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INTERNATIONAL COMPETITIVENESS CLUSTERS OF ECONOMY WITHIN THE FRAMEWORK OF EUROPEAN INTEGRATION

МЕЖДУНАРОДНЫЕ КЛАСТЕРЫ КОНКУРЕНТОСПОСОБНОСТИ ЭКОНОМИК В РАМКАХ ЕВРОПЕЙСКОЙ ИНТЕГРАЦИИ

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ABSTRACT

CLUSTER, INTERNATIONAL CLUSTERS,
TRANSNATIONAL CLUSTER, INTEGRATION,
COMPETITIVENESS, EFFICIENCY

The relevance of creating international clusters is proved in article. The specificity of European cluster policy is revealed. The definition of a transnational cluster is given; a transnational cluster is a combination of a network of clusters that share part of the results of R&D, use the network effect and economies of scale to promote products to new markets. The significance of international clusters is justified.

The countries of the Organization for Economic Cooperation and Development (OECD), the countries of the European Union, the USA, China, India and many others have adopted the cluster concept of innovative development and increasing the competitiveness of economies. The Lisbon Strategy, adopted by the European Union in 2000, first formulated the European innovation policy. The Lisbon Strategy aims to develop a "knowledge economy" in Europe by encouraging research, improving education policies, developing information technology and creating a favorable innovative climate. The first set of measures of this strategy is aimed

АННОТАЦИЯ

КЛАСТЕР, МЕЖДУНАРОДНЫЕ КЛАСТЕРЫ,
ТРАНСНАЦИОНАЛЬНЫЙ КЛАСТЕР, ИНТЕГРА-
ЦИЯ, КОНКУРЕНТОСПОСОБНОСТЬ, ЭФФЕК-
ТИВНОСТЬ

В статье обоснована актуальность создания международных кластеров. Выявлена специфика европейской кластерной политики. Дано определение транснациональному кластеру как совокупности сети кластеров, которые обмениваются частью результатов НИОКР, используют сетевой эффект и экономию масштаба для продвижения продукции на новые рынки. Обосновано значение международных кластеров.

at consolidating and coordinating the efforts of all participants in the innovation process, including by stimulating the organization of production clusters. In our opinion, a cluster should be understood as a network organization of complementary, interconnected relations of cooperation between enterprises and organizations (including specialized suppliers, including services, as well as manufacturers and buyers), united around one or several research and educational centers that are connected by partnership relations with local institutions and state bodies and regional government in order to achieve a synergistic effect that ensures increased competitiveness enterprises, regions and national economies [3].

About 3 thousand clusters operate in the European Union, which employ approximately 40 % of the workforce [1]. Clusters have different specializations (Table 1).

Table 1 – European countries ranking by the number of successfully developing clusters

Country	Number of clusters	Core specialization
Italy	206	Consumer goods and food production
United Kingdom	168	Biotechnologies and bioresources
France	96	Pharmaceuticals, cosmetics, food production
Denmark	34	No
Germany	32	Chemical industry, mechanical engineering
Poland	61	Construction
Netherlands	20	No
Finland	9	No

Source: based on [2]

Improving production efficiency based on spatial agglomeration of knowledge is achieved in the most developed countries through the formation of clusters, which may be regions, cities or rural settlements. Clusters are built as production networks, strategic alliances and partnerships of geographically close companies and non-production organizations in order to take into account the spatial aspects of innovation, including: closely related companies integrated into the production chain to create added value; universities; research institutions; venture capital companies and funds; technology brokers and consultants; government bodies.

The specific features of European cluster policy are the following: active methods of state intervention in economic development; development of cluster policy at the state level; transition from macroeconomic regulation to industrial and technological policies based on cluster development; the trend towards international integration of the process of developing cluster policies and regional initiatives under the auspices of the EU; registration of cluster policy in program documents subject to approval in the European Parliament and legislative

execution; a specific mechanism for the formation of clusters: a system of international legal and organizational structures has been created: Directorate General for Regional Policy of the EU (1968); European Regional Development Fund (1975); Charter of Regionalism adopted by the European Parliament (1988); Council of Regional and Local Communities (Committee of the Regions, 1993); government policy of stimulating the development of relations between universities, research institutes and business and attracting large foreign firms to the centers of knowledge and entrepreneurship; the prevalence of clusters in the "traditional" sectors: agriculture (Denmark), marine (Norway), forestry (Finland); the formation of centers of competitiveness and high technology, technology cities based on and around city universities; students take part in the work of firms; "pulling up" the backward regions through the formation of clusters based on innovative technologies; the formation of cross-border clusters.

The creation of international clusters, which are divided into cross-border and transnational, is becoming a global trend in the context of globalization. A cross-border cluster is an association of independent companies, public organizations, other subjects of cross-border cooperation, which are geographically concentrated in a cross-border region (space). Examples of cross-border clusters in the EU are the following: glass cluster in Upper Austria, Bavaria (Germany) and Bohemia (Czech Republic); textile cluster in Lower Austria and Bohemia; machine-tool cluster in Styria (Austria) and Slovenia; biotechnological clusters Eresund (Denmark-Sweden), BioDolina (Germany-Switzerland-France), Twente (Netherlands-Germany); information and telecommunication cluster «Dommel Valley» (Belgium-Netherlands); Consulting cluster Venlo (Netherlands-Germany).

A transnational cluster is a combination of a network of clusters that share part of the results of R&D, use the network effect and economies of scale to promote products to new markets. The French pharmaceutical cluster, which through Louis Pasteur University collaborates with the Canadian In vivo cluster operating in Montreal, is an example of a transnational cluster.

The value of international clusters can be determined in the following.

1. The formation and development of international clusters is an effective mechanism for attracting foreign direct investment and enhancing the foreign economic integration of countries. Clusters contribute to increasing the investment attractiveness of the region, as they have a positive impact on the innovativeness of enterprises. The clusters themselves are considered by investors as points of regional growth, which is the main incentive for foreign investors to place their investments on a given investment site. Clusters are able to attract foreign direct investment through the development of relationships capital, which in a certain region is transformed into the creation of a stable framework for cooperation in many areas between companies, partners, subcontractors and customers.

2. The inclusion of clusters in the global value chain allows to significantly increase the level of the national technological base, increase the speed and quality of economic growth by increasing the international competitiveness of enterprises within the cluster by: the acquisition

and implementation of critical technologies, the latest equipment; cluster enterprises gaining access to modern management methods and special knowledge; cluster enterprises gaining effective opportunities to enter highly competitive international markets.

3. The development of clusters ensures the optimization of the position of enterprises in production value chains, helping to increase the degree of processing of extracted raw materials, import substitution and localization of assembly plants, as well as increasing the level of non-price competitiveness of goods and services.

4. Enterprises of the industry can get new opportunities for development in the implementation of interstate cooperation, taking advantage of the common market. The development of integration in those sectors of the industry where there is the possibility of import substitution, as well as in the joint development of new technologies to create competitive products are currently promising areas of cooperation.

The integration of the Republic of Belarus into the world economic community, the development of foreign economic relations, industrial cooperation and cooperation of the international division of labor, all this made it possible to use a cluster approach to improving the efficiency and competitiveness of economic systems in Belarus. In the Republic of Belarus, the cluster approach to the modernization of the economy in the direction of innovative development is reflected in a number of state program documents that provide for the creation of clusters that act as growth points for the regional and national economies.

The creation of international clusters, including Belarusian and foreign manufacturers and organizations, will facilitate their integration into global value chains, as well as the creation of new value chains, which in general will contribute to the growth of our economies. The cluster approach is the most effective mechanism for the development of international economic interactions in modern conditions and, ultimately, is a mesoscale of competitive international integration systems and a necessary condition for a qualitative increase in the integration of European Union countries.

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