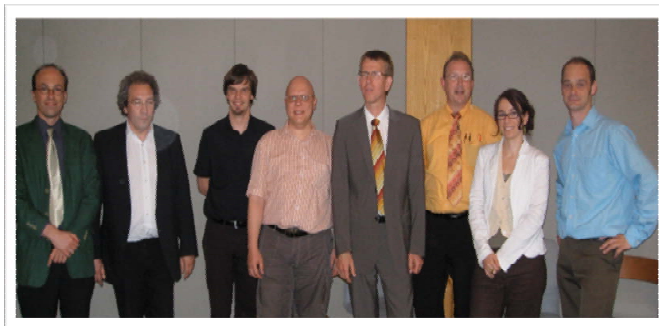


## Case study on Cluster initiative and cluster management consultancy in Germany



mesopartner is providing consultancy on territorial development and cluster promotion not only in developing countries but also in Germany. One of our key customers in 2008 as well as in 2009 was and will be the MFG Baden-Württemberg, one of the leading innovation agencies in Germany.

mesopartner worked together with MFG on different **topics and occasions**:



- Jury member for the selection of innovation networks of the Media and ICT sector within a regional cluster contest ([see web](#))
- Design and Provision of a Cluster Management Seminar for German experts in Private Sector Promotion (see [web](#))

- Facilitation of seminars for cluster initiatives to define their objectives and to develop an action-oriented strategy to increase the competitiveness of the cluster.

- Cluster initiatives who participated in the seminars were e.g.

- Cluster Visual Computing Baden-Württemberg
- Network Media Valley Offenburg
- Cluster initiative “Medtech meets Biotech”
- RCID Cluster initiative Freiburg ([see web](#))

- Design and development of a “wiki cluster management manual”: In 2009 mesopartner and MFG will jointly develop an interactive cluster management manual as a platform for learning and exchange of experiences for cluster managers. The platform will entail podcasts with cluster experts, tools for facilitation and strategy development and recommendations to deal with main challenges within clusters



## Further impressions from the approach of consultancy



Encouragement of product and demand oriented approaches

Comments from cluster managers:  
*"The initiative has to be more business oriented!"*

Comments from cluster managers:  
*"We have to orient ourselves more towards the market and the demand!"*



Use of participatory and innovative workshop tools

