MOBILITY OF CLUSTER INITIATIVES IN THE CONTEXT OF BUILDING SUPPLY CHAINS

Summary

The cluster concept emerged in the last ten years as a key idea for enhancing competitiveness of economies and their development. The following article is focused on cluster initiatives which are defined as organized activities aimed at intensifying the growth and increasing the competitiveness of a cluster in the region with full involvement of enterprises functioning within the cluster, the government and/or of the research environment. By definition, cluster initiatives should denote active organizations of enterprises in search of wider market connections including access to global markets. Within integrated supply chains it is possible to ensure mobility of cluster initiatives whereby their impact power is heightened. Such action is profitable to all parties and thus achieved synergy effect enables gaining significant competitive advantage. To visualize the above assumptions, cluster initiative NEPIC from Great Britain was presented in the course of the article.