



Oxford Research's International Cluster Courses 2011

“Join this unique occasion to get practical tools for developing innovative and sustainable clusters and to network and share experiences with cluster colleagues”

22nd – 23rd of November: Cluster Development Workshop – ‘the essential cluster course’
24th of November: Advanced Learners & Alumni Club Workshop

Clusters consisting of competitive companies, R&D institutions and public players have proven to be crucial sources for growth and innovation at national and international levels. Based on the American professor Michael E. Porter's ground-breaking research in the eighties, clusters today are recognised as the most efficient approach to regional growth in large parts of the world.

Oxford Research has been offering practical cluster courses for cluster facilitators and policymakers since 2006. Also, Oxford Research has in a decade worked intensively with cluster analyses, cluster evaluation and cluster strategies for a broad range of international, national and regional customers. Our cluster courses are based on our experiences and knowledge from our diverse cluster work. In designing the course we have naturally also listened to the wishes and good ideas from the more than 250 participants at our former cluster development courses.

Lastly, we build most of our cluster work and cluster development courses on our 'Ten steps to cluster dynamics' model - a practical and interactive learning process taking you through all the essential steps from identifying and mapping you cluster to engaging companies and stakeholders, forming strategies and action plans and monitoring, evaluating and revitalising the cluster and the cluster initiative.

Oxford Research's 'Ten steps to cluster Dynamics'



Cluster Development Workshop

Copenhagen 22nd - 23rd November 2011

Oxford Research's cluster development workshop is the essential cluster course for cluster facilitators and policy makers with interest in developing strong and innovative clusters.

The course is based on interactive learning methods and equips participants with practical tools for cluster development and solid understanding of cluster policies and cluster dynamics.

During the course the participants will attain:

- Background knowledge of cluster development and cluster policies.
- Comprehensive understanding of cluster dynamics
- Insight into clusters' different development stages
- Practical tools for sustainable cluster development
- Tools for identifying, analysing and monitoring clusters
- Possibility to work with your own cluster development strategies and action plans
- Knowledge sharing with cluster colleagues

Advanced learners & Alumni Club Workshop

Copenhagen 24th November 2011

Oxford Research offers a unique opportunity for cluster facilitators to share their experiences, successes and challenges with other experienced cluster facilitators during a 1-day intensive 'advanced learners' & 'Alumni Club' workshop.

The purpose of the workshop is to equip cluster facilitators with tools and new inspiration on how to deal with the key challenges they are facing in their daily cluster work. Networking and knowledge sharing with other experienced cluster facilitators will be a high priority in this course and a guest speaker from a successful cluster initiative will share his/her experiences with us.

During the course the participants will attain:

- Knowledge sharing and networking with other cluster managers
- New inspiration on how to work with cluster development
- Practical tools for dealing with key cluster challenges
- Advanced understanding of cluster dynamics

Cluster workshops - a base for further development



Oxford Research's cluster workshop has provided me with new insights and overview of the work-related challenges I as cluster-facilitator am faced with. I am now able to put many of my fields of work into a cluster context, which enables me to work far more targeted with development of the cluster. Besides the professional output I have benefitted from the professional Scandinavian sparring with other cluster-facilitators, officials from municipalities, regions and the state administration."

Peter Blach,
CEO, Offshore Center Denmark

"As a project manager of an ambitious ARENA project I was sceptical about spending as much as three working days for a training at Oxford Research. After talking with some other program managers in NCE and ARENA I finally decided. I was therefore very surprised when Oxford Research presented a working methodology and also many examples suitable for me. The cluster training was very useful for everyone who is involved in regional development innovations, cluster organisations as well as R&D. It gives a summary of strategic cluster perspectives and practical examples of clusters development experience.

Dieter Hirdes
CEO, Inkubator Halden



The Speakers



Dr. Kim Møller

Kim Møller established Oxford Research back in 1995. Today Oxford Research is the leading Scandinavian knowledge environment within clusters and cluster development. Oxford Research is presently represented in Denmark, Norway and Sweden and is an international member of The Competitiveness Institute.

The last decades we have carried out cluster studies, evaluations and cluster development workshops all over Europe. The founder and president of Oxford Research, Dr. Kim Møller, has worked intensively with cluster development since the 80's where he formed part of Michael Porter's global research team that developed the cluster model.



Harald Furre

Harald Furre leads the Norwegian part of Oxford Research. He has worked with innovation and industrial development for 20 years – in recent years especially with clusters. Harald has been in charge of several evaluations of cluster programmes and initiatives and has developed special cluster evaluation and monitoring systems.

Harald was also in charge of Oxford Research's mapping of cluster policies, programmes and initiatives as a part of the European Cluster Observatory financed by the European Commission. Furthermore, Harald often works with evaluations of research and innovation programmes for both Nordic and international clients such as the EU Commission.

Oxford Research is a Scandinavian based knowledge company focusing on the areas of industrial and regional development and welfare. Within these areas we work with knowledge and innovation systems, development of municipalities and regions, and social, educational, and labour market policies. Oxford Research carries out evaluations and analyses, and offers strategic consultancy. We combine academic depth, excellent communication and strategic understanding.

Since 1995, Oxford Research have been involved in the analysis, evaluations, and development of clusters. However, the founder and president of Oxford Research, Dr. Kim Møller, worked with cluster development as early as in the 1980's, where he formed part of Michael Porter's global research team that developed the cluster model. Today Oxford Research have established a dedicated cluster team consisting of internal expertise and partner organisations. We are and have been involved in a number of trans regional and European cluster projects, i.e:

- International Cluster Development Courses for cluster managers and policy makers since 2006
- Cluster Study Trips to Denmark for international customers since 2009
- EU Cluster Policy Mapping for the European Cluster Observatory
- Cluster case studies for the European Commission
- Cluster Case studies for Eurofound

In Scandinavian our cluster work among others include:

- Baseline study for the Norwegian Centre of Expertise programme
- Evaluation of the ARENA programme
- Monitoring of Copenhagen Cleantech Cluster
- Monitoring of CenSec - the Danish defence and security cluster
- Cluster mapping and strategy development for Copenhagen Finance IT Region
- Strategy development for Offshore Center Denmark – the Danish offshore cluster

Registration

Registration should be directed to Jakob Stoumann jas@oxfordresearch.dk. Participation fee will be invoiced after registration.

For further information contact Jakob Stoumann at jas@oxfordresearch.dk // +45 33 69 13 12

Prices

- Cluster Development Workshop: 1200 Euros excl. vat
- Advanced Learners & Alumni Club Workshop: 650 Euros excl. vat.
- Registering for both courses: 1700 Euros excl. Vat.

Hotel stays are paid and booked individually. We recommend Radisson Falconeer Hotel just opposite course venue

Venue

The workshop will take place at Oxford Research's head office in Copenhagen - Falkoner Alle 20 - 2000 Frederiksberg



www.oxfordresearch.eu