



Title:	Italy and its Industrial Clusters: Is this an exportable model?, Milan Chamber of Commerce, Italy (AP 05-2834)
Type of event:	Multi- session programme
Number of sessions:	5 VC (2 hours)
Target Region:	ECA
Beneficiary Countries:	Bulgaria, Croatia, Serbia, Turkey, Russia.
Period:	March - April
Target Audience:	Entrepreneurial and industrial community
Delivery language:	English

The Secret of Successful SME Clusters in Northern Italy

The project will consist in 5 videoconferences, focused on the Italian economic local development and the importance of the association of enterprises for the construction of a more consistent economic and social network in Bulgaria, Turkey, Croatia and Serbia.

The aim of the Project is that of speeding up the rate of economic, social, and cultural development, modelled after the historical experience of the poles of excellence existing in Italy.

The conventional video conference structure will be renovated with the addition of the use of different technologies with respect to preceding ones. Two innovations will be implemented:

- the projection of a film overview on one of the most significant Italian Wood and Furniture Industrial Clusters (legno arredo brianza milanese e comasca);
- the creation of a scheme by which a direct survey - question and answer style - will be held between an expert (possibly the main speaker in the vcs) and the participants, off stage and by the use of email.

In addition to these novelties the project as a whole, will be broadened to include in its audience and co-participants (speakers, organisers, etc) members of associations - be they industrial, of trade, or of particular products and production - and, when deemed of interest, members of local and central governing bodies. Each VC module will

therefore have the direct participation and involvement of local bodies of private or public nature, that have contributed to the birth, development and study of clusters. The possible partners could be AIMB (Assindustria Monza e Brianza), Milan municipality, Regione Lombardia and other trade and product associations.

The program's topics are:

1st VC: Social environment and network community in industrial clusters:

Industrial districts: origins, historical development, roles and players. How and why did some industrial clusters appear in some regions, and how their growth was strongly influenced by local factors, such as local banks, co-operation with public bodies, political parties and the family.

Competition and co-operation in the industrial districts: points of strength and weakness, their evolution world wide. The adaptability of the organisational model in other countries.

The influence that the existence, evolution and growth of clusters has on the economic development of a country.

2nd VC: Managerial dynamics of clusters.

The strategic dimension of the enterprise. Spin-off and birth of new enterprises: an integrated economic system creating one integrated productive network concentrating on a specific sector.

The ideal social – economical environment for achieving economic development of production activities: how can public and private policies be applied for its creation and growth.

Globalisation imposes a strategic approach to the market: project planning, commercialisation and financing. What local and central procedures and guidelines are advisable or feasible.

What are the instruments necessary to the growth and development of clusters and what is recommended for their innovation and improvement.

3rd VC: Are Industrial clusters an exportable model?

Is this Italian model replicable in the ECA region?

Analysis of the potential in the cluster model and the prospect of its reproduction in other regions, particularly in the ECA region.

A debate will take place among the experts and participants connected. The transformation of the Eastern European enterprises will be examined and parallels will be drawn with the Italian model, which will be shared and could be implemented by

creating an environment where enterprise groups share values, knowledge and strategies; and which will result in a gradual change of the "industrial culture" in the Eastern European countries.

Which environment is ideal for integrating firms and economic bodies for the achievement of partnership and support in its players.

The Programme's main objectives are to stimulate the development of the Private Sector in the Eastern European Countries with special emphasis on productivity and efficiency.

4th VC: Case study: Birth and management of an "Area Agency": the case of Legno Arredo Brianza Milanese Comasca

Projection of a specific film through which it will be possible to ascertain how the relations and the network that establish the structure, operate, grow and manufacture through the interviewing of associations, schools, firms, service centres and museums of a specific wood and furniture cluster.

The projection of the film could be interrupted at specific times to allow discussion with the moderator, participants and guests. The end of the projection will include a debate session between all participants.

5th VC: Case study of each of the participants

Interactive session in which each city participating will define and illustrate its particular experience. Their specific subjective experience, skills and know how will be discussed and illustrated ie: existing public policies that foresee the aid for the development of clusters; any private initiatives that could be put into place for its set off and growth.

In what way could the Italian model be used and modified for its application in each individual system and country.

The experiences will be discussed with the Italian expert and any innovative ideas will be presented on behalf of the participants.