



gemeente

Zoetermeer

steeds ondernemend



INTERREG IVB



Clusterpolicy Zoetermeer

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RECLOSABLE

New

Cadbury

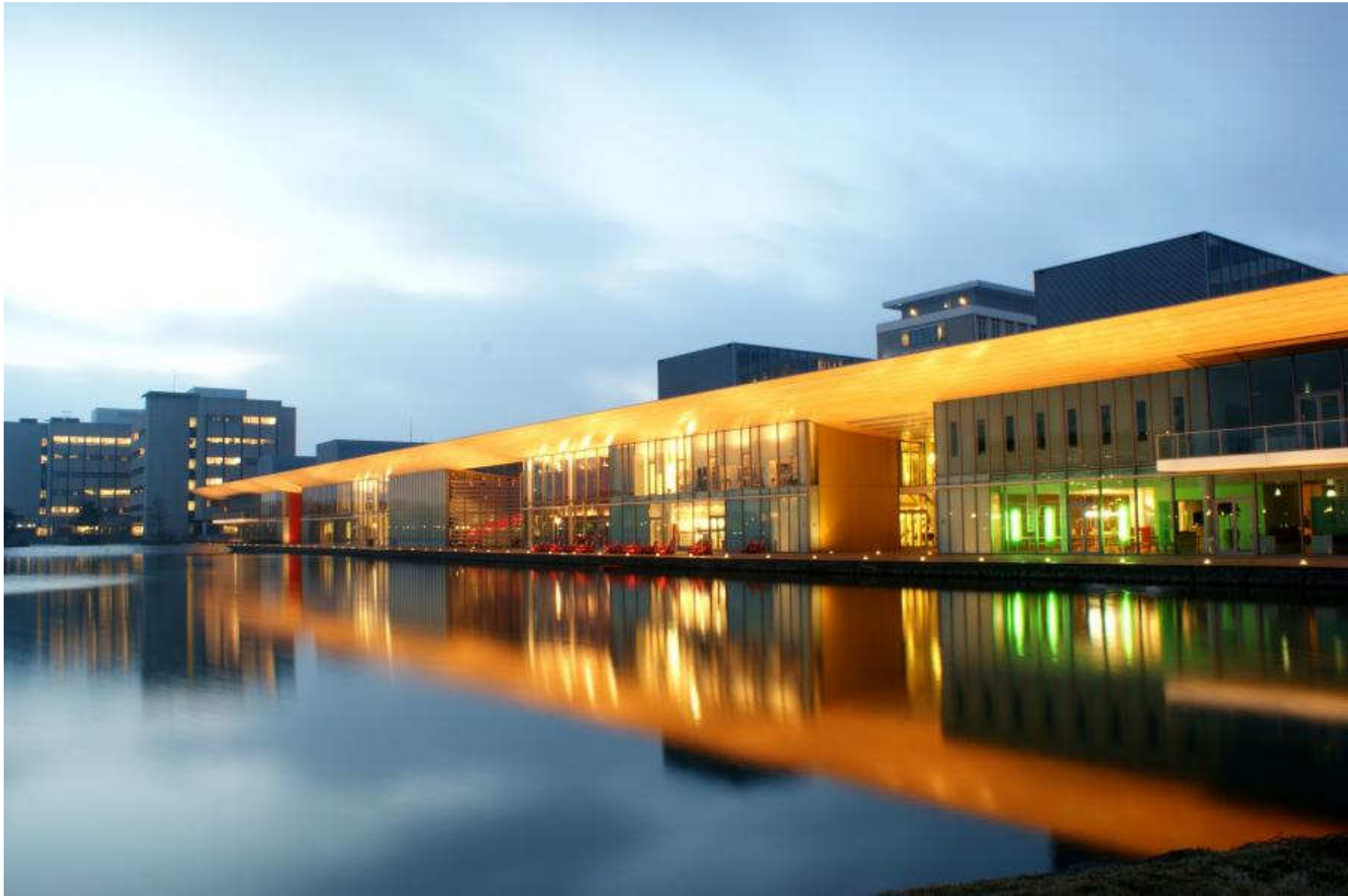
Clusters

Clusters of crunchy flakes &
juicy raisins tumbled in scrumptious

Cadbury milk chocolate

Be treatwise
Get to know your GDA
SEE BACK OF PACK







Successful clusters

Cooperation

industry

research institutes

local government

Clusterpolicy – higher economic growth

Clusters attract skilled personnel

Commitment

Successful clusters

Recommendations:

- Interactive network
- Education, training & research
- Investment capital
- Strong binding with region/town
- Commitment from local government
- Specialization
- Visibility

Zoetermeer cluster policy



Starting in 2007
Municipal initiative
Inspire & facilitate

Zoetermeer cluster policy

4 Sectors selected

ICT

Leisure

Branche organisations

Life & Health

Green Renovation

Main policy elements

Set up a network organisation

innovation

knowledge exchange

Cooperation

Education and training facilities

Set up a knowledge center

Physical clustering (building, campus)

Results

Gigameer – glassfibre network

ICT academy

Information security management

Branding of the city as an ICT hotspot

ICT network meetings (22!)

Enter-priZe student incubator

Connect to the labour market

Connect to education and research

Plans for an innovation factory

Lessons learned

Clusterpolicy can strengthen the economic structure

Conditions:

Focus

Visibility

Long lasting commitment

Benefits / competitive advantages

Local government

SME's

Employees

Customers

