



# "DEVELOPMENT OF SEA BUCKTHORN AND OTHER HORTICULTURAL MARKETS IN THE ASIA REGION"

AsiaBerry-2024

## Sea buckthorn industry upgrading through entrepreneurship and innovation

*Nasanjargal Darjaa*

PhD Candidate, MULS

*Prof. Tsevelmaa Khyargas*

Academic supervisor

National University of Mongolia

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# Introduction to Cluster Development in SEZs

## Introduction: Cases of economic integration – special economic zones

1 Understanding Cluster Development

Benefits of Cluster Development

2

3 Challenges in Cluster Development

Successful Examples of Cluster Development in SEZs

4

### Benefits of Collaboration in SEZs

Knowledge Sharing

Market Access

Skill Development

A

B

C

D

E

Resource Optimization

Innovation and R&D

### Key Elements of Successful Cluster Development

1

Strong Leadership

4

Supportive Infrastructure

2

Strategic Location

5

Knowledge Exchange and Collaboration

3

Access to Skilled Workforce

6

Supportive Policy Environment

# Motivation

**International best practice: integrated data on European Cluster Collaboration Platform**

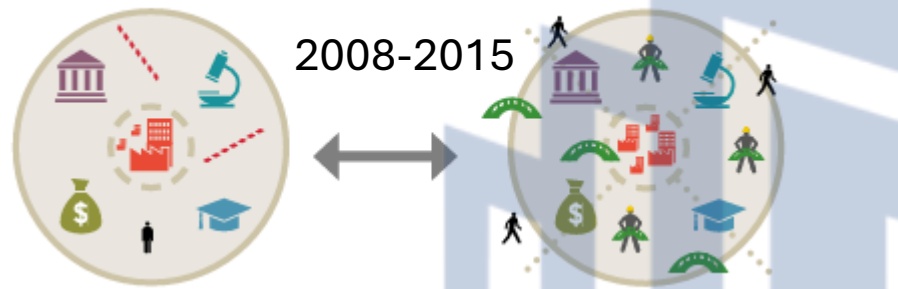


	Total	EX27	Non-EU COSME countries	Third countries
<b>Cluster Organizations</b>	1398	1091	84	213
<b>Cluster Members</b>	7283	399	21	8
<b>European Cluster Partnerships</b>	276	203	3	9
<b>Cluster Networks</b>	46	34	0	1
<b>National cluster associations</b>	22	19	2	1
<b>Policy Institutions</b>	19	17	1	1
<b>Resource Providers</b>	136	129	3	1
<b>Training organizations</b>	25	22	3	0

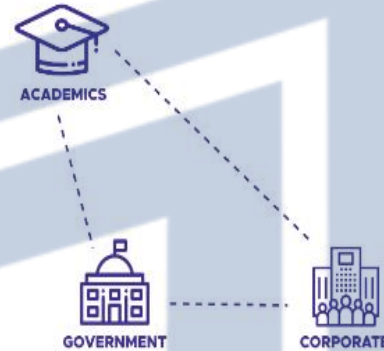
Source: <https://www.clustercollaboration.eu/>

# Motivation Cluster Paradigm

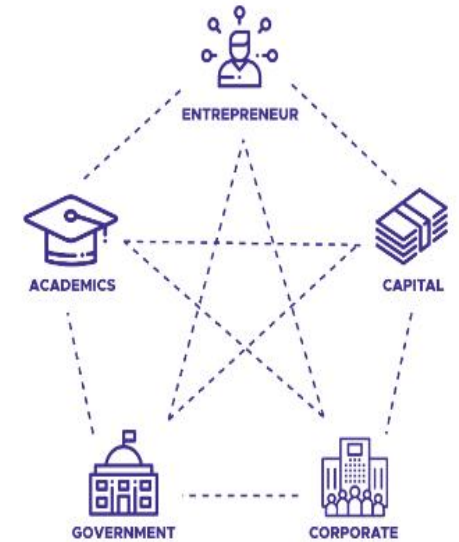
# Cluster Paradigm Shift



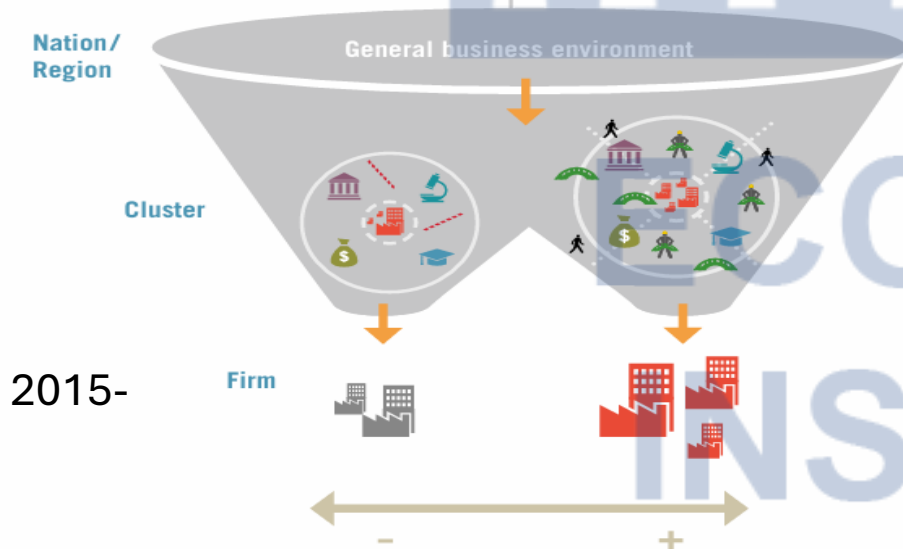
2008-2015



**Triple Helix**  
1990's - 2010's



**Pentagon**  
2010's -



2015-

<https://www.strategytools.io/five-pillars-of-innovation-superclusters/>

# Research question

Why we need the next shift of the sea buckthorn cluster initiative until 2030s?



## The 'Grow' model

- Expand in new markets, often exports
- Efficiency-driven innovation
- Increase basic trust and collaboration among members

## The 'Transform' model

- Navigate significant industry shifts
- Accelerate transformation within member companies'
- Bring startups and corporates together to speed up innovation

## The 'Build' model

- Develop a new industry from scratch
- Very limited number of members early on
- May struggle with funding and support in the early phases

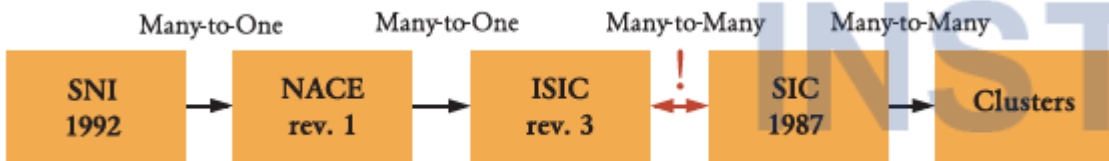
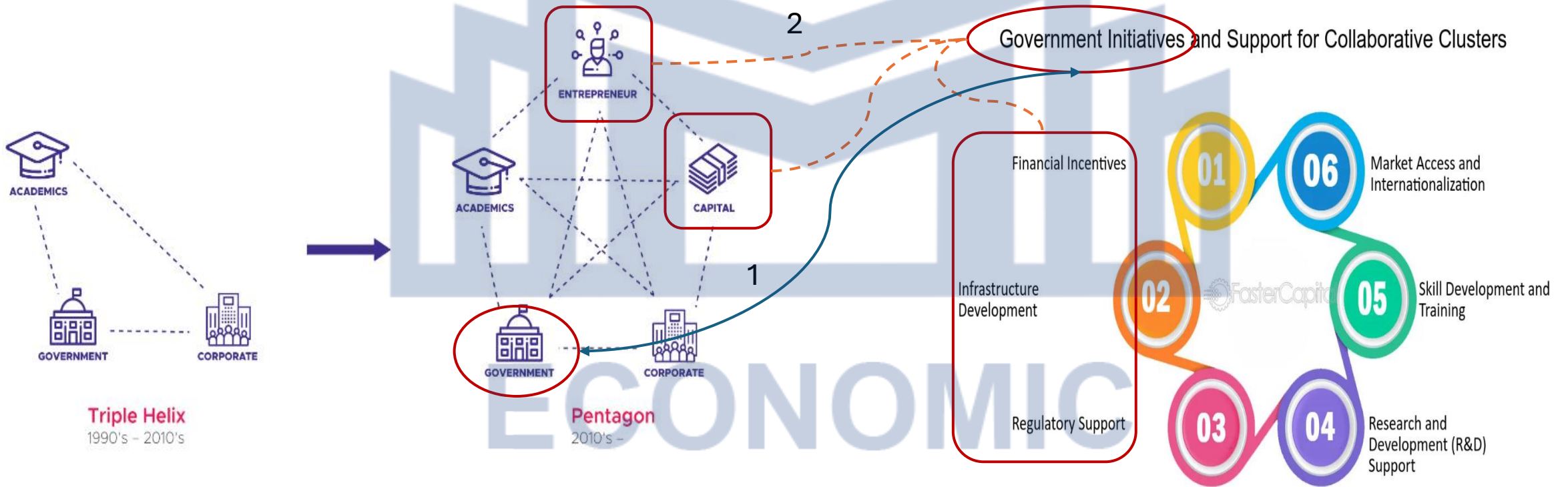
How Sea buckthorn **cluster related policy (2012-2023)** was implemented by nationwide or regionally ?

**VS**

Shall we be Sea buckthorn **cluster policy (until 2030)** implemented through specific theme, for instance, entrepreneurship or innovation?

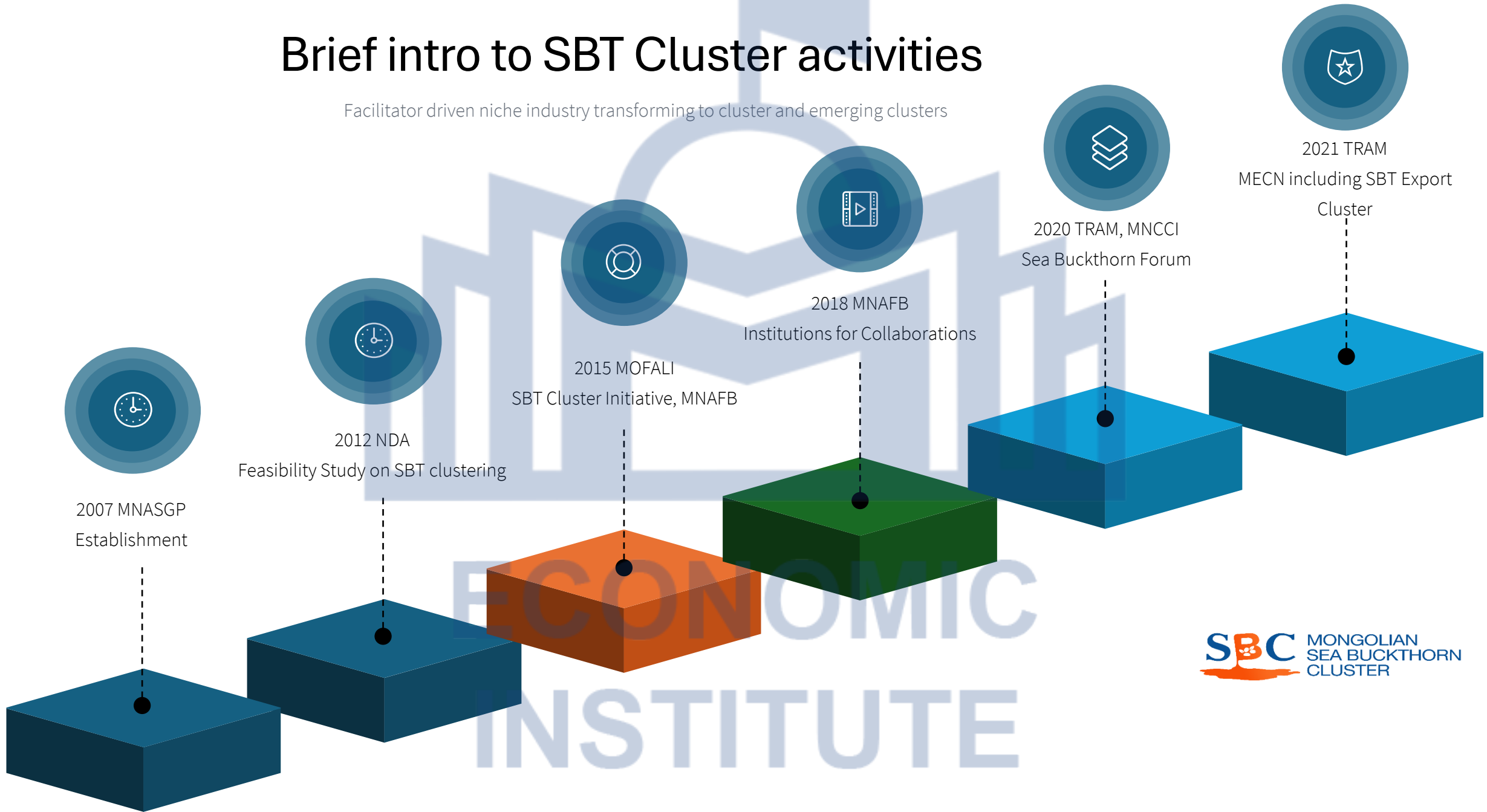
<https://www.strategytools.io/rise-of-innovation-superclusters/>

# Analytical framework



# Brief intro to SBT Cluster activities

Facilitator driven niche industry transforming to cluster and emerging clusters







### Building Seabuckthorn Value Chain in Mongolia: Challenges in VCF

TSEVELMAA Khyrgas, Ph.D Department of Economics, NUM

**Introduction**

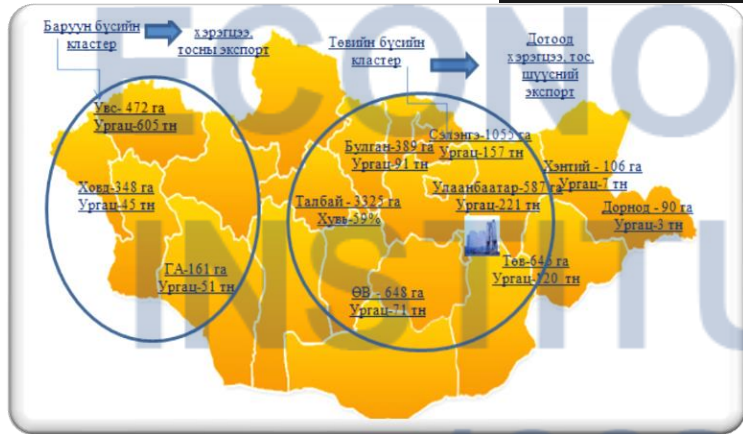
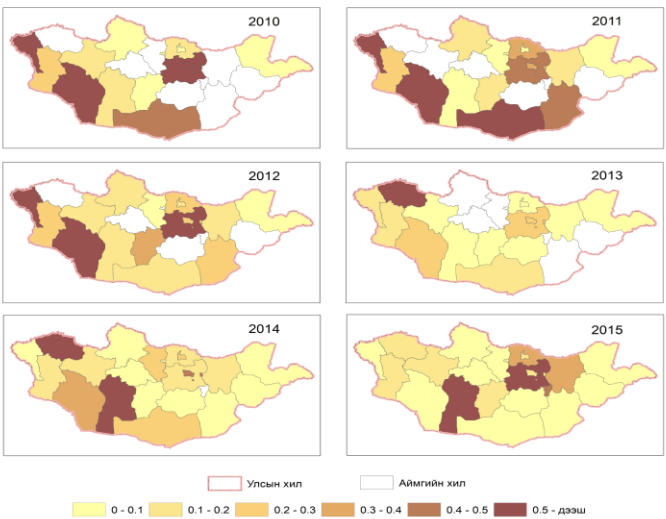
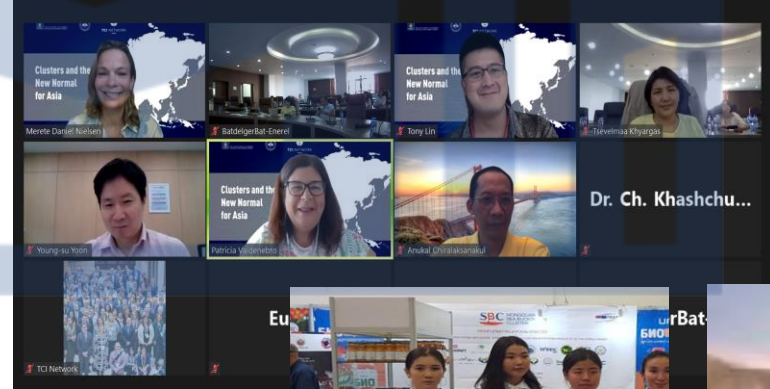
- Ministry of Food and Agriculture initiated the SCI in 2014.
- Short-term goal of SCI is aimed to build up Institutions for Collaboration under facilitating the MNASGP.
- The SCI has an effort to develop the integrated models in SVC in Mongolia

**Challenges:**

- Agro-Industrial VCF structure and institutional framework
- Agro-Industrial VCF instruments
- A Weak Capacity with Working Capital of SVC actors
- Set up Appropriate Database

**Development Crosswalk:**

- Dialogue on Sustainable Agro-Industrial loan and Guarantee Fund
- Investment in value addition and leading companies
- Specific and focused management at SCI





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## Findings and discussions

- Re-assessment of sea buckthorn industry direct, indirect, and inducement impacts: IO table, LQ techniques etc.
- A permanent platform that discusses **cluster policy or cluster-related policy for sea buckthorn cluster initiatives**, and shift to strategic choice on sea buckthorn cluster policy based on entrepreneurship or innovation
- The opportunity to develop specific theme: **for instance, tech-jobs, tech-scale-ups as an entrepreneurs**
- **Designing the new SCI strategy until 2030 from Triple helix to Pentagon model as growing sea buckthorn cluster**
- Joint Expert Council with MECN
- Create cluster network with other related industries
- **Depth study on policy institutions and resource providers**
- Training on cluster managers and coaches
- Data hub or data center for the newly emerging clusters

# Conclusions

- The cluster paradigm shift opens the opportunity to review the strategy of the Mongolian Sea buckthorn cluster initiative (SCI). Shift from a triple helix to Pentagon cooperation platform could be possible to discuss the new strategy of the SCI.
- This process requires incremental research and analysis for the SCI platform:
  - The impact of the sea buckthorn industry in Mongolia and Asian region, and its indirect and direct effects on other related industries (1), can be re-evaluated.
  - Entrepreneur or innovation study in sea buckthorn industry (2) can be conducted to develop a new value chain through the SCI.
  - Conducting research and discussing business models and cluster policy options that can be developed that are differentiated from other clusters and its competitive advantages and competitiveness, will increase the SCI importance (3).
  - Another issue to be highlighted is the tech-scale ups through SCI (4).
- There is important of Government initiative and support for collaborative clusters to emerge and grow entrepreneurs through export clusters except mining.

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## Contact:



Mongolian National Association of Fruits and Berries, Azmon Building 5/503  
The Economic Institute of the National University of Mongolia, NUM Building 5/503



<http://chatsargana.mn/>  
<http://ei.num.edu.mn/>



[mongolfruits@gmail.com](mailto:mongolfruits@gmail.com) or [info@chatsargana.mn](mailto:info@chatsargana.mn)  
[tsevelmaa@chatsargana.mn](mailto:tsevelmaa@chatsargana.mn)

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