

INTRODUCTORY WORKSHOP ON INDUSTRIAL CLUSTERS DEVELOPMENT

26 – 28 August, Salalah – Sultanate of Oman

Background:

- ▶ The Gulf Organisation for Industrial Consulting (GOIC) is a knowledge-hub and industrial investment promotion catalyst conceptualized and founded by the GCC member states in 1976. The purpose of GOIC's activities is industrial diversification and development within the GCC region. GOIC collects industrial information and provides professional consultancy services and training on industrial development opportunities in the GCC.
- ▶ Evidence on global level shows that micro, small and medium enterprises (MSMEs) can boost their competitiveness through networking and that this process is easier and more sustainable if the firms are situated and work closely with one another in "clusters".
- ▶ A cluster is a sectoral and geographical concentration of MSMEs, related through buyer-supplier and supplier-buyer relationships, common technologies or distribution channels, or common labor pools.
- ▶ Clusters can give rise to collective benefits, such as the spontaneous inflow of suppliers of raw materials, components and machinery or the availability of workers with sector specific skills.
- ▶ The United Nations Industrial Development Organisation (UNIDO) has developed a methodology to facilitate the cooperation between the public and the private sector to revitalise MSME clusters.
- ▶ This methodology draws lessons from global best practices and it has the capacity to adapt to the characteristics of various industrial environments. Since 1996, India is one of the countries where this innovative programme is being implemented with great success.



Aims and Objectives:

- ▶ To introduce and promote the concept of developing industrial clusters frameworks in the GCC.
- ▶ To give an overview of the approach, tools and methodology of cluster development
- ▶ To increase awareness on the benefits of Industrial Clusters for all participants.

Workshop Outline and Experts:

- ▶ The 3 days long introductory workshop on Clusters Development will cover the following topics:
 - ▶ International experiences in cluster development
 - ▶ UNIDO Cluster Development Methodology
 - ▶ Impact of clusters in the local context

- ▶ How to implement cluster programs
- ▶ Role of various stakeholders and how to engage them
- ▶ Trust Building and Social Capital
- ▶ Structuring cluster programs to suit the local conditions
- ▶ How to monitor and evaluate cluster programs

- ▶ Two UNIDO certified experts from the Foundation of MSME in India will be conducting the training:

- ▶ **Mr. Deepak Arora**, is an MBA with 12 years experience in financing of Small and Medium Enterprise (SME) development. He has been involved in cluster development and BDS promotion across several clusters and has provided training and policy level inputs to UNIDO and IFC in Pakistan, Iran and Bangladesh.
- ▶ **Mr. Mukesh Gulati**, is an MBA from with 20 years of experience in managing development of MSMEs and 10 years in managing cluster development with UNIDO. At present he is working on CSR related issues of MSMEs in clusters. Mr. Gulati has previously worked for the German foundation Friedrich-Naumann-Stiftung. He has direct financing and project guidance experience. Mr. Gulati has also contributed to a number of books and journals and participated in a number of national and international seminars and workshops on cluster based development.

- ▶ The Foundation for MSME (Micro, Small and Medium Enterprises) Clusters is a non-governmental, non-profit registered trust, conceived and founded in 2005 by the Entrepreneurship Development Institute of India, Ahmedabad, (EDI) and in technical collaboration with UNIDO Cluster Development Programme in India.

Training Outcome:

The main outcome of this introductory workshop is for the participants to understand the methodology and tools of cluster development. The participants will be assisted in evolving their understanding on how cluster development can be applied in their respective countries.

Participants:

- ▶ This first workshop on Industrial Cluster Development is targeted to policy makers, representatives of industrial zones and major stakeholders from industrial organizations such as:
 - ▶ GCC Ministries of Industry
 - ▶ GCC Chambers of Commerce and Industry
 - ▶ GCC Industrial and Investment Banks
 - ▶ International and Regional Governmental and Non Governmental Organisations
 - ▶ GCC Industrialists



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Participation and Fees:

Please complete the Registration Form attached to this brochure and fax it to GOIC. The fees for each individual participant is USD 998. Group discounts are offered to companies sending two participants to USD 798 and three participants to USD 598 per person. The fee covers the training sessions, meeting notes and lunch/coffee/tea.

Places are limited to about 20 participants in order to encourage interaction and discussions between decision makers and relevant personnel in the participating organizations.



Sponsors:

GOIC offers three Sponsorship schemes with many valuable benefits for the sponsors, including, among others, a number of free participant seats in this workshop. Please complete the Sponsorship Registration form attached in order to become an official sponsor of this groundbreaking event.

The sponsorship schemes are: One Platinum, three Gold and five Silver, priced as follows:

	Silver	Gold	Platinum
	\$ 10,000 (max 5)	\$ 15,000 (max 3)	\$ 25,000
Free participant seats	2	3	5
Company presentation	Special mention in Closing remarks	Special mention in Inauguration speech and closing remarks	▶ Key note speech at the inauguration; ▶ Special mention at Inauguration speech and closing remarks
Name and logo on promotion material	Yes, small logo and name	Yes - secondary position	Yes - prime position
Sponsor name and logo on meeting material	Yes, small logo and name	Yes - secondary position	Yes - prime position
Sponsor name & logo on GOIC homepage	During the event	During the event and one month after	Starting two weeks prior to the event lasting one month after
Promotion of the sponsor by adding booklets and leaflets (sponsor material) in the promotional bags	n/a	Yes	Yes

Venue:

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