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

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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


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
TYPICAL ACTIVITIES IN DANISH CLUSTERS

- Knowledge sharing
- Matchmaking
- Innovations project, 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?

In 2017 the Danish clusters had collaboration with more than 70 countries worldwide:

- Germany
- France
- Belgium
- Norway
- Holland
- UK
LINKS TO BETWEEN DENMARK & USA

Performance accounting 2017:

✓ 19 Danish clusters have US activities
✓ It’s cluster-to-cluster, research collaboration and business to business
✓ Sector: Clean technologies, bioenergy, life science, fintech, security, creative economy
CASE 1: CAPTURING THE US MARKET – MASTERCLASS NEW YORK

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

Together =
Nordic Design Exhibition
21. May 2018
Snøhetta, NYC
togethernordicdesign.com
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](http://www.tci-network.org)
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