



Call for Papers – Abstracts

“Regions, clusters and SMEs – the challenges of cross-border cooperation as in the example of Brandenburg and West-Pomerania”

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Abstract

Clusters can be the driving force of internationalization of cluster actors, included SME'S and R&D institutions. As the consequences of the cross-border cooperation started at the cluster management level, cluster actors accelerate their efforts to go at the international.

The purpose of the paper is to present international clusters relations and the systematic approach to support its actors in international activities. Best practises of established clusters of both regions will demonstrate successful measurements for fruitful cross-border cooperation. And finally at the example of two industrial clusters the whole story of cooperation development will be presented.

Contents

1. Cluster collaboration in target - SME as beneficiary Theoretical aspects of clusters, internationalization measurements and value chain with regards to cross-cluster collaboration. There will be presented the EU clusters in the context of global challenges “complementary instead of competition” and cluster cooperation as interface to initiate business and research cooperation.
2. Cross-border cooperation – Pushing the regional business and joining forces in respect of global competition There will be presented the analysis of the international cluster relations of Brandenburg and West –Pomerania, included:
 - presentation of the clusters and its development also in terms of internationalisation strategies
 - mapping of successful international cluster relations (who? with whom? what?) and best practices of actors collaboration including its implementation
3. Main storyline of successful cluster cooperation – How the metal industry can profit from clusters? There will be presented the example of cooperation of two neighbour metal clusters (Metallcluster Brandenburg and Metal Cluster Metalika), includes:
 - Descriptive analysis of conditions for industrial cluster development in two regions
 - Story of cooperation
 - Results of a research on cluster companies and conclusions. Finally, the paper itself, is the example of cross-border cooperation.