

# Clustering as a tool of development for SMEs

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# What is a Cluster?

Clusters are geographic concentrations of

- interconnected companies,
- specialized suppliers,
- service providers, and
- associated institutions in a particular field that are present in a nation or region.

(Michael Porter)

# The development and upgrading of clusters....

- is an important agenda for governments, companies, and other institutions.
- **Cluster** development initiatives are an important new direction in economic policy, building on earlier efforts in macroeconomic stabilization, privatization, market opening, and reducing the costs of doing business.

# Benefits of Clustering

- Business productivity
  - Innovation and knowledge transfer
  - Market awareness
- by shared resources and strong links with other companies, suppliers, universities, government, etc.

# Several Clustering Projects

with

- Organised Industrial Zones,
  - Machinery, Metal and Casting Sector
- Association of Chambers of Craftsmen and Artisans, Izmir
  - Auto Repairmens
- Izmir Regional Agency
  - Industrial Ventilating, Air Conditioning and Refrigeration
  - Processed Fruit and Vegetables

# Izmir Abigem's Training and Consultancy Services for Formation of Clusters

- Visits to the local/regional/national stakeholders
- Preliminary Field Studies
- Information Day
- Working group meetings and further field studies

# Visits to the stakeholders

- Local/regional/national
- First official interaction with the potential roadmap clusters.
- Objective: To see whether there is sufficient local commitment and willingness to develop a roadmap for the cluster

# Preliminary Field Studies

- Secondary research
- Primary research: interviews with businesses, NGOs, focus group meetings (with 30 SMEs min.)
- Objective:
  - Drawing the cluster map (identify the degree of the relations within the cluster, which part of the value chain is missing, which investments should be made in the region, etc.)
  - Forming the working group members



# Information Day

- First public event of the roadmap process.
- Objective: To raise interest
- The presentation includes basic concepts such as competitiveness, benchmark cluster initiative, surveys on findings of the field studies.

# Working Group Meetings

- Workshop Moderation
- Participants: Working Group Members
- 3 Workshops:
  - Working Group Meeting 1: Vision (“Cluster Vision” defines where the cluster wants to be in the future.)
  - Working Group Meeting 2: Key Success Factors
  - Working Group Meeting 3: Requisite Skills and Capabilities