



Konrad  
Adenauer  
Stiftung



**WORKSHOP**

on

# **“SME Clustering: How to find the right Business Partners/Improving the Business Environment for SMEs”**

Organized by

**ORGANIZATION OF THE  
BLACK SEA ECONOMIC COOPERATION (BSEC)**

and

**KONRAD ADENAUER STIFTUNG (KAS)**

In cooperation with

**PRAXI Network/FORTH**

**7. - 10. October 2015**

**Venue:** Aquila Atlantis Hotel  
2. Ygias Street  
Heraklion, Crete – GREECE  
[www.aquilahotels.com](http://www.aquilahotels.com)

**Program  
(06.10.2015 09:13)**

***Official workshop language is English. No translation available***

**Wednesday, 7th October 2015**

**Arrival of Participants and Transfer to Aquila Atlantis Hotel Heraklion**

20:00-22:00      **Dinner at Main Restaurant of the Hotel**

**Thursday, 8th October 2015**

**Venue: Aquila Atlantis Hotel, Conference Room: MINOS-1**

09:00 – 09:30      **Welcome and Opening Remarks**

H.E. Amb. Traian **CHEBELEU**  
Deputy Secretary General  
Permanent International Secretariat  
Organization of the Black Sea Economic Cooperation

Dr. Colin **DÜRKOP**  
Resident Representative,  
Konrad-Adenauer-Stiftung for Turkey

Dr. Antal **SZABÓ**  
UN ret. Regional Adviser,  
Scientific Director of ERENET

Prof. Filippos **VERVERIDIS**  
Director  
Centre for Technological Research of Crete (CTR)

Dr. Angeliki-Eleni **VROCHIDOU**  
PRAXI Network/FORTH

09:30 – 11:00      **STRATEGIC DIRECTION OF CLUSTERING INITIATIVES FOR IMPROVING THE COMPETITIVENESS OF SMEs**

Moderator: Dr. Antal **SZABÓ**  
UN ret. Regional Adviser  
Scientific Director of ERENET

09:30 – 10:00      **Creation of Innovative Clusters in Greece: The General Secretariat for Research and Technology – GSRT - Approach**

Konstantinos **APERGIS**  
Directorate for Support Research and Innovation Action  
General Secretariat for Research and Technology  
GR Ministry of Culture, Education and Religious Affairs

- 10:00 – 10:30      **Clustering SMEs in Knowledge Innovation Communities in SE Europe from a University Perspective**
- Prof. Dr. Eden **MAMUT**  
Secretary General of Black Sea Universities  
Network, Constanta, Romania
- 10:30 – 11:00      **Clustering for Competitiveness**
- Dr. Antal **SZABÓ**  
Scientific Director of ERENET  
UN ret. Regional Adviser
- 11:00 – 11:30      *Coffee Break*
- 11:30 – 13:30      **Exchange of experiences concerning clustering and improving competitiveness of SMEs in the BSEC Member States in alphabetical order: Albania-Armenia-Azerbaijan-Bulgaria- (I. Session)**
- Question to be discussed: (i) Innovation scoreboard in your country (ii) Characteristics of innovative and technology oriented SMEs; (iii) Do you have cluster policy in your economic development policy? (iv) Incentives for supporting creation of clusters; (v) Issues of competitiveness and internationalization of SMEs;
- Moderator: Meltem **GÜNEY**  
Executive Manager  
Permanent International Secretariat,  
Organization of the Black Sea  
Economic Cooperation
- 11:30 – 12:00      **Albania's Competitiveness and SME Cluster Policy**
- Arbër **DEMETI, PhD**  
Credit Risk Management, Raiffeisen Bank,  
Lecturer (part time) in Aleksander Moisiu University,  
Durrës
- 12:00 – 12:30      **PACA (Participatory Appraisal of Competitive Advantages) methodology as a model for SME Clustering: Theory and practice**
- Rshtun **MARTIROSYAN**  
Head of Experts Group National Assembly of Republic of  
Armenia and President of Economic Development Academy

- 12:30 – 13:00      **Clusters in Azerbaijan**
- Sabit **BAGIROV, PhD.**  
President of Entrepreneurship Development Foundation,  
Baku
- 13:00 – 13:30      **Finding Business Partners in Bulgaria: What strategies  
SMEs use and what the government should and should not  
do to support SME clustering**
- Dr. Todor **YALAMOV**  
Faculty of Economics and Business Administration, Sofia  
University “St. Kliment Ohridski”
- 13:30 – 15:00      *Lunch at Main Restaurant of the Hotel*
- 15:00 – 18:00      **Continuation of exchange of experiences concerning  
clustering and improving competitiveness of SMEs in the  
BSEC Member States: Georgia-Greece-Romania-Russia (II.  
Session)**
- Moderator: Meltem **GÜNEY**  
Executive Manager  
Permanent International Secretariat,  
Organization of the Black Sea  
Economic Cooperation
- 15:00 – 15:30      **SME Clustering: How to find the right Business  
Partners/Improving the Business Environment for SMEs”**
- Dr. Kakha **NADIRADZE**  
Association for Farmers Rights Defense, AFRD President
- 15:30 – 16:00      **State policy for cluster development in Republic of Moldova:  
Opportunities and obstacle**
- Dr. Alexandra **NOVAC**  
National Institute for Economic Research
- 16:00 – 16:30      *Coffee Break*
- 16:30 – 17:00      **Study on innovative capacity of SMEs and clustering efforts  
across regions: Barriers and future challenges in case of  
Romania**
- Zsuzsanna Katalin **SZABÓ**  
Vice-Dean, Petru Maior University, Tirgu Mures

17:00 – 17:30 **SME Clustering: How to find the right Business Partners/Improving the Business Environment for SMEs in Russia**

Andrei **GENERALOV**  
President of International Investment Center, Moscow

19:30 *Meeting at the lobby and walk to the restaurant*

20:00-22:00 *Dinner at Restaurant “...”*

**Friday, 9th October 2015**

**Venue: Aquila Atlantis Hotel, Conference Room: MINOS-1**

09:00 – 11:00 **Continuation of exchange of experiences concerning clustering and improving competitiveness of SMEs in the BSEC Member States: Serbia-Turkey-Ukraine) (III. Session)**

Moderator: Olga **GENERALOVA-KUTUZOVA**  
Director, International Investment  
Center, Moscow

09:00 – 09:30 **SME Clustering: How to find right Business Partners - Improving the Business Environment for SMEs in Serbia**

Dr. Sonja **DJURICIN** Research Fellow, Institute of  
Economic Sciences, Belgrade

09:30 – 10:00 **The Impact of R&D and Technology on SMEs' Growing Concerns: Turkish Case**

Assoc. Prof. Meltem **INCE YENILMEZ**  
UC Berkeley, Beatrice Bain Research Group, Berkeley &  
Yaşar University, Department of Economics Izmir

10:00 – 10:30 **Clustering as a Competitive Power for Women-Led SMEs**

Işık **DELIORMAN AYDIN**  
Founder and CEO  
Novida Strategic Management Services Inc., Istanbul

10:30 – 11:00 **Challenge for the EU SME: find right business partner in the post-communist business culture**

Oksana **DUGERT**  
Business Consultant  
International East, Seppo Hoffrén Oy Consultancy, Kyiv

- 11:00-11:30 *Coffee Break*
- 11:30-12:30 **Knowledge exchange between SMEs and Academic Environment – The Role of CTR Crete**  
Assist. Prof. Alexia Mary **TZORTZAKI**  
Centre for Technological Research of Crete – CTR Crete
- PRAXI Network Services and Clusters**  
Dr. Angeliki-Eleni **VROCHIDOU**  
PRAXI Network/FORTH
- Enterprise Europe Network**  
Dr. Maria **MAKRIDAKI**  
PRAXI Network/FORTH
- 12:30-13:00 **Final Discussion/Declaration and Seminar Findings**  
H.E. Amb. Traian **CHEBELEU**  
Permanent International Secretariat  
Organization of the Black Sea Economic Cooperation
- Dr. Colin **DÜRKOP**  
Country Representative  
Konrad-Adenauer-Stiftung for Turkey
- Moderator: Dr. Antal **SZABO**  
UN ret. Regional Adviser  
Scientific Director of ERENET
- 13:00-14:30 *Lunch at Main Restaurant of the Hotel*  
Individual Networking
- 19:00-21:00 *Farewell Dinner at Restaurant "Peskesi Restaurant"*  
<http://www.peskesicrete.gr/en/>

**Saturday, 10th October 2015**

Departure of participants