



Call for Papers – Abstracts

Towards New Cluster Internationalisation Models – Lessons From Denmark

Merete Daniel Nielsen - Cluster Excellence Denmark

Abstract

It is widely recognized that “Internationalisation of excellent cluster organisations, supported by cluster policies, can help businesses, especially SMEs, to improve their competitiveness and maximise their presence in global value chains” (TACTICS 2012: 7). Several models have been developed to support cluster organisations in their internationalisation process. But preliminary experience from cluster practitioners suggests that present models need adoption. This paper will analyse what happens when existing models meet cluster reality. Are the models adequate to grasp the complexity of cluster internationalisation? Or is there a need for new models and methods to develop internationalization strategies? Denmark can serve as a perfect test bed for developing existing models with the combination of an open economy, many SMEs and a strong cluster landscape of six gold clusters, two silver and 40 bronze clusters where over 90 pct. have international activities.

Key questions will be:

- Why and how do clusters internationalise: Evidence shows that when clusters go international it's important to base it on the needs of the members. The model will identify measures and methods developed by clusters to assess their (members) needs. And how to move from cluster analysis to cluster internationalisation.
- How do clusters identify collaboration partners: Cluster-to-cluster matchmaking seems to be growing in popularity in these years. But how do clusters go from speed dating into strategic collaboration benefitting the SMEs?
- How to secure funding for cluster internationalisation: Going abroad takes a lot of resources. This paper will explore various methods used by clusters to secure the resources and funding to go international.

Danish cluster experiences will be integrated through surveys and workshop to develop a tested new hands-on and easy-to-use model for clusters to use when they are developing, implementing and renewing their cluster internationalisation strategies.