

## **CROSS DIALOGUE ON SITE**

The Clusterix staff exchange in South Tyrol (I) held in November 2012 targeted cluster managers, cluster collaborators, entrepreneurs, politicians and decision makers who have particular interest in the fields of snow and winter sports technologies, renewable energy and wood technologies. It has been a three days meeting that provided with information as well as best-practice examples for an international audience.

Furthermore, this experience facilitated an exchange of ideas with cluster practitioners, policy makers and entrepreneurs. Interesting was the workshop involving decision makers from the regional government, where the cluster and innovation policy was discussed by an international point of view. TIS innovation park got the chance to welcome 9 partners from 3 different countries for the first Clusterix staff exchange. Partner from Romania, France and Hungary had the possibility to discuss with local stakeholders about cluster financing, discuss with cluster managers about operational matters and visit successful local companies and research institutes.

The Alpine Technologies area in TIS innovation park comprises four clusters- sports- & winterTECH; Wood & Technology, Construction and Civil Protection and Alpine Safety. Winter sports technologies is one of the core strengths of South Tyrol and companies from South Tyrol are amongst the market leaders in this sector. Their products, solutions and systems set technological benchmarks.

Renewable energy and the preservation of precious resources are also top priorities in the Italian province.

At first participants got an introduction of all Mr. Maurizio Bergamini Riccobon, head of department of innovation, research, development and cooperatives, about cluster financing in South Tyrol and afterwards they got an overview about the six cluster initiatives. In the afternoon the program was dedicated to green technologies, visiting through an ENERTOUR the newly built energy efficient urban district Kaiserau (Public housing, energy efficient retrofitting of apartment buildings), the European Academy of Bolzano (research center since 1992) and the laboratories of the Institute for Renewable Energy (4 collaborative research

groups: Solar Thermal Systems, Photo-voltaic Systems, Energy in Buildings and Energy Strategies and Planning). Last but not least the group went to the new head office of the sports and outdoor goods producer Salewa.

Just in time with the opening of winter season 2012/13, the first snow TOUR South Tyrol took place with the Clusterix delegation. After visiting the new headquarter of Techno Alpin the group took a side visit to the opening of the ski resort Obereggen. The technical chief and the director of the resort gave participants an insight to their energy policies and strategies, as well as to the snowmaking system of the ski resort.

Cornelia Muraru – Ionel, from INMA – The National Institute of R&D for Technical Equipment and Installations designed to Agriculture and Food Industry, after the two and a half lasting Clusterix staff exchange for example said: “Taking into consideration the structure of the Romanian team (representatives of: public authorities involved in the cluster and innovation policies and in the financing systems for RDI; clusters; research institutes), all the issues were very interesting. For us it was important to see an example of putting together interdisciplinary competences, resources, traditions and experiences with the aim to add value to the region and to improve the performances of companies”.

Clusterix staff exchanges are a good and efficient instrument to understand better different methods of cluster strategic analysis, financing and cross cluster innovation. Relations installed can be a perfect basis on cooperating also in the future on different levels: the enterprise level, the research level, between regional authorities and obviously also from cluster to cluster.