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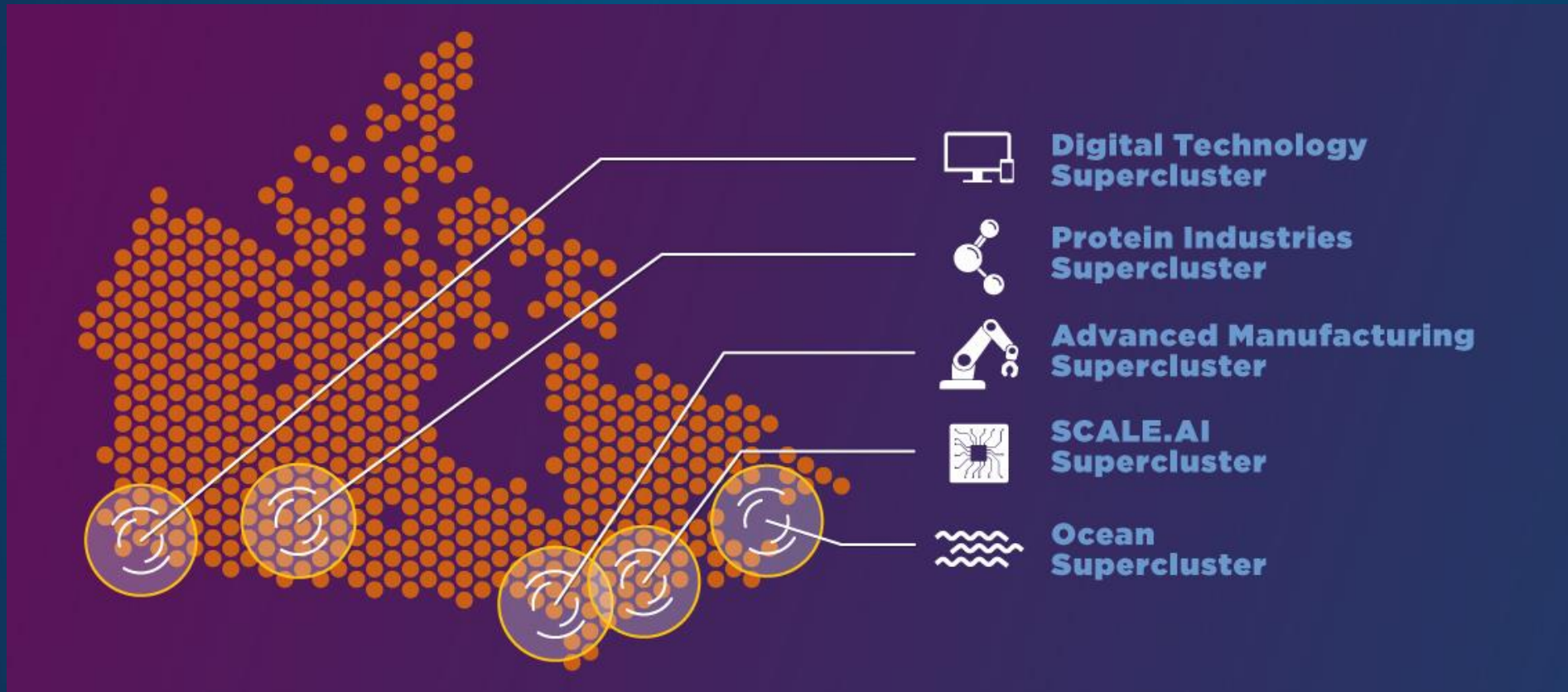
Chambre de
Commerce
du Canada

Super Clusters: How do we Measure Success?

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Super Cluster Initiative in Canada



Big Picture Goals

**Supercharging
Canada's job
market with
more than
50,000
new jobs**



**Increasing
Canada's GDP
by more than
\$50 billion
over 10 years**



**Innovation
everywhere in
every corner
of Canada**



**New partners
innovating
together**



**Superclusters
will grow
regional
economies**



Characteristics of Clusters

- Location: Concentration of participants increases interactions, facilitates knowledge transfer, lowers transaction cost and attracts specialized labour.
- Critical mass: The co-location of workers, suppliers, and customers produces economies of scale usually reserved for large firms. In addition, suppliers and firms are more likely to develop specializations to differentiate themselves. This raises the overall quality of output and increases productivity and competitiveness.
- Linkages: “Coopetition” is at the core of cluster interactions, driving innovation through information exchange and competitive pressures. Through active collaboration (i.e., supply chain linkages, joint projects), firms recognize mutual benefits and develop trust. Cluster participants tend to be more innovative than their peers not located in clusters.



The Next Level

Innovation networks

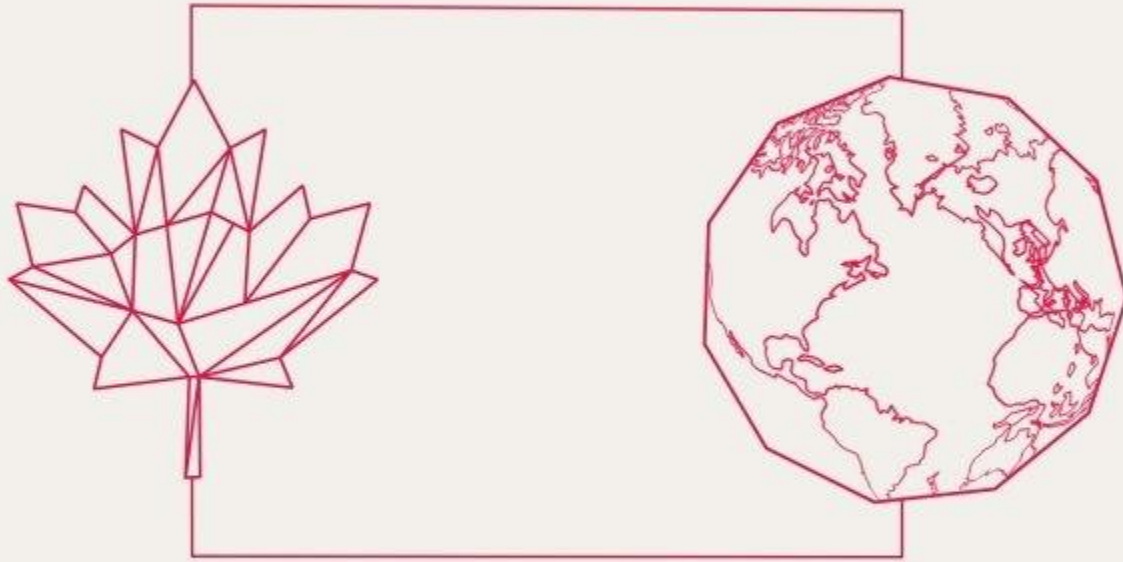
- describe “cluster-type” relationships that are not bound by physical geography.

Superclusters

- Are globally competitive, producing a large number of high-growth companies and successful exits, with deep capital and talent pools.



How do we measure success?



Bench marking?

- Structure
- Governance
- Financing
- Services (Spectrum and Intensity)
- Achievements and Recognition



Performance Measurement?

- Driving Change
- Business Results
- Project Pipeline
- Governance and Cluster Management
- Transparency and Engagement
- Neutrality and Profile
- Sustainability
- Nimbleness



Our Panel

- Dr. David Wolfe – Super Clusters to Clusters
- Jayson Myers – The Next Generation of Manufacturing
- John Weigelt – Innovate in Communities for Prosperity
- David Watters – Ecosystems of Innovation





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