

INVITATION

National Cluster Association – CZ
invites you to the education workshop

“V4ClustersGo International - Theory meets Practice“

Dabrowa Gornicza, Poland, 24th -25th May 2017

The education workshop will focus on the internationalisation of clusters and preparation of internationalisation strategy for a cluster organisation. It will provide not just a theoretical framework for successful internationalisation but also practical examples based on the knowledge and internationalisation cases presented by experienced cluster managers.

PRELIMINARY PROGRAM

24th May

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| 13:00-13:45 | ARRIVAL OF PARTICIPANTS, REFRESHMENT |
| 13:45 | Opening of the workshop and welcome to the participants <i>Pavla Bruskova, President of the National Cluster Association-CZ,</i> <i>Angelika Jaroslawska, Vice-president of the Polish National Association of Innovative Entrepreneurs</i> |
| 14:00-14:45 | Introduction to the internationalisation and internationalisation strategy <i>Pavla Bruskova, NCA-CZ</i> A brief guide to the topic – basic principles, reasons, methods, activities and benefits that will lead your cluster to a successful internationalisation. |
| 14:45-15:00 | DISCUSSION AND FEEDBACK |
| 15:00-15:45 | International cooperation through European programmes <i>Daniel Acs, President of the Union of Slovak Clusters</i> Examples of internationalisation activities based on the variety of calls and projects suitable for cluster organisations. |
| 15:45-16:00 | DISCUSSION AND FEEDBACK |
| 16:00-16:45 | Case study of cluster internationalisation, Nanoprogress <i>Lubos Komarek, Cluster Manager of Nanoprogress, CZ</i> Internationalisation in R&D, European Strategic Cluster Partnership project „AdPack“, project of the Clusters Excellence Programme „INNO-DROP”. |
| 16:45-17:00 | DISCUSSION AND FEEDBACK |
| 17:00-18:30 | Networking and matchmaking among the workshop participants facilitated by the speakers, work in groups interested in common topics. |
| 18:30 | DINNER |

25th May

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| 8:30-10:00 | Internationalisation strategy and action plan – the case study of the CREA Hydro&Energy cluster organisation; Go International, ESCP Natureef – lessons learned during the implementation of the COSME project. <i>Bretislav Skacel, Cluster Manager of CREA Hydro&Energy, CZ,</i> How to fit best the needs of cluster companies and develop the internationalisation opportunities for them - the model of the Gold Label cluster organisation. How to build the internationalisation strategy of the cluster partnership and avoid common mistakes. |
| 10:00-10:15 | COFFEE BREAK |
| 11:15-11:45 | Work in groups facilitated by lecturers Tasks of drafting the priorities of the internationalisation strategies and their justifications. |
| 11:45-12:00 | DISCUSSION AND FEEDBACK CLOSURE OF THE WORKSHOP |
| 12:00-13:00 | LUNCH BREAK, DEPARTURE OF THE PARTICIPANTS |
| 13:00-15:00 | Internal meeting of the V4ClusGo project partners |

In order to **register** please click: <https://goo.gl/forms/kTKltncU3chrPtG73>

Address of the venue

University of Dąbrowa Górnicza, Zygmunt Ciepłaka 1c, 41-300 Dąbrowa Górnicza, Poland

Accommodation

Cumulus hotel, Sportowa 3, Będzin, Poland

The accommodation will be provided to all registered participants (max. 30) free of charge.

A special bus will ensure the transfer of participants between the hotel and the workshop venue.

Contact person

Filip Vítek, NCA-CZ, email: vitek@nca.cz, Tel.: +420 731 534 179

For **more information** about the project please see: <http://klastr-portal.cz/en/v4clusgo>