

ERIK ACTION and INTERREGIONAL COOPERATION – Upgrading the Innovation Capacity of Enterprises through Interregional Transfer

Tuesday 11 May 2010 – Palazzo degli Affari, Florence, Italy

DRAFT Programme – Version April 2010

An Exhibition of Photographs on “Cooperating to Innovate” and regional Good Practices on Innovation in SMEs will run throughout the day

0830 Registration of Participants

0900 Opening Session: ERIK ACTION and INTERREGIONAL COOPERATION

Welcome and Opening

- **Gianfranco Simoncini**, Regional Minister for Economic Development, Tuscany
- **Petra Bohuslav**, Regional Minister for Economic Affairs, Tourism and Sport, Lower Austria

*Session Chair and Introduction: **Mikel Landabaso**, Head of Unit Thematic Coordination & Innovation, DG Regional Policy, European Commission*

- Video Message from **Dirk Ahner**, Director General DG Regional Policy, European Commission
- **Marco Romagnoli** – Director General Economic Development, Regional Government of Tuscany
- **Nicholas Singer** - Senior Project Officer, INTERREG IVC Joint Technical Secretariat

1000

Coffee Break and Networking Opportunity in the Exhibition Area

1030 Mainstreaming - Learning from the ERIK ACTION Transfer Experience to Strengthen Innovation Capacity in Enterprises

Session Chair: Hans-Christian Jäger, IDEUM

- **The ERIK ACTION Project: A Capitalisation Experiment** - **Nadia Crivelli**, Project Manager, Sector for Attracting Investments, Regione Toscana
- **The ERIK ACTION Film: Upgrading the Innovation Capacity of Enterprises through Interregional Transfer** - the Capitalisation process through the eyes of regional stakeholders
- **Discussion and Debate:** Experiences of Transfer / Capitalisation with the participation of ERIK

ACTION partners, INTERREG JTC and the European Commission

1200 Parallel Sessions – Good Practices to Upgrade Innovation Capacity

<p><i>Responsible and Sustainable Solutions</i></p> <p>Session Chair: <i>Marisa Parmigiani, Head of Social Policies at National Level, ANCC Coop</i></p> <ul style="list-style-type: none"> • Giuseppina De Lorenzo, Head of Programme for CSR, Regione Toscana • Håkan Brynielsson, Director, Regional Council of the County of Kalmar • Bernard De Potter, Administrator General, Enterprise Flanders 	<p><i>New Member States: Challenges & Opportunities</i></p> <p>Session Chair: <i>Emmanuel Muller - Fraunhofer Institute of Innovation and System Research</i></p> <ul style="list-style-type: none"> • Michal Kukula, Director, Nebotra • Luminita Mihailov, Director, South East Romania Development Agency • Małgorzata Piotrowicz, Poznan Science and Technology Park • Jaroslav Tešliar, Agency for Regional Development of Košice
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1330 *Buffet Lunch and Networking Opportunity in the Exhibition Area*

1430 Parallel Sessions – Good Practices to Upgrade Innovation Capacity

<p><i>Investing in Youth & Human Resources</i></p> <p>Session Chair: <i>Chiara de Caro, Coordination Manager, European Confederation of Young Entrepreneurs</i></p> <ul style="list-style-type: none"> • Frederic Rode, Managing Director, Bretagne Innovation • Martina Ebner, Department for Economy, Tourism and Technology, Regional Government of Lower Austria • Silvano Bertini, Head of Sector for Economic Development, Regione Emilia Romagna 	<p><i>Investing in Enterprise Cooperation</i></p> <p>Session Chair: <i>Richard A. Bendis, President and CEO, Innovation America</i></p> <ul style="list-style-type: none"> • Luis Cavaco, General Manager, ADRAL - Development Agency of Alentejo • Simón Vázquez González, IDEA - Agency for Innovation and Development of Andalusia • Yiannis Bakouros, Associate Professor, University of Western Macedonia
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1600 Conference Conclusions

- Introduction to Concluding Session – Albino Caporale, Managing Authority Objective 2, Regione Toscana
- Good Practices in Innovation from America - Richard A. Bendis, President and CEO,

Innovation America

- Conference Conclusions – Irma Priedl, Regional Government of Lower Austria
- Signing of the Regional Action Plans – ERIK ACTION Partners

1700

Cocktail in the Exhibition Area