

Be international

- ***Susret sa Mirjanom***
- ***Shangai expo - Serbia business network***

<http://www.serbiabusinessnetwork.com/>

http://www.serbiabusinessnetwork.com/msp/eco/GIM_MSP_Sumadija_made_Bgd_engleski.pdf



Moja Švajcarska Muštra



Moja Švajcarska muštra





Center for Career Development

by LINKgroup

Moja Švajcarska muštra

<http://www.pst-fr.ch/cluster2013/program/speakers/#rusic>





Podrška

- **Porodica**
- **Network**
- **Razredna i njeni učenici**
- **Permanentna edukacija-neformalno obrazovanje**
- **Prepoznavanje sebe i svojih mogućnosti**



Novo zanimanje

- ***Klaster menadžer***
- ***Potrebna znanja***
- ***Veštine***
- ***Osobine***



Šta je klaster?

«Geografska koncentracija međusobno povezanih preduzeća, specijalizovanih dobavljača, isporučioaca usluga, firmi i srodnih industrija, i sa njima povezanih ustanova (univerziteti, razvojne agencije, lokalna samoprava i udruženja) koje se nadmeću ali i saraduju.»

(Porter, 1998.god.)





Klaster-odgovor na globalizaciju

Umrežavanje u klaster je neophodnost privrednog razvoja i regionalne saradnje

Ciljevi klastera su :

Zajedničko primenjeno israživanje i razvoj

Podsticanje inovativnosti

Zajednički marketing

Osvajanje novih tržišta

Zajednička nabavka sirovina i repromaterijala

Obrazovanje i stručno usavršavanje kadrova

Korišćenje sinergijskih učinaka

Lobiranje i interesno zastupanje



Uloga klaster managera Juan Manuel Esteban

Sinergy seeker

- Full knowledge of the natural cluster: he/she is the cluster manager for both those inside and outside of the cluster
- Must have a set of abilities and skills: a good athlete in decathlon!
- Strategic overview and understanding
- Deep and sincere interaction with other parts of the triple helix (especially with the Government)
- “Consensus Builder”





Uloga klaster menadžera Juna Manuel Esteban

- Wisely wins over the support of dedicated entrepreneurs within the cluster
- The ability to demonstrate the benefits of networking in the cluster using tactics "the fruit on the lower branches,"
- Good understanding of the framework constructed to support the issues upon which the cluster is grouping, particularly in Europe
- Should be elected to the Board of Directors of the Association of each cluster, and should not be imposed from outside
- He/she is a rare gem and should be well paid. At first you need to be patient, but if things do not work, he/she should be discharged!
- **His/her personality is essential, through thick and thin, and you should work in accordance with**



Moja Integracija



Re: Crafts
klaster za revitalizaciju
tradicionalnih zanata u Srbiji