



BASAN FINAL CONFERENCE

# Micro Clusters

Poul Anton Hansen M.Sc.



## What is a micro cluster?

It is a group of 3 to 15 persons with a common interest and they are meeting regularly or at least once in a while



## Why be a member of a cluster

- It is a way to gain knowledge at a very low cost about:
  1. Quality
  2. Volumen
  3. Innovation
  4. The market
  5. Accessibility
- Etc



## Type of clusters

- Horizontale
- Verticale
- Mixed groups



## Important elements for success

- Knowledge to the participants both professional and human
- The participants ought to complement each other
- The participants ought to be equally qualified
- Their financial background ought to be OK
- There ought to be rules for the cluster (at least to a certain degree)
- The cluster ought to be advantageous for the participants, or in other words "it is a give and take"!



## Most important of all

- **Openness**
- **Honesty**
- **Trust**