

BUSINESS-ACADEMIA COLLABORATION BETWEEN USA AND DENMARK

BY

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- To develop and professionalise the Danish cluster organisations and their services within the framework of the national Cluster Strategy.
- Funding from the Ministry of Higher Education and Research and the five regions – for almost ten years.
- Team of different competences to match the different services. On a daily basis 5 persons work within Cluster Excellence Denmark.
- Must support all clusters and networks at their different level of development – mainly the larger cluster (Cluster Catalogue).
- Key services: Daily dialogue, labels, workshops/competence development and internationalisation



THE DANISH CLUSTER DEFINITION

- Cluster aim to **build knowledge bridges** between companies and knowledge institution and to create **innovation and growth within a group of companies** with shared interests
- **Triple helix organisation**, i.e. both companies, knowledge institutions and public partners/ civil society take an active part
- **Formally established organisation** of the cluster and its activities with at least one fulltime equivalent and have the resources to offer services and activities to the members. The aim is a long-term, sustainable effort.
- **Minimum of 20 committed participants from private companies**
- **Clusters must have a valid label; Bronze, Silver or Gold (or be in process) of the ECEI - European Cluster Excellence Initiative**

THE LEADING DANISH CLUSTERS



11

GOLD

Cluster Management Excellence

PROVEN FOR CLUSTER EXCELLENCE

8

SILVER

Cluster Management Excellence

DEDICATED TO CLUSTER EXCELLENCE

22

BRONZE

Cluster Management Excellence

STRIVING FOR CLUSTER EXCELLENCE

MANY BARRIERS FOR COLLABORATION BETWEEN INDUSTRY AND UNIVERSITIES

COMPANIES:

- Lack of competences – for qualifying ideas and needs into innovation
- Lack of information – lack of insights into different services, research areas and finding the right access.
- Insecurity on legal issues

Important to
build up
knowledge on
this

Clusters as an
important tool for
bridgebuilding
and facilitation
the collaboration

UNIVERSITIES:

- Weak incentives for collaboration for researchers
- Lack of resources and competences for 3. mission activities
- Researchers lack insights into how the knowledge can be used in a business
- Lack of communication targeted businesses

Source: Iris Group and analysekompagniet (2008): Matchmaking mellem virksomheder og videninstitutioner for Styrelsen for Forskning og Innovation

TYPICAL ACTIVITIES IN DANISH CLUSTERS

- Knowledge sharing



- Matchmaking



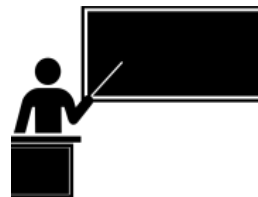
- Innovationsproject, -preprojekter, feasibility studies,



- Entrepreneurship



- Competence development



- Internationalisation



INTERNATIONAL ACTIVITIES IN DANISH CLUSTERS

IN THE 41 DANISH CLUSTER HAD ESTABLISHED 999
INTERNATIONAL COLLABORATIONS

39%

Cluster Collaboration

34%

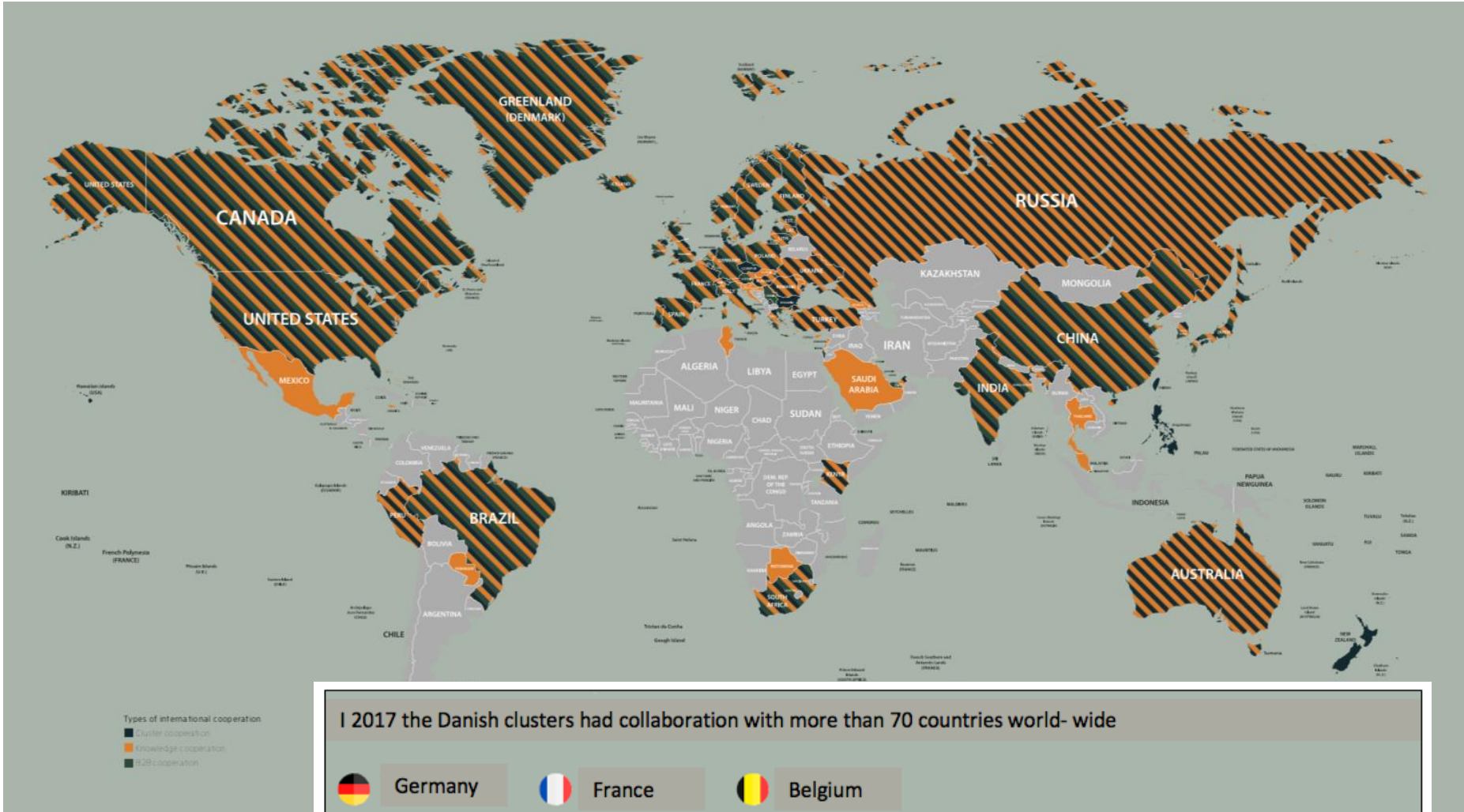
Research Collaboration

27%

B2B Collaboration

IN 2017 3883 DANISH COMPANIES PARTICIPATED IN THE 41
CLUSTER INTERNATIONAL ACTIVITIES

WHICH COUNTRIES?



LINKS TO BETWEEN DENMARK & USA



Performance accounting 2017:

- ✓ 19 Danish clusters have US activities
- ✓ It's cluster-to-cluster, research collaboration and bussiness to business
- ✓ Sector: Clean technologies, bioenergy, life science, fintech, security, creative economy

CASE 1: CAPTURING THE US MARKET – MASTERCLASS NEW YORK

Together
=
Nordic Design
Exhibition
21. May 2018
Snøhetta, NYC

togethernordicdesign.com

Lifestyle & Design Cluster:

- 13 Danish lifestyles brands went to New York on a one week Master Class in 2016
- Meetings with agents, distributors, buyers and bloggers.
- New York Fashion Tech Lab
- Results: New markets + new costumers + new sales
- Nordic Design Exhibition in NYC in 2018

CASE 2: US-DK BIOGAS ALLIANCE

Ministry of Foreign Affairs Denmark &
Innovation Network for Biomass:



- A network of Danish biomass companies exporting to the US
- A group of 10 companies exporting to (or wanting to) exporting to the US – in waste management to development of biogas systems
- Market knowledge from the US through the Danish Embassy
- Technical knowledge / research from Inbiom

WANT TO KNOW MORE ABOUT CLUSTERS?



- TCI is global network of cluster experts
- TCI reaches out to 9.000 practitioners from development agencies, government departments, cluster organizations, academic institutions, companies and multilateral organizations in over 110 countries
- 22th TCI annual conference in Antwerp 2019
- Global Matchmaking
- <http://www.tci-network.org>

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