC countries
* Major problems of the international patent system in EC countries
* Enhancement of the local regulatory and procedural system with regard to appliance in the expertise of approaches registered in the PCT of EC countries

**Round table "Implementation practice and development of lean production"**

***Co-organizers****: Transport Machine-Building Industrial Innovation Cluster «Subway and Railway Equipment», Industrial Automotive Cluster «Autoprom Severo-Zapad»*

The session will consider the concept of lean production as a way of thinking and acting for many big and medium world companies; it allows for producing more products/ services with less efforts, at smaller facilities and less equipment, and consumer's expectations are totally met. The audience can get acquainted with instruments, rules and application methods of the lean production concept; these instruments, rules and application methods that were developed by Russian and foreign experts based on the experience of the method implementation at local and foreign companies.

**Round table "Experience and prospects of application of innovative composite materials in infrastructural construction”**

*Co-organizers: cluster "Transport and Infrastructure Construction", Innovative territorial industrial cluster "St. Petersburg Composite Cluster"*

It is planned to discuss at the round table the issues and prospects of interoperation between building organizations, developers, and manufacturers of innovative materials and technologies.

It is also set to discuss joint cross-cluster projects and to develop the roadmap for interoperation between St. Petersburg Composite Cluster and Cluster "Transport and Infrastructure Construction", as well as to have a comprehensive exchange of experience in the sphere of innovation implementation.

**Round table "Ecological footprint in the implementation of cluster and intercluster projects aimed at increasing efficiency and energy saving"**

***Co-organizer****: Saint Petersburg Cluster of Clean Technologies for Urban Environment, Cluster of innovation development in power engineering and industry*

The round table is arranged to discuss the project implementation practice aimed at energy saving and ecological efficiency, as well as requirements and procedures for environmental footprint calculation, issues related to eco-efficiency assessment.

**Round table "Professional marketing in medical industry"**

***Moderator****: Alena PETKOVA, Executive director of the NP «Cluster of Medical, Ecological Instrumentation and Biotechnologies»*

The objective of the round table is to introduce to the manufacturers the system of knowledge of the marketing activity specificity in industrial market. Awareness of industrial marketing peculiarities allows for clear differentiation between industrial and consumer marketing; based on this it provides the insight into marketing principles in industrial markets and implementation features of specific marketing functions and procedures.

**Round table "Current issues of the Saint Petersburg pharmacy market development"**

Moderator: Dmitry CHAGIN, Director, "Medical and Pharmaceutical Projects. XXI Century".