



European Commission
Enterprise and Industry

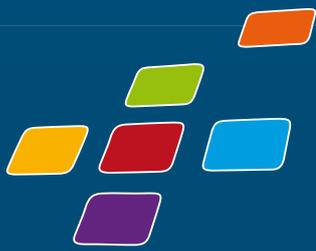
Supporting **Innovation** in a Changing World



Europe INNOVA
Annual Partnering Event '09

Programme

Heraklion, Crete | 20-22 September 2009 | www.europe-innova.eu/crete2009



Heraklion

provides the launch pad for **Europe INNOVA Annual Partnering Event**



“Supporting **Innovation** in a Changing World”

On 20-22 September 2009, Heraklion will host the Europe INNOVA Annual Partnering Event 2009. Organised by the Heraklion Chamber of Commerce and Industry and the Region of Crete, with the support of the Special Secretariat for Competitiveness of the Greek Ministry of Development and in collaboration with the European Commission, the Annual Partnering Event will bring together some 200 Europe INNOVA stakeholders as well as partners from the PRO INNO Europe® initiative.

This year's Annual Partnering Event will address key issues in support for innovation; identify synergies between and foster collaboration across the European Innovation Platforms and with other European initiatives, notably PRO INNO Europe®. The event offers an excellent opportunity to:

- Review Community innovation policy and support in a changing world;
- Explore the role of the European Innovation Platforms in terms of developing new tools and instruments for innovation support across the areas of knowledge intensive services, cluster cooperation and eco-innovation;
- Debate the effectiveness of innovation support at European, national and regional levels;
- Discuss and vote on a new Europe INNOVA Mission Statement.

SUNDAY 20 SEPTEMBER : OFFICIAL OPENING

08:30 - 19:00 Registration (Hotel Mövenpick Resort & Thalasso Crete)

09:00 - 15:00



Europe INNOVA kick-off meetings: 1st round

REMake

EcoCluP

Cluster Manager Excellence

MOBIP (09:00-13:30)

15:00 - 17:00



Informal Get-togethers

Meeting 1

KIS-IP Horizontal Steering Group
(15:00-17:30, by invitation only)

Chair: Jenny Tooth, Business Development Director, GLE Growth Capital, UK

Meeting 2

European Cluster Management Excellence

Chair: Emiliano Duch, ECEI Coordinator, IESE Business School, ES

Meeting 3

Intelligence on Innovation
(by invitation only)

Chair: Reinhard Büscher, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

Meeting 4

Associating the INNO-Partnering Forum with the Europe INNOVA Innovation Platforms
(for representatives of public agencies only)

Chair: Jenni Nordborg, Programme Director, Innovation Actors Division, VINNOVA, SE

17:00 - 18:00 Drinks on Terrace

20:00 - 20:30



Official Opening & Welcome Addresses

19:30 Bus shuttle from Hotel to Heraklion Chamber of Commerce & Industry

Nikitas Dolapsakis, President, Heraklion Chamber of Commerce and Industry, EL
Reinhard Büscher, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit
Serafeim Tsokas, General Secretary of the Region of Crete, EL

20:30 Bus shuttle from HCCL to Welcome Reception

21:00 - 22:30



Welcome Reception

Venue: Bethlehem Gate on the Venetian Walls of Heraklion

22:30 Bus shuttle to Hotel

MONDAY 21 SEPTEMBER

08:00 - 09:00 Registration (Hotel Mövenpick Resort & Thalasso Crete)

09:00 - 12:30



Opening Plenary Session

Moderator: Lisbeth Kirk, Editor in Chief, EUobserver

Reviewing Community innovation support in a changing world

09:15 - 09:40 Using Structural Funds for the benefit of innovation: the Greek example

Eleftherios Stavropoulos, Special Secretary for Competitiveness, Ministry of Development, EL

09:40 - 10:00 European innovation policy in a changing world

Henriette van Eijl, Policy Officer, European Commission, DG ENTR, Innovation Policy Development Unit

Stakeholders' experiences and expectations: what worked and what didn't work

10:00 - 10:15 Is service innovation sufficiently understood and supported?

Jenny Tooth, Business Development Director, GLE Growth Capital, UK

10:30 - 10:45 The perspective of the eco-community: When is Community support for eco-innovation helpful and when not?

Fabio Iraldo, Associate Professor of Management and Innovation, Sant'Anna School of Advanced University and Post Lauream Studies, IT

10:15 - 10:30 Synergies between regional, national and EU level innovation support: Complementarity and subsidiarity between different levels. Where is there progress and where not?

Member of the Business Panel on future European innovation policy (tbc)

10:45 - 11:15 Coffee break

11:15 - 12:15 Round table discussion

What should innovation support in a changing world look like?

Reinhard Büscher, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit
Eleftherios Stavropoulos, Special Secretary for Competitiveness, Ministry of Development, EL
Anne Lidgard, Director, Innovation Actors Division, VINNOVA, SE, representing the Swedish EU Presidency
Jenny Tooth, Business Development Director, GLE Growth Capital, UK

12:15 - 12:30 Launch of the new Europe INNOVA website

12:30 - 14:00 Lunch

14:00 - 15:45

Parallel Sessions

Europe INNOVA aspires to become the laboratory for the development and testing of new tools and instruments in support of innovation in Europe to help innovative enterprises innovate faster and better

14:00 - 14:15 What are the tools and instrument to be developed by Europe INNOVA, for whom and by whom?

Reinhard Büscher, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

Parallel Session 1

Developing New Tools and Instruments for Innovative SMEs

Chair: Nathalie Delorme, International Director of International SMEs' Development, OSEO, FR

Which main new tools and instruments are expected to be developed and tested by Europe INNOVA projects in the coming years?

How to exploit synergies between the different projects?

Which accompanying actions are necessary to maximise impact and the leverage the new tools and instruments as widely as possible?

Kick-off:

Mette Quinn, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

Case studies:

KIS-PIMS: innovation vouchers - **Katharina Krell**, Managing director, Greenovate! Europe, BE

KIS4SAT: IP guide – **Robert Sanders**, Head of European Projects, EBN, BE

REMake: **Uwe König**, CTO, Zentralverband Oberflächentechnik, DE

TAKE IT UP: **Andrea Di Anselmo**, Vice President, META Group, IT

Parallel Session 2

Involving SMEs in the Testing of New Tools and Instruments

Chair: Astrid Severin, Executive Manager, Greenovate! Europe, BE

How to involve SMEs in the testing phases?

How to select and approach them?

How to assess the potential impact of the tested new instruments and tools?

What could be the role of IMP3ROVE in the pre-selection process and the evaluation of the results?

Kick-off:

Christophe Guichard, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

Case studies:

IMP³rove: **Eva Diedrichs**, Consultant, AT Kearney, DE

KIS-PIMS: **Vincent Morfouace**, Senior Consultant, TECHNOFI, FR

ACHIEVE MORE: **Natalia Blagburn**, FinanceTree, UK

Parallel Session 3

Promoting New Forms of Clusters

Chair: Leonidas Karapiperis, Advisor Responsible for New Initiatives in the context of the European Research Area, European Commission, DG RTD

How to use Europe INNOVA projects to improve the business environment ("eco-system") for innovation through clusters?

Which new approaches are followed in this respect, for example to better include user-driven innovation in clusters?

Kick-off:

Kincsö Izsák, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

Case studies:

KIS4SAT: **Jakob Rasmussen**, Chairman, Living Labs Global, Partner, Interlace-Invent, DK

EcoCluP: **Gareth Jones**, Centre for Economic and Environmental Development, UK

Representative of Mobile Heights, SE (tbc)

Fabio Iraldo, Associate Professor of Management and Innovation, Sant'Anna School of Advanced University and Post Lauream Studies, IT

15:45 - 16:15 Coffee break 

16:15 - 17:15

Question & Answer Sessions

An opportunity to discuss the most frequently asked questions on issues requiring further clarification and explanations

KIS 100 Club of Young Entrepreneurs: the New Approach

Chair: Mette Quinn, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

Kick-off:

William Stevens, KIS PLATFORM, CEO & Founder, Europe Unlimited, BE

Europe INNOVA Communication & Promotion

Chair: Evangelia Koundouraki, Communication and Information Officer, European Commission, DG ENTR, Communications Unit

Kick-off:

Jacques Viseur, Europe INNOVA Communications, Managing Director, EuroTop SC, BE

Case study:

ACHIEVE MORE: **Paul Ormerod**, EIX platform, Director, euConnect, UK

Project Management

Chair: Orsola Mautone, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

Kick-off:

Agnieszka Zelaskiewicz, Finance and Contract Officer, European Commission, DG ENTR, Support for Innovation Unit

17:15 - 20:00

Europe INNOVA kick-off meetings: 2nd round

REMake 

EcoCluP 

ImMediaTe 

MOBIP 

 **18:00** Bus shuttle from Hotel to innovation tour

18:00 - 20:00 Optional innovation tour to a winery on the Cretan Wine Road (the tour will end in Archanes, at the venue of the Gala Dinner)

20:00 - 23:00

Gala Dinner

Venue: Traditional Cretan Village of Archanes

 **20:00** Bus shuttle from Hotel to Gala Dinner

 **23:00** Bus shuttle to Hotel

09:00 - 12:30



Closing Plenary Session

Moderator: Lisbeth Kirk, Editor in Chief, EUobserver

Effectiveness of innovation support

09:00 - 09:15 The rationale for the public consultation on the effectiveness of innovation support in Europe
Christophe Guichard, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

09:40 - 10:05 The New Nature of Innovation: What is expected from the EU and what is not?
Jørgen Rosted, Development Director, FORA, DK

09:15 - 09:40 Lessons learned from the public consultation on the effectiveness of innovation support
Eurico Correia Neves, CEO and Founder, INNOVA Europe, LU

10:05 - 10:30 The EU Baltic Sea Strategy: A pilot initiative
Anders Lindholm, Programme Officer, European Commission, DG REGIO

10:30 - 11:00 Coffee break 

Voting Sessions: Towards a New Mission Statement for Europe INNOVA

11:00 - 11:15 Why does Europe INNOVA need a New Mission Statement?
Mette Quinn, Policy Officer, European Commission, DG ENTR, Support for Innovation Unit

11:15 - 12:00 Voting procedure on 5-6 statements with alternative formulations. Comments on voting results by representatives of Europe INNOVA actions

Knowledge Intensive Services-IP: MOBIP

Angelos Manglis, President & Managing Director, Atlantis Consulting S.A., EL

European Cluster Observatory II:

Lucia Seel, Coordinator EU projects, Clusterland Upper Austria, AT

Innovation Management: IMP³rove

Eva Diedrichs, Consultant, AT Kearney, DE

Promotion Pillar: TAKE IT UP

Andrea Di Anselmo, Vice President, META Group, IT

Closing Addresses

12:00 - 12:15: **Nikitas Dolapsakis**, President, Heraklion Chamber of Commerce and Industry, EL

12:30 - 14:00 Lunch & Networking Activities 

12:15 - 12:30: **Reinhard Büscher**, Head of Unit, European Commission, DG ENTR, Support for Innovation Unit

14:00 - 16:00



Innovation Tour to FORTH

 14:00 Bus shuttle from Hotel to FORTH

 16:00 Bus shuttle from FORTH to Hotel

 14:30 Bus shuttle from Hotel to airport

14:00 - 17:00



Europe INNOVA kick-off meetings: 3rd round

EcoCluP (14:00 - 18:00) 

ImMediaTe 

Meeting Rooms



Pasiphae West (ground floor)



Pasiphae East (ground floor)



Minos West (ground floor)



Minos East (ground floor)



Apollo (1st floor)

Useful Information

Europe INNOVA Annual Partnering Event:

Mövenpick Resort & Thalasso Crete

P.O. Box 28, 71414 Gazi-Heraklion, Crete, Greece

Tel: +30 2810 377000

www.moevenpick-crete.com

Official Opening:

Heraklion Chamber of Commerce and Industry

9 Koronaiou Str., GR 71202, Heraklion Crete, Greece

Tel: + 30 281 0229013

www.ebeh.gr

Welcome Reception:

Bethlehem Gate on the Venetian Walls of Heraklion

Gala Dinner:

Village of Archanes

Languages:

The language of the event is English.

Transportation:

A free shuttle bus service will be organised from Mövenpick Hotel to the official opening, the gala dinner and the innovation tours.

Side Events:

For more information about the side events please visit

www.europe-innova.eu/crete2009 and click on "Side Events".



O.P Competitiveness and Entrepreneurship (OPC II), ROP Macedonia – Thrace, ROP Crete and Aegean Islands, ROP Thessaly – Sterea Ellada – Epirus, ROP Attica



Partnerships for better
innovation support



With the support of E.R.D.F. of EU
regions at the centre of development

