



CLUSTERS IN A  
CREATIVE ECONOMY  
New Agendas for Companies and Policy Makers  
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## Winning in the Knowledge-Innovation-Creative Economy

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The Global Financial Crisis and its aftermath have created a new normal with slower growth, disruptions to trade, and financial difficulties. As more and more nations and regions chase stagnant markets, competition is becoming tougher, and competitiveness has become even more important than before.

To improve competitiveness, many nations and regions are turning to what they call the “knowledge economy.” Unfortunately, the “knowledge economy” is often ill-defined and poorly understood. As a result, we prefer to focus on the “knowledge-innovation-creative economy,” or “KIC economy TM.” The KIC economy generates value by developing and leveraging intellectual property and intangible assets. This includes technology-based business, innovative service sectors; creative and cultural industries; use of new technologies in traditional industries; brand development; improved processes; new business models; and new marketing, distribution, and management systems. All of these can create intellectual property and intangible assets that can drive prosperity.

Although the KIC economy seems diverse, the various parts are remarkably similar in terms of their requirements. Winning in the KIC economy requires the development of strong clusters of firms, industries, and activities. This in turn requires attention to both the “hard and soft” sides of competitiveness and what we call the “Eleven Cs” of successful KIC economies. In this talk, Professor Enright will outline the features of the KIC economy and what nations and regions can do to win in the KIC economy.

**TCI 2015 Secretariat**

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