



## 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?
  
- 3) Are there channels for accessing capital? If no, what else would you expect? If yes, can they be improved?
  
- 4) 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?
- 2) What strategies are in place to target these specific industries? Can they be improved? If none, what would be most effective?
- 3) 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!!!!**