

# 26<sup>th</sup> TCI GLOBAL CONFERENCE

# 20 23

New Landscapes in Cluster Development





07 NOVEMBER  
TUESDAY

**REGISTRATION**

- Welcome to Iceland
- Introduction to Iceland cluster ecosystem
- Introduction to the program



**VENUE**

**Hilton Reykjavik Nordica**

Suðurlandsbraut 2, 108  
Reykjavík, Iceland



08 NOVEMBER  
WEDNESDAY

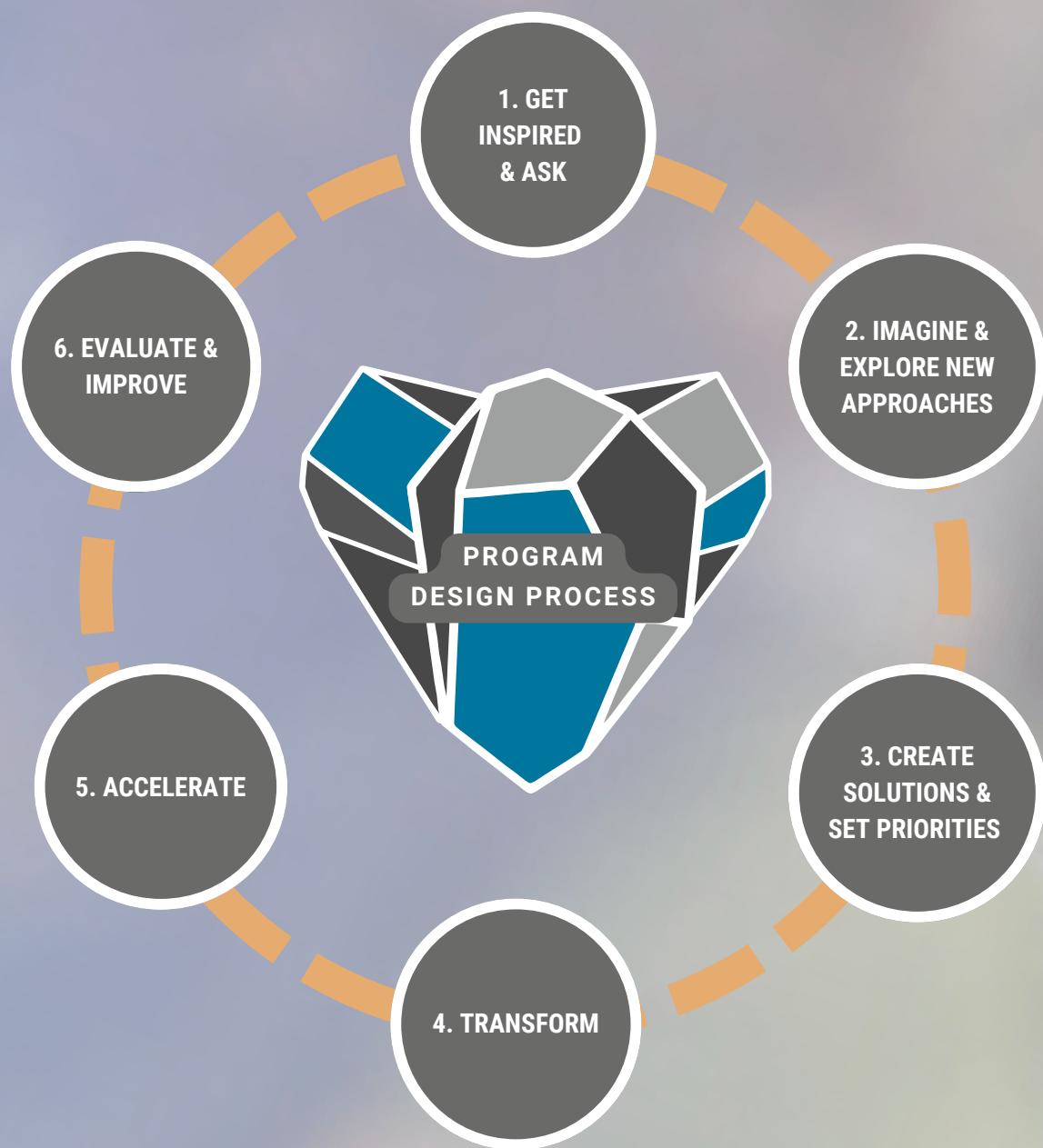
**NEW LANDSCAPES IN CLUSTER  
DEVELOPMENT**

- Opening session
- Seaglass game
- Exploration sessions
- Thematic platforms
- Forward thinking strategies

09 NOVEMBER  
THURSDAY

**HOW TO LEAD STRATEGIC  
TRANSFORMATION AND ACCELERATE  
CLUSTER SUCCESS**

- Opening session
- Accelerating clusters. Highlights from the TCI Cluster Accelerator Program
- Towards new transformative cluster policies
- Campfire Session & Conference Closing



**07** NOVEMBER  
TUESDAY

**DAY 1**

**08:00-08:45 REGISTRATION**

- Welcome and Introduction to Iceland cluster ecosystem.
- What are we going to see today?

**08:45 DEPARTURE**

**09:00-15:00 CLUSTER IMMERSIONS**

- Blue Economy (9-13h)
- The Tech Word (9-13h)
- Feel the Energy (9-15h)
- Regenerative development (9.15 - 14.45h)

Check the cluster immersions  
complete program:

**17.30-19:00 RECEPTION AT THE CITY HALL**  
Invitation by the Major of Reykjavik



08:00-08:30 WELCOME AND REGISTRATION

08:30-09:00 OPENING SESSION

09:00-09:55 NEW LANDSCAPES IN CLUSTER DEVELOPMENT: GLOBAL STORIES

GET INSPIRED  
& ASK

New landscapes in cluster development are all about creating vibrant, sustainable and inclusive ecosystems that foster entrepreneurship, embrace digital technologies and connect globally. Imagine clusters as little hubs of brilliance buzzing with innovation, where intellectual capital and talent thrives and new ideas spark creating the perfect environment for success.

**A visual cluster story****Inspiring views**

- *Áslaug Arna Sigurbjörnsdóttir*, Minister of Higher Education, Science and Innovation
- *Hörður Arnarson*, *Landsvirkjun*, the National Power Company of Iceland

**Short debates**

Short, to-the-point debates on hot topics related to cluster development.

- *Áslaug Arna Sigurbjörnsdóttir*, Minister of Higher Education, Science and Innovation
- *Hörður Arnarson*, *Landsvirkjun*, the National Power Company of Iceland
- *Merete Daniel Nielsen*, President, TCI Network

*Moderated by Svanhildur Hólm, CEO of the Iceland Chamber of Commerce*

09:55-10:25 COFFEE TIME

10:25-11:45 SEAGLASS GAME. Interactive session

IMAGINE  
OPTIONS

What new elements do we need to incorporate to foster cluster growth in evolving landscapes?

**A LIVE TALK: GLOBAL CLUSTER STORIES**

A conversation with cluster representatives featuring top cluster development stories from around the world.

- *Barbara Gibbon*, *Canada's Global Innovation Clusters*
- *Juan Carlos González*, *Bogota Chamber of Commerce*
- *Ásta Kristin Sigurjónsdóttir*, *Iceland Tourism Cluster & TCI Board of Directors*
- *Alec Hansen*, *FHI 360, Tunisia*

*Moderated by Mirjana Prica, FIAL Food Innovation Australia & TCI Board of Directors*

11:45- 12:00 GROUP PHOTO

12:00-13:00 LUNCH TIME

13:00-14:15

EXPLORE new  
approaches

## EXPLORATION SESSIONS. NEW APPROACHES AND TRANSFORMATIVE PRACTICES TO REGENERATE / TRANSFORM / SCALE-UP

Through collaborative discussions and interactive presentations, in the breakout sessions we will unlock the potential of new approaches and practices in different areas related to cluster growth.

### Session 1. New approaches to Transform

- *Judith Bartschat and Hannah Herzig, VDI/VDE Innovation + Technik, Baden Württemberg, Germany*
- *Sameh Hammad, GIZ Egypt*
- *Alberto Pezzi, ACCIÓ Catalan Agency for Business Competitiveness, Catalonia*
- *Frédéric Miribel, ADERLY - Invest in Lyon, France*

*Moderator, Stephanie Scott, Washington State Department of Commerce & TCI Board of Directors*

### Session 2. New approaches to Scale-up

- *Elizabeth Redman Cleveland, Office of Economic Development, City of Berkeley, US*
- *Bridget Bohan, Next Generation Manufacturing Canada*
- *Rocío Prado, Sintonía-Upaep Puebla, México*

*Moderator, Tony Lin, Industrial Technology Research Institute (ITRI), Taiwan & TCI Board of Directors*

### Session 3. New approaches to Regenerate

- *John Hobbs, Munster Technological University & ACCELERATE Project, Ireland*
- *Fannar Jónsson, Blue Lagoon, Iceland*
- *Manuel Montoya, CLAUT Nuevo Leon Automotive Cluster, México*
- *Carlos Tarrasón, Cluster Consulting, Perú*

*Moderator, David Fernández, SPRI Basque Agency for Business Development & TCI Board of Directors*

14:15-14:35

## COFFEE TIME

14:35-15:35

CREATE  
new solutions

## THEMATIC PLATFORMS

1. Feel the Energy - 2. Blue Economy - 3. The Tech World

Use the thematic platforms to discover cutting-edge solutions that are shaping these big industries and interrelated clusters. And share your insights and practice too!

### Session 1. Feel the Energy

- *Michael Hübner, Duisburg Business & Information, Germany*
- *Jack Wasser, Brabant Development Agency (BOM), Netherlands*
- *Helga Kristín, ON Power, Iceland*

*Moderator, Rósbjörg Jónsdóttir, Iceland Renewable Energy Cluster*

### Session 2. Blue Economy

- *Annie Renders and Ann Overmeire, VLAIO and The Blue Cluster, Flanders, Belgium*
- *Barbara Gibbon, Global Innovation Clusters Canada*

*Moderator, Heiða Kristín Helgadóttir, Iceland Ocean Cluster*

### Session 3. The Tech World

- *Eoin Byrne, Cyber Ireland*
- *Lucia Seel, Lucia Seel International Consulting, Austria*
- *Tamás Cyulai, Széchenyi István University of Győr, Regional Innovation Agency of South Great Plain of Szeged, Hungary*

*Moderator, Sverrir Geirdal, EDIH Project, Iceland*

15:45-16:15

SET  
Priorities

## FORWARD THINKING STRATEGIES. SETTING CLUSTER PRIORITIES

The need for a more sustainable, inclusive and growing landscape is pressing and so is the need to prioritize the tasks. How can clusters set priorities and convene the right partnerships to move swiftly from aspiration to action?

*Elva Rakel Jónsdóttir, Festa Center for Sustainability, Iceland.*

## CLOSING DAY 1

### SOCIAL EVENT: CONFERENCE DINNER

Gamla Bío Petersen Suite



09:30-10:45

TRANSFORM

**HOW TO LEAD STRATEGIC TRANSFORMATION AND ACCELERATE CLUSTER SUCCESS**

Leading strategic transformation and accelerating cluster success require a comprehensive approach that involves visionary leadership, strategic planning, effective execution and a focus on continuous improvement. And loads of adaptability, perseverance and a relentless commitment! At this session we will dive into all these key elements to consider when managing a cluster initiative or collaborative ecosystem as a dynamic and ongoing process.

**Setting the scene. Outputs from Flying Challenges session by Merete Daniel Nielsen, President, TCI Network**

**Inspiring views**

- *Thor Sigfusson, Founder and Chairman, Iceland Ocean Cluster*

**Regional Clusters towards Circular Economy. Regional cluster heroes pitches**

- Sveinn Aðalsteinnsson, Orkídea
- Þorsteinn Másson, Blámi
- Kolfinna María Nielsdóttir, Eimur
- Húbert Óðinn H.W., Eygló

*Moderator, Dóra Björk Brándardóttir, Landsvirkjun*

10:45-11:05

**A LIVE TALK: GLOBAL CLUSTER STORIES.**

A conversation with cluster representatives featuring top cluster transformation stories from around the world.

- *Stephanie Scott, Washington State Department of Commerce & TCI Board of Directors*
- *Tony Lin, Industrial Technology Research Institute Taiwan & TCI Board of Directors*
- *Yeinni Patiño, Confecámaras Colombia & TCI Board of Directors*
- *Peter Keller, Managing Authority for Economic Development Programs, Prime Minister's Office Hungary*

*Moderator, Thor Sigfusson, Founder and Chairman, Iceland Ocean Cluster*

11:05-11:35

**COFFEE TIME**

ACCELERATE

**ACCELERATING CLUSTERS. HIGHLIGHTS FROM THE TCI CLUSTER ACCELERATOR PROGRAM**

Uncover the secrets to accelerate cluster success with stories from our TCI Cluster Accelerator Program, a peer-based learning program that assists cluster leaders who are seeking growth, navigating change and pursuing transitions for their clusters.

- *Rósbjörg Jónsdóttir, Iceland Renewable Energy Cluster*
- *Daniel Hernández, Queretaro Automotive Cluster, Mexico*
- *Antonio Velázquez, Aerocluster de Queretaro, Mexico*
- *Ann Overmeire, The Blue Cluster, Belgium*
- *Moderator, John Hobbs, Munster Technological University Ireland & TCI Board of Directors*

11:35-12:50

EVALUATE &  
IMPROVE**TOWARDS NEW TRANSFORMATIVE CLUSTER POLICIES****New policy landscapes, Plenary Panel**

- *David Fernández, SPRI Basque Agency for Business Development & TCI Board of Directors*
- *Mirjana Prica, FIAL Food Innovation Australia & TCI Board of Directors*
- *Alberto Pezzi, ACCIÓ Catalan Agency for Business Competitiveness*

**Working session**

- *In-depth and practice-oriented participatory working session to discuss consequences for cluster management and evaluation/learning practices by Emily Wise, Madeline Smith and James Wilson*

12:50-13:00

**PASSING OF THE TORCH TO THE TCI2024 ORGANISERS**

13:00-14:30

**CAMPFIRE LUNCH & CONFERENCE CLOSING\***

As we wrap up the conference, in this campfire session we will think of what kind of enabling climate we need to create to empower individuals, organizations and cluster communities to foster a positive environment for transformative actions and sustainable outcomes. Werner Pamming, Merete Daniel Nielsen, Ásta Sigurjónsdóttir.

*\*We will move all together from the venue to an outside campfire (inside option in case the weather is not good)*



