

Center for Competitiveness
University of Fribourg - Switzerland

Annual Report 2013

January 2014

PRESENTATION OF THE CENTER FOR COMPETITIVENESS

The Center for Competitiveness was created in January 2009.

The mission of the Center for Competitiveness at the University of Fribourg is to promote scientific knowledge and rigorous learning in the area of competitiveness, with special emphasis on the role of economic and social policy. The Center is linked to the Institute for Strategy and Competitiveness (ISC), led by Professor Michael Porter of the Harvard Business School (HBS).

Based at the Faculty of Economics and Social Sciences of the University of Fribourg, the Center for Competitiveness

is dedicated to extending the research in the field of competitiveness and disseminating it to students, scholars, practitioners and citizens on a global basis.

The Center for Competitiveness collaborates with regional, national and international institutions as well as with private entities. Its activities are conducted in collaboration with other centers and institutes for competitiveness such as the ISC of the Harvard Business School, the Center for Strategy and Competitiveness of the Stockholm School of Economics and the Center for Enhancing Competitiveness of the NIDA in Bangkok.

DIRECTION

The Center for Competitiveness is directed by **Prof. Philippe Gugler**, Faculty of Economics and Social Sciences of the University of Fribourg. Prof. Philippe Gugler has been affiliated to the ISC (MOC Network) of the Harvard Business School since 2004. Since 2013 he is Co-leader of the MOC Knowledge Generation Council of the ISC/HBS. He is also the Chairman of

the European International Business Academy (EIBA), an association comprising more than 500 members coming from more than 50 countries.



(<http://www.eiba-online.org>)

ADVISORY BOARD

The members of the Advisory Board, on the basis of their experience and of their international prestige, are an outstanding asset for the Center for Competitiveness' activities. Advisory Board members may at any time advise the Competitiveness

Center regarding research and teaching. They may also advise them concerning national and international relations with other research institutions, public authorities and private enterprises and associations.

The Advisory Board comprises the following distinguished specialists in the

field of Economic Policy and Competitiveness:



From left to right: **Prof. Dr. Joseph Deiss**, Former President of the General Assembly of the United Nations, Former President of Switzerland and Former Minister of Foreign Affairs and of Economy. **Prof. Dr. Christian Ketels**, Principal Associate,

Institute for Strategy and Competitiveness, Harvard Business School. **Prof. Dr. Orjan Sölvell**, Director of the Center for Strategy and Competitiveness, Stockholm School of Economics.

RESEARCH TEAM



From left to right: **Michael Keller**, Research Assistant, University of Fribourg. **Laura Vanoli**, Research Assistant,

University of Fribourg. **Alexandra Buechler**, Research student, University of Fribourg.

MAIN TASKS OF THE CENTER FOR COMPETITIVENESS IN 2009

The Center for Competitiveness' main activities focus on four inter-related tasks:

- Education
- Research
- Advisory activities
- International collaboration



EDUCATION

An important task is to conduct MOC courses in collaboration with the Institute for Strategy and Competitiveness (ISC) of the Harvard Business School. These courses are also operated in collaboration with several important universities located around the world. The courses offer a unique opportunity for students to get online access to Michael Porter's courses as well as to do networking with students following the same kind of courses abroad.

MOC Courses

The Follow-up of an executive MOC course delivered in 2012 for **Abu Dhabi** High

Officers of the Department of Economic Development was organized in Abu Dhabi in January 2013. This second part of the MOC courses comprised three lectures: one lecture for the Secretary of State and High Official of the Ministry; one lecture for all stakeholders that took place in the INSEAD campus; on lecture for members of the Department of Economic Development and of the Abu Dhabi Center for Competitiveness.

A course on MOC (microeconomics of competitiveness) was delivered in English

at the **Master level** at the University of Fribourg during the Spring Semester 2013. **An executive MOC course** was delivered at the International Institute of Management in Technologies (iimt) of the

University of Fribourg in November 2013. The course duration was 2 ½ days. A class of NIDA Students attended one week MOC course at the Center for competitiveness in Fribourg in January 2013.



NIDA students attend regularly MOC courses at the Center for Competitiveness in Fribourg.



NIDA Students enjoying Winter season at the MOC course in Fribourg in January 2013.

Lectures on Competitiveness

Prof. Gugler delivered several MOC lectures on competitiveness within the MOC programme of other Universities affiliated to the ISC/HBS:

- Lectures delivered at NIDA (Bangkok) in January 2013 and August 2013
- Lecture delivered at the University of Economics Prague (CZ) in September 2013

Prof. Gugler delivered also lectures on competitiveness issues at:

- The Autonoma University of Madrid (Spain) in March 2013
- The University of Rome 1 Sapienza (Italy) in May 2013

RESEARCH

The main research activities are conducted in the field of the determinants of competitiveness, innovation, cluster mapping and the role of clusters to upgrade prosperity, the governmental policies fostering competitiveness, as well as the role of multinational enterprises (MNEs) on the technological and economic upgrading of host and home countries. As far as policy issues are concerned, a particular attention is given to competition policy.

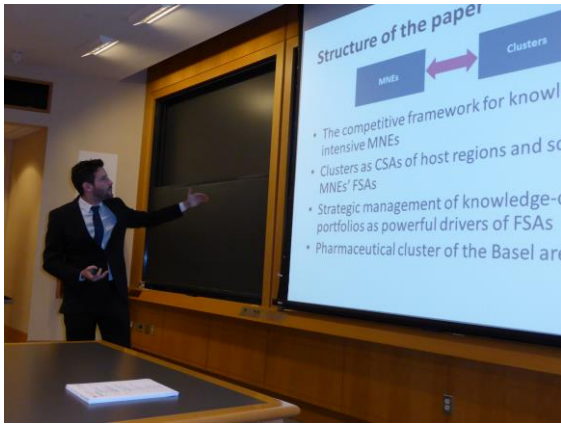
Xavier Tinguely, Research Assistant at the Center for competitiveness got his PhD in Spring 2013. His thesis has been published under the title: *TINGUELY, X., The New Geography of Innovation: Clusters, Competitiveness and Theory, Basingstoke (UK): Palgrave Macmillan, 2013.*

International Conferences and workshops

Prof. Gugler delivered an address “Impact of endogenous and exogenous dynamism of innovative clusters: evidences of the Basel pharma cluster” at the International Conference on Clusters in March 2013 in Fribourg.

Prof. Gugler presented his study “Transparency of Markets and Antitrust Policy” at the Eastern Economic Association Conference in New York, May 2013.

Prof. Gugler and Michael Keller presented the paper: Philippe Gugler, Michael Keller and Xavier Tinguely, “Clusters as home and host country-specific advantages of Innovative Multinational Enterprises (MNEs) Theoretical framework and empirical evidences from the Basel Pharmaceutical Cluster” at the Research Session organized within the MOC workshop at Harvard Business School on December 2013.



Prof. Gugler and **Michael Keller** presented the paper Philippe Gugler, Michael Keller and Xavier Tinguely, “The Role of Clusters in the Global Innovation Strategies of MNEs: Evidence from the Basel Pharmaceutical Cluster” in a competitive session at the EIBA Annual conference in Bremen (Germany) on December 2013

Laura Vanoli presented the paper “The impact of institutional distance on the establishment mode selection of Chinese firms in Europe” at the COST-EIBA Doctoral Think Tank in Bremen (Germany) on December 2013.



ADVISORY ACTIVITIES

The Center for Competitiveness also conducts specific research and inquiries regarding regional and national issues of competitiveness. Performance indicators are developed and the research insights are used as a basis for extensive advisory activities. The Center is also involved in cluster initiatives.

In 2013, the Center was mandated to do a study on the competitiveness and attractiveness of the Canton of Fribourg as well as a study on a cluster initiative in food-tech in the region of Fribourg.

NATIONAL AND INTERNATIONAL COLLABORATION

Prof. Gugler taught several courses on competitiveness at the National Institute of Development Administration (NIDA) in Bangkok in January and in September 2013.

Prof. Gugler was elected as Chairman of the European MOC network for the period July 2013 – July 2014. The 2013 annual

workshop of the European MOC network took place at the University of Fribourg on September 2013.

Prof. Porter gave an address via video during this event.



Michael Porter Address during the Annual European MOC workshop in Fribourg on September 9th, 2013. Available on <http://unifr.ch/competitiveness/en/events>.

The Abu Dhabi Department of Economic Development and the Competitiveness Office of Abu Dhabi (COAD) has signed a Memorandum of Understanding (MoU)

with the Center for Competitiveness of the University of Fribourg in September 2013.



His Excellence Mohammed Omar Abdulla, Undersecretary of State (Abu Dhabi) and **Prof. Philippe Gugler**.



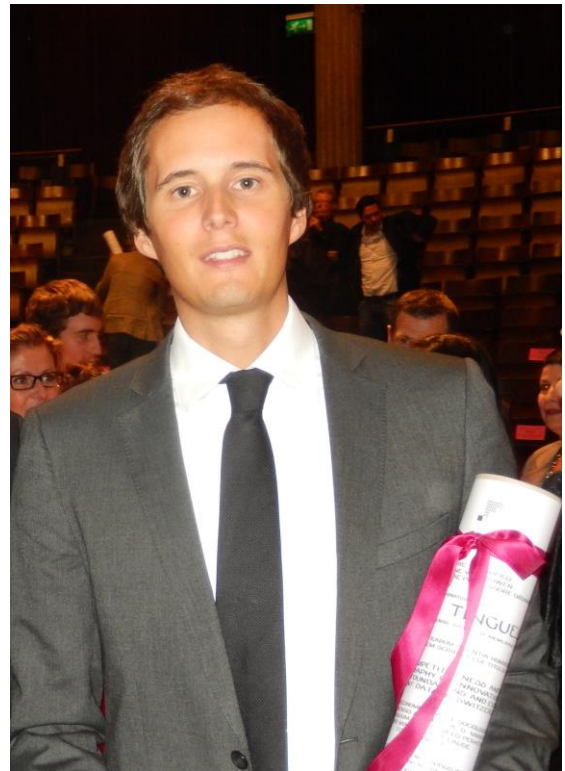
Since September 2013, the Center For Competitiveness is the Official partner of TCI in the field of the monthly collection of scientific publications in clusters.

AWARDS AND RECOGNITION

Xavier Tinguely got his PhD in Spring 2013: The title of his thesis is: *The New Geography of Innovation: Clusters, Competitiveness and Theory*.

Prof. Philippe Gugler was appointed as member of Advisory Board of the NIDA Business School (Bangkok) in September 2013.

Since January 1st 2014, Prof. Philippe Gugler is Member of the Editorial Board of the Journal of Business & Management (Science and Education Center of North America).



Prof. Pradit Wanara, President of NIDA, **Prof. Philippe Gugler**, and **Prof. Viput Ongsakul**, Dean of the NIDA Business School.

Students of the University of Fribourg received the “2013 MOC Award” from Michael Porter at the Harvard Business School.

Prof. Michael Porter delivered this Award at the Harvard Business School in front of around 150 specialists on competitiveness coming from more than 50 countries.

The award is dedicated to the best students’ paper elaborated within the course on competitiveness delivered in

the universities belonging to the Microeconomics of competitiveness (MOC) network. This network comprises around 100 universities located worldwide.

The award-winners wrote their study on the clean-tech cluster in Ireland. The Laureates - Valeria Andrade, Sean Malden, Desislava Naseva, Maria de Los Angeles Solis Amodio, and Matteo Sudan - are registered within the Master in European Studies at the University of Fribourg.



Prof. Michael Porter and the Laureates : Sean Malden, Maria de Los Angeles Solis Amodio, Desislava Naseva et Valeria Andrade at Harvard Business School on December 11, 2013.

COMPETITIVENESS REVIEW

Starting January 2014, **Philippe Gugler** and **Christian Ketels** will be the new Editors of the International Scientific Journal “Competitiveness Review” published by Emerald (U.K).



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