

## MUTUAL LEARNING CONFERENCE-VARNA

On 6<sup>th</sup> of July 2018, Marine cluster Bulgaria organized a conference “Innovation Growth through Cluster Cooperation”. For the purposes of the expected results, the Association of Business Clusters in Bulgaria was involved as co-organizer, to spread the clustering idea.

A total number of 48 representatives of companies/SMEs, clusters attended the conference, interested in the Blue NET project and innovations.

The event was honored by the Deputy regional governor and the Head of the regional branch-Varna of DG “European Funds for Competitiveness” at the Ministry of Economics, who greeted the participants.

A participant in the World Café in Larnaca presented his point of view regarding the main needs of SME and shared his impressions from the event in Cyprus.

He stressed on the opportunity to learn what kind of innovations are in the focus of maritime companies and the ways to provide them.

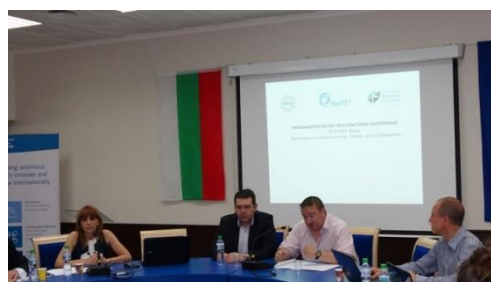
Companies taking part in the World Café assess positively the event, foresee future progress in collaboration with companies they met in Larnaca as well as among listed on the platform. They consider that more valuable meetings/discussions could be conducted between companies, selected by sub-sectors, as they meet closer common innovation needs.

The discussion showcased/illustrated that the business representatives understand the need of close cooperation regarding the development of innovations, on the basis of relevant study on innovation challenges in each sector. The approach to obtain information about innovation needs and the creation of the platform, allowing matchmaking among companies, experts was highly appreciated by SME’s and clusters’ representatives. They expect that enterprises could benefit of joining the project platform.

Clusters’ representatives esteem that similar approach to identify common innovation needs could be applied to other sectors to boost competitiveness of SMEs.



Opening of the Conference



Greetens to the participants



Mrs. Ilze Atanasova presents the “Blue NET” project



Mr. Petar Georgiev presents joint innovation paths