

# UPSIDE Presents the BRA at TCI Conference

Tamara Högler

3<sup>rd</sup>-6<sup>th</sup> November 2015, Daegu, South Korea



*Tamara Hoegler (CyberForum) represented the UPSIDE consortium as speakers at the 18th TCI Global Conference which took place from 3rd - 6th November 2015 @ the EXCO International Conference Centre in Daegu, South Korea.*

Under the theme of 'Creative Economy and Cluster; Business Model and Policy Agenda,' the 18th TCI Global Conference addressed four key themes 1) the strategies and trends of the global creative economy; 2) policies and competitiveness of advanced industry clusters; 3) integration and convergence of industry and clusters; and 4) globalization, internationalisation and entrepreneurship.



In the 'Successful International Strategies' session, which included presentations from Ibon Vicente (Orkestra, Spain), Christoph Beer (ICT Cluster Bern, Switzerland) and Gavin Artz (Dept. of State Development, Australia), Tamara Hoegler presented the Business Roaming Agreement [www.clusterize.org](http://www.clusterize.org). The BRA being utilised by the UPSIDE consortium as a conduit to provide cluster facilitated internationalisation of SMEs across the globe to more than 50 clusters in 30 countries who have signed up to the agreement. Tamara believes "during the TCI conference UPSIDE representatives met many excellent cooperation partners from all over the world, particularly from Asia and Oceania. We intensified our international contacts by visiting the TCI conference and learnt a lot of new insights on how to enhance international cooperation; we are keen to share and explore these with our cluster members and the UPSIDE consortium."



Tamara Hogler, Head of Innovations and International Affairs, CyberForum and Dr John Hobbs, Cork Institute of Technology presenters at the 18th TCI Global Conference in Daegu, South Korea.

