

# GROWHEALTH WORKSHOP



## Methodology and Best Practice in Health Technology Clustering

Hosted by the School of Management, University of Surrey

**30 October 2006**

The GrowHealth project, funded through INTERREG IIIC programme and administered by SEEDA, aims to establish a collaborative and international network of health technology clusters to develop further the knowledge-based economy. The GrowHealth partnership is between SEHTA in the UK and the Emilia-Romagna region and Aster in Italy.

A substantial part of the project is dedicated to the production of new cluster maps for both regions highlighting the biotechnology, medical device, diagnostics and pharmaceutical companies alongside the centres of excellence and the research base in hospitals. The cluster mapping is lead by experts from the School of Management at the University of Surrey, and incorporates leading methodologies in the field. This first workshop will explore the road that research will take to carry out this clustering exercise.

### The seminar speakers comprise:

- ✦ Dr David Parry
- ✦ Dr Emanuela Todeva
- ✦ Professor Fiorenza Belussi
- ✦ Dr Andrei Mogoutov
- ✦ Veselin Kuntchev
- ✦ Peter Taylor



# WORKSHOP PROGRAMME

<b>From 10:00</b>	Registration (in the School of Management Atrium) and coffee (66 MS 03).	
<b>10:30 - 10:40</b>	<p><b>Welcome</b></p> <p>Professor Terry Desombre, Deputy Head of the School of Management, Professor of Health Care Management, University of Surrey.</p>	66 MS 03
<b>10:40 - 11:00</b>	<p><b>Where are we now and where do we want to be?</b></p> <p>'An introduction to the GrowHealth Project, an appraisal of the sector in the region and what the outcomes of the project might be.'</p> <p><i>Dr David Parry, Chief Executive Officer, South East Health Technology Alliance.</i></p>	66 MS 03
<b>11:00 - 11:30</b>	<p><b>How are we going to get there?</b></p> <p>'Methodology for Cluster Mapping and Cluster Analysis - An introduction to the methodology and databases which are going to be used to develop cluster maps for the SEEDA region'.</p> <p><i>Dr Emanuela Todeva, Senior Lecturer in Strategy and International Business, School of Management, University of Surrey.</i></p>	66 MS 03
<b>11:30 - 12:00</b>	<p><b>How are we going to get there – the Italian way?</b></p> <p>'Mapping the Life Science Sector in the Emilia-Romagna region'.</p> <p><i>Professor Fiorenza Belussi, Faculty of Economics, University of Padova.</i></p>	66 MS 03
<b>12:30 - 13:30</b>	Lunch	14 MS 01
<b>13:30 - 14:00</b>	<p>'Heterogeneous Data Analysis and Mapping of Research and Technology: Tools for Strategic Management of Innovation in the Biotechnology Cluster in France.'</p> <p><i>Dr Andrei Mogoutov, Director of Aguidel Ltd, France.</i></p>	66 MS 03
<b>14:00 - 14:30</b>	<p>'The Economics of Health Technology Clusters'.</p> <p><i>Veselin Kuntchev, Enterprise Analysis/Monitoring, Analysis &amp; Policy Department, World Bank.</i></p>	66 MS 03
<b>14:30 - 15:00</b>	<p>'SEEDA Directions for the Health Technology Cluster - An outline of clustering activity, successes and challenges in the SEEDA region'.</p> <p><i>Peter Taylor, Senior Cluster Manager, SEEDA.</i></p>	66 MS 03
<b>15:00 - 15:30</b>	Open discussion with a focus on bringing together approaches and sharing best practice between regions.	66 MS 03
<b>15:30 - 16:00</b>	Refreshments and depart	66 MS 03
<b>16:00 - 17:00</b>	GrowHealth Steering Group meeting.	66 MS 03