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9 March 2011

Clusters at work

Introduction

One of the most challenging yet rewarding regional economic development activities is realising the energy, potential and visions of the companies we work with.

It is a unique privilege to be part of a company's expansion plans, investment in new technology and entry into new markets.

Each company has its own way of doing business, its own DNA!

And in the knowledge economy it is networks of companies coming together through partnerships and joint ventures that are creating the innovation and technology pathways that drive regional prosperity.

But marshaling the energy, financial resources and vision of these joint ventures and business collaborations, and then turning them into practical strategies is no easy feat.

To start with, each joint venture or business collaboration has its own dynamic, and own collective DNA!

Unlocking this energy and achieving a consensus between companies to move forward requires a commitment of time, people and financial resources, together with patience, insight and leadership.

And, most importantly, an understanding of the benefits that business joint ventures can deliver to the individual companies involved in

what are often transformative collaborative partnerships.

The following *Cluster Guide* offers a practical step by step guide to:

- > Developing joint ventures
- > Understanding why partnerships are so important; and
- > Some examples of successful and innovative clusters overseas.

The *Cluster Guide* outlines the process of how to make the local connections that are the heart of building regional and competitive advantage in the global market place.



Cluster Muster Workshop : How to make money for your companies

Date: Wednesday 9th March 2011

Time: 9.30 am - 4 pm

*Venue: Parkes Room,
Level 47 MLC Centre,
19 Martin Place, Sydney*

*Workshop facilitated by Rodin Genoff,
Managing Director, Rodin Genoff &
Associates and Bjarne Jensen, Director,
REGLAB Denmark.*

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