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Zagreb, 18th May 2001

Center of Technology Transfer, 10000 Zagreb, Ivana Lučića 5, Croatia

FINAL REPORT

Subject:

Workshop on "Promotion of International Clusters to Support the Development of Croatian SMEs". (29-30 March 2001, Opatija, Croatia)

Unido Project No. TF/GLO/105

CTT Project No. 0102

Abstract:

The development of SMEs is nowadays related to their degree of openness to international ideas, methodologies and technologies that are today strategic means of survival and development. Partnership is for instance a pertinent way to strengthen the activity of SMEs and transfer technology.

The choice of International Cluster as a way to promote partnerships between SMEs of Croatia and the rest of Europe is motivated by the fact that within a cluster, companies will keep their identity and improve their core capabilities. International clusters will stimulate SMEs to improve continuously the quality of their products and processes in order to reach international standards.

The diffusion of International Clusters would be a way to connect the Croatian SMEs to other European companies, and contribute to the medium term process of the country to adhere to the European Community.

The workshop is an instrument to explore the technical viability and to finding opportunities for the future implementation of the project of international cluster development.

Workshop activities:

Workshop was held in Opatija 29-30 March 2001, organized in cooperation with ICS and UNIDO.

Application: Preliminary 103 invitation letters were sent to companies and institutions in Croatia and abroad involved in the field of interest in cluster organization.

The main decision criterion for invitation were:

- Production programme of company
- Organization structure
- Membership in the similar business networks

Application was confirmed from 67 companies and institutions. After detailed analysis of needs perception and discussion with potential participants the total number of participants was reduced to 31 participants from Croatia and 12 from abroad (Slovenia, Austria and Bosnia and Herzegovina).

On the workshop totally 22 participants attended.

Programme: Workshop programme was as follows:

- Participants:**
1. Raymond Tavares – ICS, Italy (Lecturer)
 2. Fabio Russo – UNIDO, Austria (Lecturer)
 3. Vjera Krstelj – CTT, Croatia (Lecturer)
 4. Ivica Donkov – CTT, Croatia
 5. Drago Maček – Iceberg, Croatia
 6. Damir Mikolčević – Croatian Shipbuilding Company, Croatia
 7. Darko Šomen – Adriadiesel, Croatia
 8. Stevo Kostadin – Adriadiesel, Croatia
 9. Hrvoje Matovinović – Sibnaval, Croatia
 10. Danijel Terhaj – Ventilator, Croatia
 11. Nened Bukovec – Ventilator, Croatia
 12. Sergio Giljanović – Danfoss, World Valve, Croatia
 13. Davor Begonja – Technology Park Rijeka, Croatia
 14. Ante Vlašić – Uljanik, Croatia
 15. Vladimir Vranković – Shipyard Kraljevica, Croatia
 16. Marijan Huserik – Brodoarmatura, Croatia
 17. Damir Filipović – Somet, Croatia
 18. Igor Rožanić- University of Rijeka, Croatia
 19. Mario Krizman – Kompas, Croatia
 20. Ivan Cetinić – Radež, Croatia
 21. Nikola Cetina – MC Electronics, Croatia
 22. Josip Pintar – Klimatehnika, Croatia

Conclusion:

The workshop organized in cooperation with ICS and Unido has shown improvement that could be attained by the shipbuilding industry with a network of small and medium sized companies (SME's) into "Clusters".

Through the project "Croatian Companies for shipbuilding industry", initiated in 1998 by CTT, it became clear that one of

the biggest problems was lack of participation of domestic producers of shipping equipment. The shipbuilding market as a result of their disengagement did not produce complete products, as compared to, established corporations, which offered a "Turn a key" approach.

Analyzing some of the product categories that the shipyard industry offers we came to the conclusion that there was large market potential. By connecting and networking manufactures of specific parts and products of the shipbuilding industry we could achieve our goal.

Data gathered from the European market has shown that the economic problems of SME's could be solved efficiently by Cluster formation.

Many European countries have recognized small and medium companies as one of the viable and important answers to the growing problem of unemployment.

Small and medium companies are flexible enough to quickly respond to a frequently changing market, but at the same time as a result of their size they are vulnerable. That fact represents their strength in market comparison to big corporations.

ICEPROG- Marine and industrial pool of suppliers, is a project which proves that there are already networked companies in Clusters in Croatia, and are based on a commercial aspect. Knowledge of existing clusters is useful in the realization of incoming activities on establishing an international cluster SME in the system of shipbuilding.

The next step is an organization of a "Workshop" in Italy, to present the possibility of an International Cluster of Italian companies.

Director



Prof. dr. Vjera Krstelj