

CNCB

**CLUSTER AND NETWORK COOPERATION FOR
BUSINESS SUCCESS IN CENTRAL EUROPE**

ClusterCord

Kick Off Conference

Hungary Székesfehérvár

November 30th, 2010



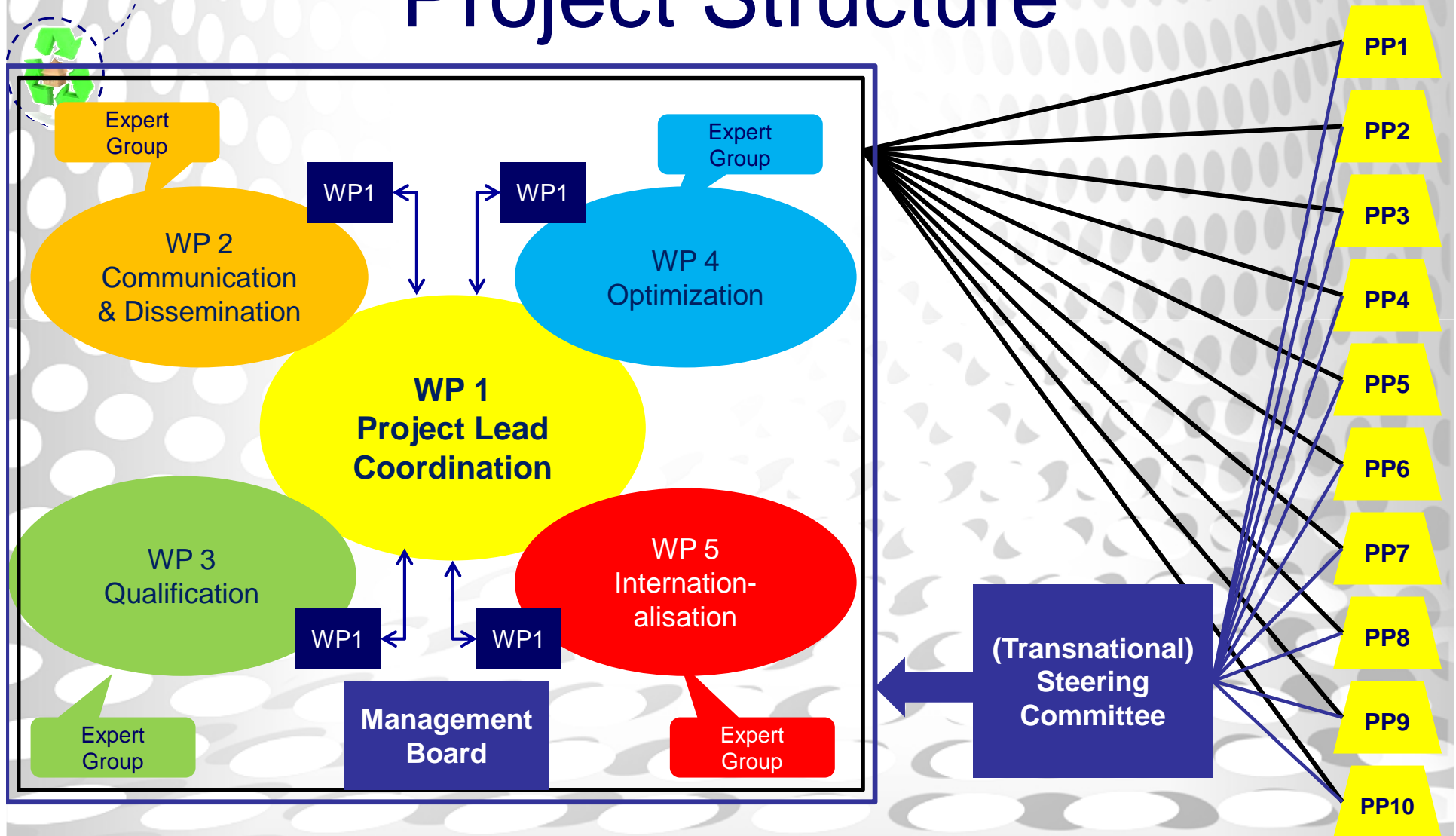
EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



General Information

Project Name:	Cluster and Network Cooperation for Business Success in Central Europe
Akronym:	CNCB
Project Nr.:	2CE132P1
Budget:	2.129.157,55 €
Website:	www.cncb.eu
Nr. of Partners:	10
Lead Partner:	Clusterland Upper Austria Ltd. Hafenstrasse 47-51 4020 Linz, Austria
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Project Structure





WP 2 – Communication and Dissemination

Institution: Unione Regionale delle Camere di Commercio del Veneto

Tasks:

- Elaboration of detailed communication plan.
- Set Up and maintenance of project website.
- Development of design and logo.
- Production of brochures and leaflets.
- Media relations.
- Publication of the handbooks for Optimization and Internationalization.



WP 3 – Qualification

Institution:

University of West Bohemia, Faculty of Mechanical Engineering

Tasks:

- Elaboration of standard qualification profile for cluster management.
- Elaboration of standard job descriptions / job profiles.
- Analysis of status quo of clustertraining and consequently:
 - **Benchmarking** of Cluster Management trainings & academies.
- Development of a transnational framework for cluster management.
 - Draft curricula
 - Training material
 - Potential trainers



WP 4 – Optimisation

Institution: SGPPL Dolina Lotnicza (Aviation Valley Association)

Tasks:

- Fostering internal improvements in clusters to enhance external performance.
- Benchmarking of clusters regarding positioning in their region, the cluster's status, memberships, inter-and intraregional relations, cooperations ...
- Organisation of national exchange workshops to share knowledge and expertise.
- 3 pilot projects with existing clusters



WP 5 – Internationalisation

Institution: The Office of the Banska Bystrica Self-governing Region

Tasks:

- Supporting clusters in internationalisation of their activities.
- Analysis of conditions for going international via personal interviews / questionnaires.
- Organisation of 10 national exchange workshops and 3 web conferences for experts.
- Set up of 1 concrete international cluster and
- Accompanying 2 clusters in going international.
- Generation of a “Handbook for Cluster Internationalisation”.

Watch Out for...

- Kick Off Conference – March 2011
- The questionnaire coming up for Qualification, Optimisation and Internationalisation
 - Gives you the chance to become a pilot cluster
 - Will provide benchmarks and best practises

For more information, please check:

- The CNCB Website – www.cncb.eu

Or get in touch with:

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