**Guided Conversations with Regional Industry Leaders**

**Participant Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Industry Cluster: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Interviewer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Provide respondent a copy of the SET overview and briefly explain the regional effort.

Ask the respondent to look at the **cluster** **data and comment** on it. Is the data consistent with what he or she knows to be true?

After respondents comments on data, ask him or her if they would be willing to answer a few questions about their related industry in this region (\_\_\_\_\_\_\_\_\_\_\_\_\_Selected Industry Cluster).

*We would like to ask you a few questions about the \_\_\_\_\_\_\_\_\_\_ industry. Thinking of your industry in this region and 4 different strategies for growing your industry (creation, attraction, retention, expansion). For each of these strategies,*

**Creation**

1. Are there individuals in the region interested in starting a new business, either as an exporting firm (e.g., manufacturer) or as a service/input provider?
2. Are there entrepreneurship training programs in place to build capacity?

If no, suggestions on type? If yes, can they be improved?

1. Are there channels for accessing capital? If no, what else would you expect? If yes, can they be improved?
2. What opportunities do you see to create new businesses that could support this industry? (i.e., Is there a large enough regional market to justify a new business? Are there other barriers specific to this industry, such as skilled labor/specialized services, infrastructure, or facilities?)

**Attraction**

1. Are there specific types of firms the region could attract to fill the leakage gap?

If yes, what type?

1. What strategies are in place to target these specific industries? Can they be improved? If none, what would be most effective?

1. What do these industries need to be lured to the region?

**Retention**

1. What firms are currently contributing to the cluster?
2. Are these firms facing any common threats to survival in the region?
3. Do these firms need any particular programs, resources, policies in order to continue operation in the region?

**Expansion**

1. Could existing businesses expand to fulfill the needs of the cluster? Which ones?
2. What incentives or resources are needed to help these businesses expand?

**Foundations of Economic Growth**

What local conditions or local environment do we have to have to tie all of this (creation, attraction, retention, and expansion) together in our region? Be *specific* to your industry in your area.

**Invite to SET meeting in Center, Wednesday, September 14!!!!**