

**CITIES &
ECONOMY
FORUM**

**BILBAO
2016**
1st edition

How cities build inclusive growth and competitiveness for people ?

JON AZUA
ENOVATINGLAB
www.enovatinglab.com

From the Competitiveness of Cities to their Inclusive Development

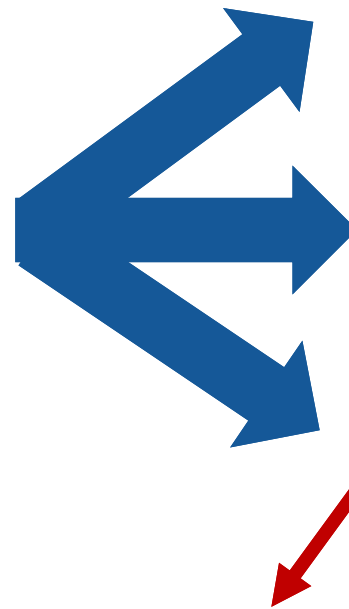


- Urban Innovation Solutions
- Building the Diamond: The COMPETITIVENES of CITIES
- From a Competitive new space becoming a relevant player within the Strategic Global Value Chains for your economy
- Within a new framework: Inclusive Growth, Development and Competitiveness
- Livable , Creative, Entrepreneur City-Regions: Stakeholding, Sharing Value, Strateging...

**THE CITY REGION
JOURNEY**

Type of Cities and for what?

- TOP DIGITAL
- TOP INNOVATIVE
- TOP CREATIVE
- TOP INVESTING
- TOP GREEN
- TOP SMART
- TOP FASHION



FOREIGNERS , CITIZENS
CORPORATIONS



**UNIQUE VALUE
PROPOSITION**

THE BEST PRACTICE
THE NEXT PRACTICE



**A UNIQUE PURPOSE
FOR DIFFERENT
BUSINESS OPPORTUNITIES**



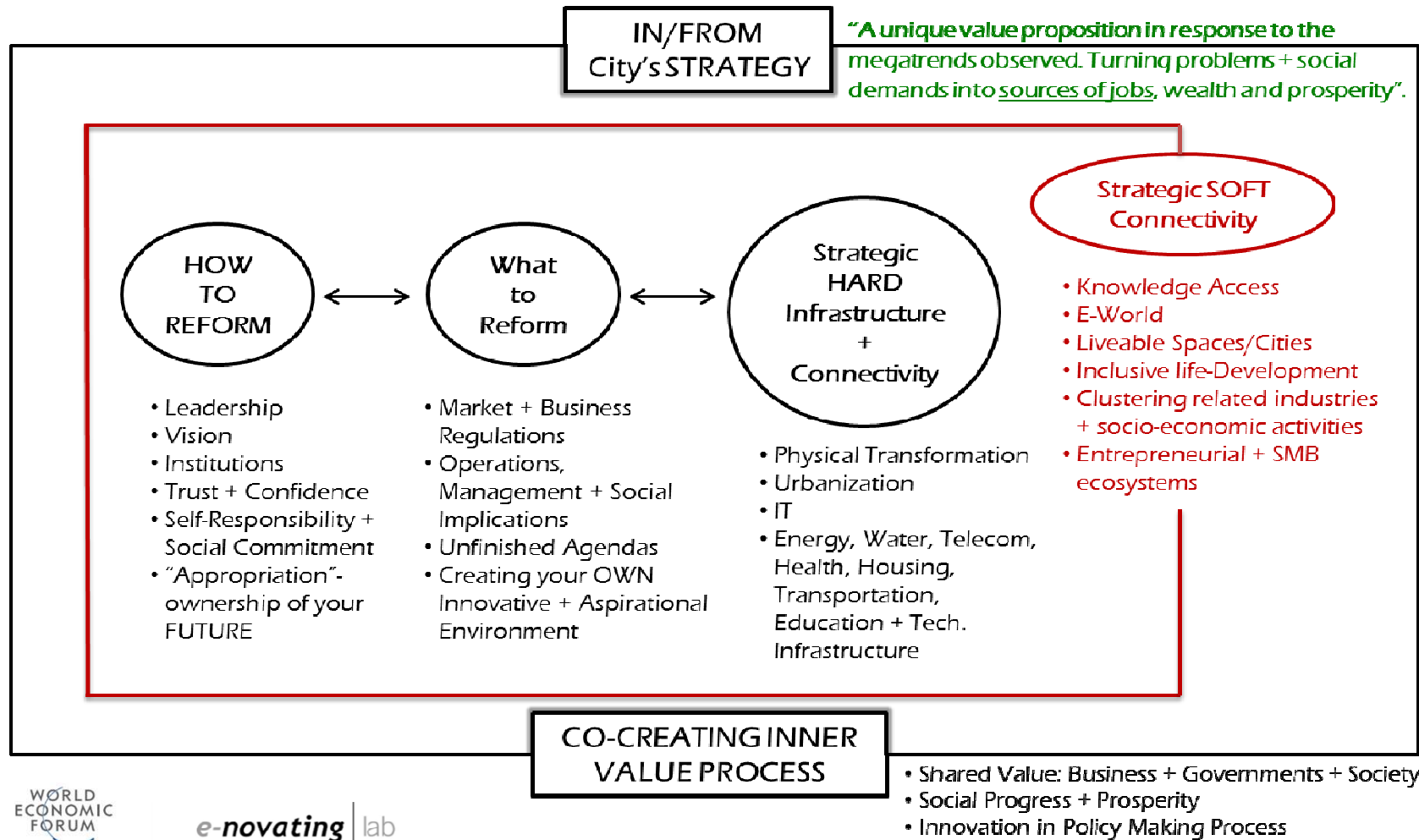
Re-positioning before Megatrends relevant to cities



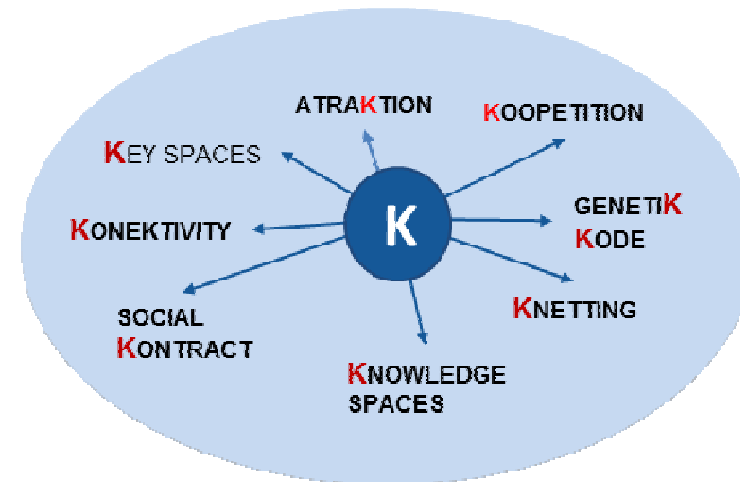
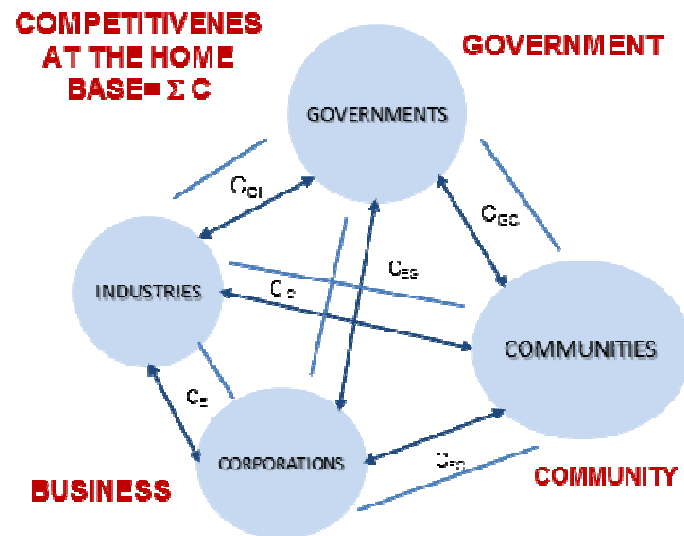
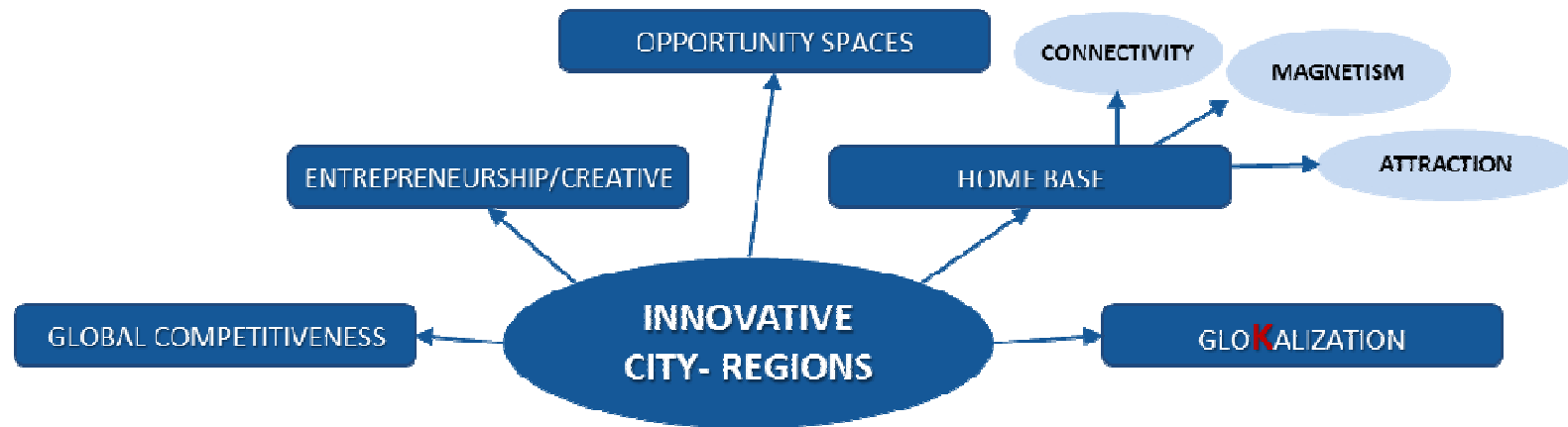
- Innovative Urbanization
- Rising Inequality
- Technological Change
- Industrial Clusters and Global Value Chains
- Demographics and Migration
- Sustainability
- Governance



“Determinants for City-Region Competitiveness. Changing/transforming their state...”



New initiatives for new innovative City-Regions



...Understanding Cities-Regions as active business players...too



...Something more than economics or physical transformation. Beyond urban solutions...



NEW YORK

“...Achieving **ECONOMIC GROWTH**, for better **STANDARD OF LIVING**, balancing urban growth protecting **CULTURE AND HERITAGE**, managing **MIGRANT IMPLOSION** and **SOCIAL STABILITY**”

SUZHOU

“STRATEGICALLY ORCHESTRATING”

- **LIVABLE**
- **VIBRANT**
- **SUSTAINABLE**

...Comprehensive **GREENER & GREATER** Interdisciplinary blueprint!

MEDELLIN

- More **JUST**
- More **HUMAN**
- **FREERER**
- **HAPPIER**

“...TRANSFORM ITSELF FROM A VIOLENT SPACE”

LEADERSHIP
GOVERNANCE
INSTITUTIONS
INNOVATION



“Identity, Belonging, Self Confidence, Creative Vision transforming adversity to re-think a new future for their people. Openness to the world from their own roots...”

BILBAO

IDENTITY, BELONGING, PROVOCATIVE, ASPIRATION...



The key factors?

“Lee Kuan Yew World Cities Prize”

- ❖ A comprehensive and holistic vision and long term Strategy
- ❖ Microeconomic and differentiated planning and implementation actions
- ❖ Stable Leadership
- ❖ Identity-Education. Innovation Commitment
- ❖ Specific instruments (Urban management, Finance, Contribution and Social Participation, Performance)
- ❖ A Social and Economic Driver
- ❖ Multi Disciplinary Innovation
- ❖ Reinventing as permanent attitude
- ❖ **“GLOKAL” APPROACH**



Clusterizing the future and breaking paradigms (BASQUE CASE)



Nuestras fuentes de empleo, riqueza y bienestar

- Cluster vectores o principales
- Integración/Reconfiguración clusters y actuales y nuevas iniciativas.

The CITY-Business challenge: FROM Basque Country- CLUSTERS Competitiveness TO new open challenges



“Competitive City-Regions and its connection with Global Value Chains”

Competitive City-Regions+ Global Value Chains
(+ Employments + Productivity + Wellness)



Inclusive and Sustainable Growth

“COMPETITIVE CITY-REGIONS”

Responsible Politicians

Competitiveness Territory

Cases for Global Trade and Competitiveness

Development of major Industries

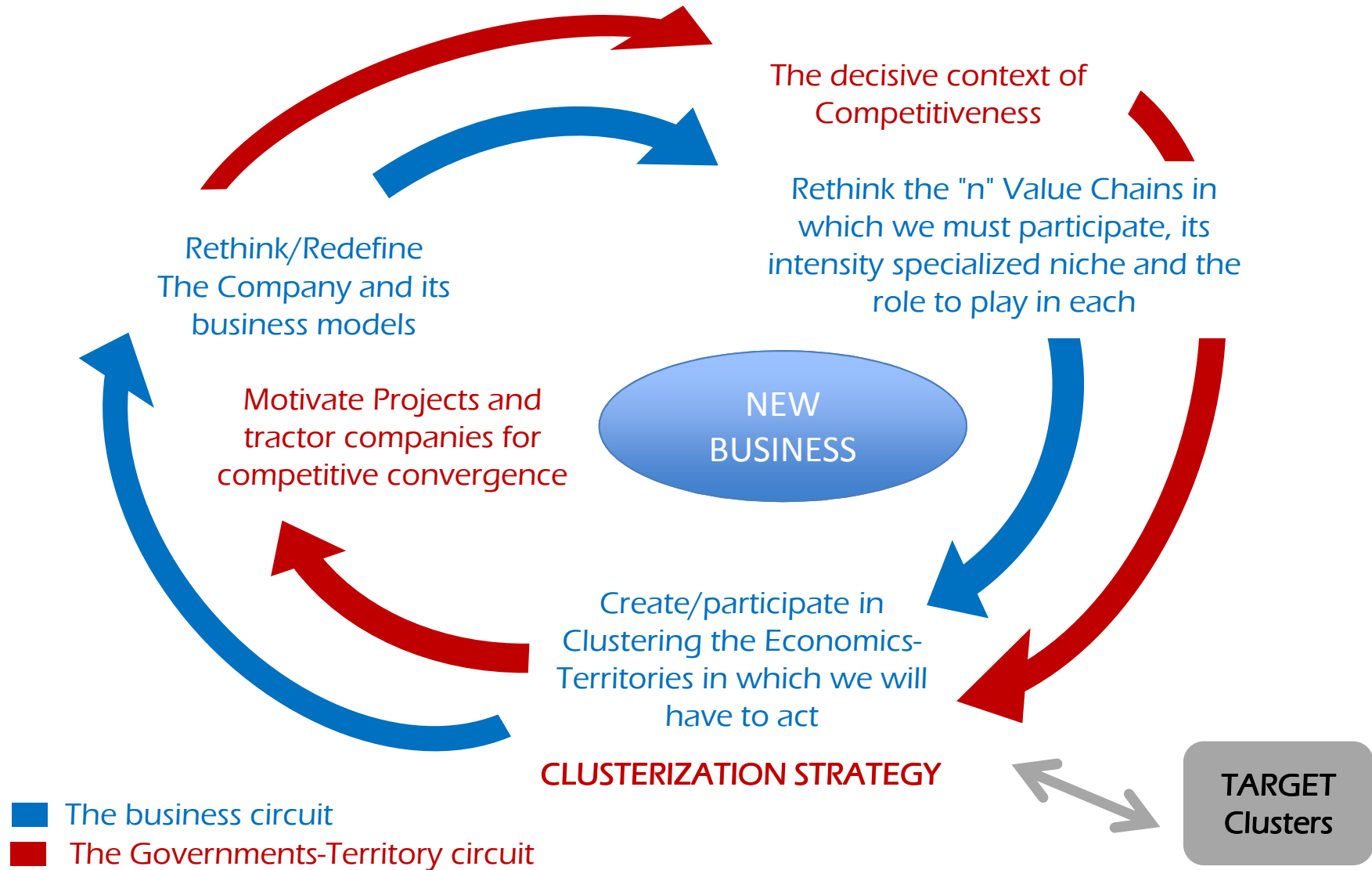
- Global Networks
- Widespread Production
- International Trade
- Clusterized Economies

“From the natural fitting of Value Chains in the Cities to “magnetic” innovation made by the Value Chains to cities”



Clusterization in the new spaces

Regional Intelligent Specialization?



And a new challenge!

BILBAO-BASQUE COUNTRY CASE

White Paper

Competitive Cities and their Connections to Global Value Chains

World Economic Forum Global Agenda Council on Competitiveness

Figure 1: Traditional production and GVC production



Source: Baldwin (2011)

Bilbao*

In a period of 30 years, Bilbao-Basque Country has successfully undergone a radical transformation from an old manufacturing port city built around its strategic geographic position and initial trade needs and pre-maritime industries, to a city-region aligned behind a roadmap of openness and connectivity built from the renewed strength of its citizens, companies, participatory and democratic laws, industrial clusters and essential activities.

Several factors have contributed to this success, including a shared leadership across all government institutions aligned under a common and sustainable vision; a shared mindset around advanced manufacturing driving the innovative, knowledge and technology changes on the new economic revolution; the development of a cluster-based economy breaking traditional sectors, industries and government-business silos; and building new competitive spaces where well-being and productivity come together in a unique co-created value. New institutions, confidence and trust have been developed to manage the "new value proposition", enhancing former industries, transforming education and human capital, as well as providing new soft and hard infrastructure and a financing model to support the strategy where public health, high-quality education and social income for all were identified as a priority.

In the future, Bilbao-Basque Country aims at building a strong network linked to three main areas of specialized development that have been identified: energy, bioscience and advanced manufacturing. Additionally, some niches related to territory (such as leisure and culture, food and others) are also being explored.

* Prepared by Jon Azua Mendia, President and Chief Executive Officer, Enovatinglab, and Member of the Global Agenda Council on Competitiveness.

Cities & Economy



- “Attracting, Retaining and Promoting Business...” **YES!**
- **But** for a **UNIQUE VALUE PROPOSITION**, within a complete **SOCIAL & ECONOMIC ECOSYSTEM**, through an **ENTREPRENEUR PUBLIC ROLE, PARTNERING IN A REAL COOPETITIVE PROCESS** (Public-Public, Private-Private, Private-Public) towards an **INCLUSIVE GROWTH & COMPETITIVENESS NEW FRAMEWORK”**