

European Microeconomics of Competitiveness Chapter founded

Academic Network on European Competitiveness Founded

The Microeconomics of Competitiveness (MoC) network of Prof. Michael Porter of Harvard Business School, took the initiative to found a European Chapter of the network. The participants first visited FloraHollands flower auction in Aalsmeer. The auction is a case example of a cluster management organization of a worldwide renowned Dutch sector: The Dutch Flower Cluster. COO of FloraHolland Rijnsburg Dirk Hogervorst guided the academics and answered all their questions. In the afternoon the European MoC Chapter was officially founded.



The European MoC Chapter was founded by 7 MoC affiliates.

Prof. dr. Fred van Eenennaam, partner of **The Decision Institute**, was chosen to be the first Chairman 2011-2012. Founding members in alphabetical order:

Dr Eleanor Doyle – University College, Cork

Dr Falk Werner Raschke – Johann Wolfgang Goethe Universitat, Frankfurt am Main

Prof. Dr. Fred van Eenennaam (chair 2011-2012) – Erasmus University, Rotterdam;

Nyenrode Business Universiteit, Breukelen

Ir. Niels van Gorp (secretary 2011-2012) – The Decision Institute, Breukelen

Prof. Dr. Pablo Collazzo (secretary 2011-2012) – Vienna University of Economics and Business

Prof. Dr. Peter Ablanap – Fachhochschule Nordwestschweiz

Prof. Dr. Philippe Gugler – Universitat Fribourg

Prof. Dr. Slavica Singer – J.J. Strossmayer University, Osijek

9 more affiliates to the MoC network will soon become members as well; Wilhelm Althammer, Ingo Bobel, Mark Esposito, Muamer Halilbasic, Manuk Hergnyan, Bas Karreman, Marina Pavlova, Runolfur Smari Steinthorsson and Franz Toedtling.

Research on clusters

The Chapter was founded to exchange knowledge and support teaching, research and casewriting, among a list of other topics. The successful MoC network now has its European chapter to disseminate the ideas on clusters and their competitive advantage and tailor them to fit the European context.