

# MANUFACTURING THE FUTURE

## WINNING COLLABORATIONS GUIDE

Prepared for the  
Growth Programme,  
Lolland-Falster-Vordingborg

By Rodin Genoff



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### About Rodin Genoff & Associates

Our team of international experts advise global CEOs, ministers, city mayors, and business and community leaders. We train government executives, directors and senior professionals from Europe and the United States to Singapore and Australia. Our team has mentored CEOs and start-ups and have run MBA programs. We have set new industry benchmarks for activating clusters and cross-sector partnerships. Our projects span design, engineering, automation and robotics, software development, IT and electronics. We have worked across clusters from mining, energy, steel, advanced manufacturing, defence, food processing, cleantech and the creative industries.

### Rodin Genoff

#### Managing Director, Rodin Genoff & Associates (Australia and Singapore)

Rodin is an internationally-recognised cluster expert. His cluster results include creating global joint ventures and smart collaborations that lead to new employment, investment and business opportunities. His company's business collaboration framework was funded 50 million Danish Kroner as Denmark looks to invest in a sustainable legacy. Rodin has worked with clusters spanning engineering and cleantech to the creative industries. Author of several books, he has extensive experience training executives and senior management. His latest book *New Women, New Men, New Economy* was launched at the Sydney Opera House in September 2015. Results of his work have been widely reported in the financial press, from Borsen in Denmark to The Financial Review in Australia. In 2013, he made the ABC Carbon (Singapore) list of the world's top 100 sustainability leaders.

### Bjarne E. Jensen

#### Project Manager

Bjarne is one of Denmark's leading experts on regional development and clusters. In the past he was head of analysis at Oxford Research. For the past 10 years he was Director at REG LAB, Denmark's leading think tank and network for regional economic development. He is a writer, executive advisor and now dedicated to assisting the Growth Programme Lolland-Falster-Vordingborg and as Project Manager of *Manufacturing the Future*.

### About this project

*Manufacturing the Future* is a project initiated through Growth Programme Lolland-Falster-Vordingborg. These three municipalities and two business development organisations have joined forces to drive economic development in an ambitious programme backed financially by Region Zealand and the Danish national government. During 2017-2019, a range of initiatives will aim to boost private companies in the region. *Manufacturing the Future* is a frontrunner initiative in the Growth Programme. The aim is to develop new business and knowledge collaborations, particularly in small and medium sized companies with potential for growth. Results will include for example the creation of new joint ventures and increased regional exports. Additionally, the initiative aims to boost the region's international image, ambitions and capacity.

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