



**University Global Partnership Network**  
**University of Surrey**  
**University of Sao Paulo**  
**A Collaborative Interdisciplinary Workshop**

# Global Value Chains: Global and Local Integration

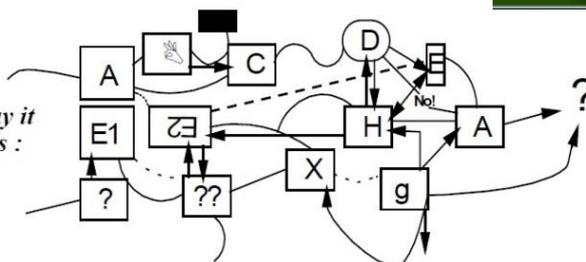
Organised by the  
Research Centre for Business Clusters, Networks and Economic Development  
Surrey Business School, University of Surrey

**17 - 20 February 2015**  
University of Surrey

*The way we describe it:*



*The way it really is :*



**Workshop Programme**

**Location:** Surrey Business School, Rik Medlik Building, room 01 MS 03

**Lunch** will take place at the Lakeside Restaurant in the Rik Medlik Building on campus.

**Coffee breaks** will be informally organised at the school.

**Dinner** – reservations will be made on request.

## Tuesday, 17 February 2015 - 'Cluster Policies and Cluster Effects'

**Moderator:** *Eduardo Armando*

### OPEN SESSION 9.30 – 12.00

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|-------------|---|
| 9:30-10:00  | <b>Welcome and Introduction of the Workshop</b><br><i>Emanuela Todeva, University of Surrey</i>   |
| 10:00-11:00 | <b>The European Cluster Stage – Overview of European Policy Initiatives and Outcomes</b><br><i>Emanuela Todeva, University of Surrey</i>  |
| 11.00-12.00 | <b>Impact Evaluation of SME Programs in Brazil” - Assessing Programs Impacts at Firm Level</b><br><i>Jose Claudio Linhares Pires, Inter-American Development Bank</i>   |
| 12.00-13.30 | <b>Lunch</b>  |
| 13.30-14.00 | <b>Questions That we May Want to Pursue</b><br><i>Joao Mauricio Gama Boaventura, University of Sao Paolo</i>  |
| 14.00-16.00 | <b>Hands-on-Data</b><br><i>Jose Claudio Linhares Pires, Inter-American Development Bank</i><br><i>Donka Keskinova, Plovdiv university, Bulgaria</i><br><i>Cristina Espinheira Costa Pereira, University of Sao Paolo</i>                                      |
| 16.00-17.00 | <b>Review of Discussions and Setting the Agenda for Collaboration</b><br><i>Emanuela Todeva, University of Surrey</i><br><i>Jose Claudio Linhares Pires, Inter-American Development Bank</i><br><i>Joao Mauricio Gama Boaventura, University of Sao Paolo</i> |

**Wednesday, 18 February 2015 - Internationalisation and Competitiveness – Research at BCNED**

**Moderator:** *Jose Claudio Linhares Pires*

**OPEN SESSION 9.30 – 12.00**

- |             |   |
|-------------|---|
| 9:30-10:00  | <b><i>Competitive vs. Comparative Advantage - Porter and the Gaps in the Literature</i></b><br><i>Emanuela Todeva, University of Surrey</i>   |
| 10:00-11:00 | <b><i>Competitiveness and Globalisation of the Bio-Medical Business Clusters in Brazil and UK</i></b><br><i>Cristina Espinheira Costa Pereira, University of Sao Paolo</i>            |
| 11:00-12:00 | <b><i>Competitiveness and Competitive Advantage: An Empirical Analysis of the Swiss Financial Services Cluster</i></b><br><i>Daniel Boos, PhD Candidate</i>                           |
| 12:00-13.30 | <b><i>Lunch</i></b>   |
| 13.30-15.00 | <b><i>Moderating Academic Research and Academic Publications</i></b><br><i>Emanuela Todeva, University of Surrey</i><br><i>Joao Mauricio Gama Boaventura, University of Sao Paolo</i> |
| 15.00-16.00 | <b><i>Methods for Studying Competitiveness – Practitioner Insights</i></b><br><i>Jose Claudio Linhares Pires, Inter-American Development Bank</i>                                     |

**Friday, 20 February 2015 – ‘Research Developments in Business Clusters Connectivity and Global Value Networks’**

**Moderator:** *Joao Mauricio Gama Boaventura*

**OPEN SESSION 9.30 – 12.00**

- 9:30-10:00      ***Mapping Distribution and Concentration of Capabilities and Value Added Along the Global Value Chains***  
*Emanuela Todeva, University of Surrey*
- 10:00-11:00      ***Comparative analysis of the connection to Industry Global Value Chains: Clusters in Southeast England and São Paulo, Brazil***  
*Eduardo Armando, University of Sao Paolo*
- 11:00-12:00      ***GVC and Their analysis Within the Context of S3***  
*Louis Brennan, Trinity College, Dublin*
- 12:00-13.30      ***Lunch***
- 13.30-14.30      ***Value Chains and Smart Specialisation in Europe***  
*Ruslan Rakhmatullin, United Nations Economic Commission for Europe*
- 14.30-16.30      **[Future Research Agendas and Partnerships - ALL](#)**
- 16.30-17.00      ***Closure and Departures***

## List of Participants

### **Emanuela Todeva**

Director BCNED Research Centre  
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**Emanuela Todeva** (PhD Sociology) is Director of Business Clusters, Networks and Economic Development Research Centre at the University of Surrey, UK. She has published research on the governance of innovation in clusters, strategic management of international business networks, analysis and mapping of the health technology sector and the global information sector, institutional analysis, cooperative business strategies, alliances, network governance and co-evolution, the restructuring of supply chains and business networks in transition economies.

Her book on 'Business Networks: Strategy and Structure' has received a wide popularity among academics and business practitioners. In addition to her work on business networks and cluster development, Emanuela's consulting practice and intellectual contributions are in the field of Triple Helix Governance and Intermediation; Triple Helix Policy Implementation through Stakeholder Practices; Cluster Management; Triple Helix Solutions for the Triple Crisis Challenges (environment, banking and poverty alleviation); Business Models for open innovation and industry/ market development; Triple Helix Engagement, Co-alignment and Co-creation; Orchestration and eco-systems design.

### **Eduardo Armando**

Professor  
Fundação Instituto de Administração  
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**Eduardo Armando** is a Professor at Fundação Instituto de Administração (FIA, Sao Paulo, SP, Brazil), where teaches on General Management, Strategy and Internationalization courses. Also at FIA, he works at ProCED (SME Development Center). He is also a professor at FECAP University, Sao Paulo, and special lecturer at Illinois Institute of Technology, IIT, Chicago, IL, USA. Dr. Armando received a Bachelor of Science in Economics from the University of Sao Paulo, and an International Executive MBA from Fundacao Instituto de Administração.

He has broad international experience coordinating courses for Brazilian students in top US universities and, most notably, been as visiting scholar at: (1) Institute of Development Studies at Sussex University, UK and (2) At the Center on Globalization, Governance and Competitiveness at Duke University, NC, USA. In the 90s, when occupying executive positions in leading retail and telecom companies he also travelled over 30 times to Asia (Hong Kong, China and Taiwan); to Europe and US.

**João Maurício Gama Boaventura**

Associate Professor  
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**João Maurício Gama Boaventura** is an Associate Professor of Business Strategy, School of Business, Economics and Accountancy, University of São Paulo (FEA/ USP). He holds a Phd and MSc in Business Administration (FEA/ USP), Post-Doctoral in Business Administration (EAESP/ FGV) and Lecturer at (FEA/ USP), Bachelor in Business Administration and in Accountancy (FEA/ USP). Prof. Boaventura is Research project coordinator of official research agencies (FAPESP and CNPq) in the field of stakeholder theory. He is an active participant in various strategic planning projects in different kinds of organizations. He is the author of several books and articles published in scientific journals, covering the areas of business strategy, business clusters and networks, stakeholder management and corporate social performance.

**Jose Claudio Linhares Pires**

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**Jose Claudio Linhares Pires** has been a Lead Economist in the Office of Evaluation and Oversight at the Inter-American Development Bank (IDB) in Washington D.C. since 2004. He has worked on various thematic and impact evaluations on development projects implemented by the IDB in Latin America and the Caribbean. Prior to joining the IDB, he was a presidential advisor at the Brazilian National Development Bank (BNDES) from 2001 to 2003, where he mainly worked on issues related to the restructuring of the Brazilian electricity sector. He was also a researcher at the United Nations Development Program along with the Economic Department at the BNDES. From 1988 to 1996, he was an economist at the Inter-Union Department of Statistics and Socio-Economic Studies in Brazil. He received his PhD in Economics at the Federal University of Rio de Janeiro and specializes in topics related to productive development. He has published various papers on regulatory issues in infrastructure, small and medium businesses and industrial cluster development.

**Ruslan Rakhmatullin**

United Nations Economic Commission for Europe  
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**Ruslan Rakhmatullin** is currently working at the Innovative Policies Development Section of the United Nations Economic Commission for Europe (Economic Cooperation and Trade Division). Ruslan contributes to the UNECE work on fostering an international policy dialogue aimed at critical assessment and adaptation of relevant national and international experiences, the identification of good practices and formulation of policy recommendations and guidelines related

to the promotion of innovation and knowledge-based development. Prior to joining the UNECE, Ruslan worked for the European Commission's Smart Specialisation Platform, which is based at the Institute for Prospective Technological Studies (IPTS, DG JRC) in Seville, Spain. The S3 Platform was established by the European Commission to provide professional advice to EU Member States and regions for the design of their innovation strategies for smart specialisation. Ruslan has also spent a number of years working for the COST Office (European Cooperation in the field of Science and Technology) of the European Science Foundation in Brussels. Ruslan's academic background is in the field of evaluation and assessment studies. He has obtained a Ph.D. in science and research management from the School of Business, Trinity College, University of Dublin.

**Louis Brennan**

Professor in Business Studies and a Fellow

Trinity College Dublin

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**Louis Brennan** is a Fellow of Trinity College and Professor within the School of Business at Trinity College. He previously served as Director of the Institute for International Integration Studies at Trinity College and as Director of the School of Business Postgraduate Research Programmes. He holds Bachelors and Masters degrees in Industrial Engineering, a PhD from the Department of Mechanical Engineering at the University of Manchester (Institute of Science and Technology) for his work on the modelling of manufacturing systems and an MBA degree with a concentration in International and Cross-Cultural Management. His research interests are in the areas of International Business, Global Operations Strategy and Global Supply Chain Management and Technology Management. He has published extensively in these areas.

**Donka Keskinova**

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**Donka Keskinova** graduated in mathematics in 1984 and since then she has carried out a number of academic and research responsibilities in the field of the implementation of statistical methods in sociology. In her consultancy work Keskinova has carried out responsibility for survey planning and implementation, quality assurance for statistical soundness of the research, analysis and prognosis. Keskinova is an expert statistician and programmer with participation in over 300 sociological surveys and research projects funded by the WIPO (World Intellectual Property Organisation); EU Sixth Framework; EU Copernicus Program; The British Council; The Friedrich Ebert Foundation; Bulgarian Ministry of Culture; Bulgarian Ministry of Law; Bulgarian Council of Ministers, Bulgarian Helsinki Committee; BBSS Gallup International; Bulgarian Academy of Sciences – among others. New consultancy research includes network analysis and cluster analysis of the regional economy in the South East of England; Mapping of the regional health-technology cluster in the South East of England; and Mapping of the copyright sectors in the Bulgarian economy. Her main publications and research papers are in the field of cluster analysis, network analysis, and multiple correspondent analysis.

**Cristina Espinheira Costa Pereira**

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**Cristina Espinheira Costa Pereira** is a PhD candidate in Administration. She studies at School of Economics, Administration and Accounting at University of São Paulo (FEA-USP), Brazil. She holds MSc in Business Administration at Federal University of Pernambuco, Bachelor in Business Administration at Federal University of Alagoas, Brazil. Currently she is on an exchange at the University of Surrey (PhD Sanduiche with scholarship from CAPES). Her study area is business network and business clusters. She is part of a CNPq research group named “Stakeholders and Networks”, where topics about this theories are discussed and research efforts are made by the participants.

**Daniel Boos**

Ph.D. Candidate

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Daniel Boos is a prospective PhD candidate in Business and Management at Surrey Business School and located at the research centre for Business Clusters, Networks and Economic Development (BCNED). He holds an MBA in Finance at Manchester Business School (the University of Manchester) and a BSc in Business Economics and Administration with concentration in Banking and Finance at University of Applied Sciences Zurich. Daniel has been working in the banking industry for more than two decades in Switzerland and in the Middle East in Corporate Banking, Corporate Finance and Private Banking, and held various senior management positions. Currently he is a Member of the Executive Committee and Head of International Private Banking with KBL (Switzerland) Ltd. His study area is business clusters and competitiveness.

## Organisers and Sponsors



The research centre on the **Business Clusters, Networks and Economic Development (BCNED)** is an outreach group of scholars that focus their investigation on the underlying linkages and interdependencies at regional and global level and the impact of regional agglomerations of firms on global industries and value-chains.

The BCNED centre is leading in the design and the use of novel multistage methodologies, for cluster analysis and cluster mapping, for network analysis and evaluation of network management and governance. The interdisciplinary research and analytical products completed at the Centre are based on large data sets of firms, universities and centres of excellence in innovation and research, as well as innovation outputs such as patents, publications, and academic journals.

<http://www.surrey.ac.uk/bcned>