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In an increasingly globalised world, paradoxically regional innovation clusters have moved to the forefront of attention as a strategy for economic and social development. Transcending international success cases, like Silicon Valley and Route 128, as sources of lessons, successful high tech clusters in niche areas have had a significant impact on peripheral regions. Are these successful innovation clusters born or made? If they are subject to planning and direction, what is the shape that it takes: top down, bottom up or lateral?