

# KEY TAKEAWAYS



Understand how policies at regional, cluster and city levels can help in securing economic and social development.



Gather a deep understanding of the concept of competitiveness and the importance of locations and clusters and the policies to upgrade them and foster economic growth.



Learn how to apply cluster initiatives in economic development and competitiveness policies.



Apply the theoretical foundations of competitiveness at the city level and understand the role of strategic thinking within the confines of cities.



Explore the interaction between cities and local and regional bodies in shaping competitiveness.



Learn strategic methodologies and frameworks and apply them to improve competitiveness at all levels.



Practice the tools needed to better understand and solve competitiveness challenge.

# WHO SHOULD ATTEND

This program is designed for professionals who want to transform their cities, regions, or the framework of development of their businesses and make them more competitive, such as managers, project managers, policymakers and economists in local and regional administrations, government bodies who are responsible for designing and shaping development, innovation and competitiveness policies, associations of companies, consultancy companies or international organizations.



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**A WAY TO LEARN  
A MARK TO MAKE  
A WORLD TO CHANGE**

**“I wanted to learn more about strategic analysis of clusters and value chain competitiveness management, and to have the chance to share my experience in the fields of innovation and competitiveness with professionals from other countries”.**

**Hakon Gunnarsson**  
Founder and Managing Director  
Gekon, Iceland

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**International  
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Cities in  
Motion**



# Competitiveness School: For Leading Regions, Clusters and Cities

**COMPETITIVENESS  
SCHOOL**  
24 January - 2 February, 2017  
**BARCELONA**

[www.iese.edu](http://www.iese.edu)



# OVERVIEW

The Competitiveness School: for Leading Regions, Clusters and Cities is designed to enable senior policymakers, managers and development professionals to study and discuss global best practices in competitiveness and economic development using examples from all over the world, including Denmark, Austria, Brazil and Tanzania and cities such as New York, Singapore or Vancouver.

This Competitiveness School is jointly organized by IESE Business School and the European Foundation for Cluster Excellence and is taught by the faculty of both institutions. The program is broken down into two one week modules. Participants may apply to attend one or both of modules.

This Competitiveness School is designed to be an enriching experience in which diverse individuals from different countries and different areas of practice have the opportunity to come together and learn from the faculty members and each other and discuss about the best practices to implement in their organizations.



# CONTENT

Competitiveness is the core concept of our course, and we propose a multi-dimensional and comprehensive approach that will help participants to understand, raise and sustain competitiveness at all levels.

First, we look at competitiveness from two different but complementary perspectives:

Policy	Management
how policies can help in securing economic and social development	which strategic methodologies and frameworks can be used in competitiveness development.

For that purpose, we have divided the course in **two one-week modules**, the Policy for Competitiveness Module and the Management for Competitiveness Module.

In both modules we deal with competitiveness at different levels: national/regional, cluster and city level.



# STUDENT OPINIONS

“The international dimension of the participants was a real bonus. In addition to what I was learning from the professors in class, the other students opened my eyes to the unique approaches used in other countries.”

Ernesto Flores  
ITSON Technology Institute of Sonora,  
Mexico

“At the school, I gained a profound understanding of cluster initiatives and their application in economic development policies”.

Zorica Maric  
Senior Advisor of the Ministry of Economy and Regional Development,  
Republic of Serbia

“I decided to attend because it was a unique opportunity to learn cluster strategy from the world’s leading theorists and practitioners while meeting other people from around the world who are involved with all aspects of cluster projects”.

Lina Volpini de Carvalho  
Manager of the Market Access Unit and International Relations  
Sebrae-MG, Brazil

# DATES & VENUE

## DATES & VENUE

January 24th – February 2, 2017

## WHERE

IESE Business School  
Arnús i Garí, 7  
08034 Barcelona (Spain)

## APPLICATION FEES

- One Module: €3000
- Two Modules: €5400

## ONLINE APPLICATION

<http://forms.iese.edu/AppNET/Conferencia/CompetitivenessSchool/Index.aspx>

## APPLICATION DEADLINE

December 15th 2016

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