



European Union
Regional Policy



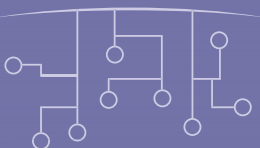
Conference Programme

Regions for economic change

DE EN FR



**Fostering competitiveness
through innovative technologies,
products and healthy communities**



7 – 8 March 2007

Brussels

Practical information

The conference will be held:

- in the Charlemagne building located Rue de la Loi 170, 1040 Brussels on Wednesday 7 March (all day) and Thursday 8 March (afternoon);
- in the Committee of the Regions located Rue Belliard 101, 1040 Brussels on 8 March morning.

The welcome desk will be open:

- on Wednesday 7 March at 8.30 onwards at the Charlemagne building;
- on Thursday 8 March at 8.30 onwards at the Committee of the Regions.

Simultaneous interpretation will be available in the following languages:

- plenary sessions: FR – DE – EN – IT – ES – PT – EL – CZ – HU – PL – SK
- workshops and roundtables: FR – DE – EN

Badges must be worn at all times.





The Commission has been encouraging innovative approaches and actions through a variety of Community Initiatives and Innovative Actions programmes over the years. Those actions can no longer be limited to pilot projects but must be implemented on a larger scale to have a real impact on the growth, jobs and competitiveness agenda. As part of the Regions for Economic Change initiative, this conference should promote the transfer of successful concepts into mainstream programmes.

Danuta Hübner
Commissioner for Regional Policy

The Lisbon Agenda must be owned by all stakeholders at EU, national, regional and local levels and mobilisation is possible only if the various players feel that the policies proposed concern them and that they are truly involved in the decision-making and implementation process. The Committee of the Regions is delighted to co-host this Conference where we see demonstrated the role of regional and local players in delivering the Lisbon Agenda on the ground.

Michel Delebarre
President of the Committee of the Regions



This conference is a fine opportunity given to the Region PACA and to European regions in general. We share in Provence-Alpes-Côtes d'Azur the ambitions of the programme "Regions for economic change": boosting regional development, contributing to the economical and employment growth, upgrading SMEs efficiency. It is only with the will and the energy of all of us that we will take decisive steps towards the achievement of the European construction, a Europe that fosters solidarity, stronger and better equipped to weigh on the international scene.

Michel Vauzelle
President of the Provence-Alpes-Côte d'Azur Region

Wednesday 7 March 2007 – Charlemagne building

09.00-10.00 Registration and welcome coffee

S3 10.00-10.30 Plenary session

Chair: **Dirk Ahner**, Director-General, European Commission, Regional Policy DG

Keynote address by **Danuta Hübner**, Commissioner for Regional Policy

Keynote address by **Philippe de Buck**, Secretary General, BUSINESSEUROPE

10.30-12.30 Session 1: SMEs, transfer of technology and governance

S3 Workshop 1A – Fostering regional governance and public-private partnerships

Chair: **Katarina Mathernova**, Director, European Commission, Regional Policy DG

Experts: **Vittorio Modena**, Coordinator, PAXIS, IT

Cristina de Azevedo, Vice-President, CDRN, PT

Speakers: **Thierry Fellmann**, Director, Regional Economy, Innovation and Higher Education, Provence-Alpes-Côte d'Azur, FR, *"Regional governance of innovation networks"*

Jukka-Pekka Bergman, Managing Director, Lappeenranta Innovation Ltd, FI *"Enhancing Regional Open Innovation Platform (ROIP)"*

Lorenzo Sabatini, Engineer, Etruria Innovazione SCpA, Tuscany, IT, *"Network for knowledge management in the regional production system"*

Rapporteur: **Dorota Zaliwska**, European Commission, Regional Policy DG

S1 Workshop 1B – Promoting entrepreneurship and regional networks for technology transfer

Chair: **Jean-Noël Durvy**, acting Director, European Commission, Enterprise and Industry DG

Experts: **Michael Kitson**, Cambridge-MIT Institute, UK

Karen Wilson, European Foundation for Entrepreneurship & Research, CH

Speakers: **Guifré Esquerra**, Centre for Innovation and Regional Development, Catalonia, ES, *"Matching Technologies and Opportunities (MATEO)"*

Andrzej Szoskiewicz, Smartlink Ltd, Poznan, PL, *"Business needs to be informed on innovation. But how to do it?"*

Ziggy Kovacs, DEKUT Research and Innovation NPO, HU, *"Innovation Café – a tool to foster relationships between SMEs in the North Great Plain region"*

Rapporteur: **João Faria**, European Commission, Regional Policy DG

S2 Workshop 1C – Supporting SMEs to develop and bring innovative products and services to the market

Chair: **Theodius Lennon**, Director, European Commission, Science and Research DG

Experts: **Philippe Vanrie**, CEO, European Business Network

Juliet Williams, Chair, Regional Development Agency, South West of England, UK

Speakers: **Christian Haberfellner**, Manager, Technology and Innovation Agency, AT, *"Supporting SMEs through Regional Innovation Management (RIM)"*

Rene Tonnisson, Member of the Executive Board, Tartu Science Park, EE, *"New product development methods based on inter-regional co-operation and know-how transfer"*

Frank Trepte, SMART Regional Framework Operation, Leipzig, DE *"Be SMART – small funds can produce large effects"*

Rapporteur: **Olivier Baudalet**, European Commission, Regional Policy DG

12.30-14.30 Buffet lunch and networking opportunity – Charlemagne building



Wednesday 7 March 2007 – Charlemagne building

14.30-16.30 Session 2: Innovative products and markets for sustainable growth

Workshop 2A

S1 Workshop 2A – Moving to a low-carbon economy

- Chair: **Jos Delbeke**, Director, European Commission, Environment DG
- Experts: **Russel Mills**, Director, Technology and Innovation, Dow Europe, BE
Dr Elke Knappe, Project Leader of EuroSustain, Leibniz Institut für Landeskunde, DE
- Speakers: **Luc L'Hostis**, Regional Director of Development & Sales, Electricité de France (EDF), Provence-Alpes-Côte d'Azur, FR, *"From research to production and energy efficiency (CAPENERGIES)"*
John Best, Chief Executive, East of England Energy Group (EEEGR), UK, *"Towards a North Sea Competence Network for Offshore Wind Energy (POWER)"*
Morena Diazzi, General Director for Industry, Trade and Tourism, Emilia Romagna, IT, *"Experiences of energy management in Emilia Romagna"*
- Rapporteur: **Peter Ungar**, European Commission, Regional Policy DG

Workshop 2B

S2 Workshop 2B – Efficient, secure and renewable energies for housing

- Chair: **Luc Werring**, Principal advisor, European Commission, Transport DG
- Experts: **Frank Klinckenberg**, Klinckenberg Consultants, NL
Lauri Hietaniemi, Managing Director, Green Net, FI
- Speakers: **Jean-Luc Sadorge**, Director of Agriculture, Forestry, Tourism and Environment, Alsace, FR, *"Energivie: a programme of innovative actions for renewable energy and energy efficiency"*
Claire Roumet, Secretary-General, CECODHAS, the European Liaison Committee for Social Housing, BE, *"The CECODHAS Energy Experts Network"*
Werner Rauscher, General Manager, European Centre for Energy, AT, *"Self sufficient city of Güssing"*
- Rapporteur: **Stig Joergen Gren**, European Commission, Regional Policy DG

Workshop 2C

S3 Workshop 2C – Integrated policies on sustainable urban transport

- Chair: **Elisabeth Helander**, Director, European Commission, Regional Policy DG
- Experts: **Michael Froemming**, Free Hanseatic City of Bremen, DE
Herbert Kemming, Research Institute for Regional and Urban Development of the Federal State of North Rhine and Westphalia, DE
- Speakers: **Antonietta Piscioneri**, European Project Manager, Lazio, IT, *"Regional and local integrated transport policies for re-balancing European metropolitan areas"*
Emmanuel Vougioukas, University of Thessaly, Volos, EL, *"Quality Urban Transport for Sustainable Development and Urban Regeneration in Small and Medium-Size Cities"*
Siegfried Rupprecht, Rupprecht Consult GmbH, Köln, DE, CIVITAS project, *"Developing integrated strategies for clean urban mobility"*
- Rapporteur: **Jozef Stahl**, European Commission, Regional Policy DG

16.30-17.00 Coffee break

S3 17.00-17.30 Plenary session

- Intervention by **Dirk Ahner**, Director-General, European Commission, Regional Policy DG
- Keynote speech by **Günter Verheugen**, Vice-President of the European Commission, in charge of Enterprise and Industry Policy

Thursday 8 March 2007 – Committee of the Regions Building

09.00-10.15 Welcome coffee and **exhibition visit**

52 10.15-11.00

Plenary session

Keynote speech by **Michel Delebarre**, President of the Committee of the Regions

Keynote speech by **Danuta Hübner**, Commissioner for Regional Policy – **RegioStars 2008 – The Regional Innovation Awards**

Keynote speech by **Michel Vauzelle**, President of the Provence-Alpes-Côte d'Azur Region

11.00-12.30 **Forum for exchanging ideas and experiences**

53 Round table A – Network Economy and Benchmarking the drivers for Innovation in Regional Policy (organiser: PACA)

Chair: **Jean Zieger**, President, Méditerranée Technologies, FR

Moderator: **Peter Heydebreck**, the Inno Group, DE

Speakers: **Ronald Pohoryles**, The Interdisciplinary Centre for Comparative Research in the Social Sciences, AT, *"What innovation for what region?"*

Daniela Tchonkova, Coordinator, ARC Fund, BG, *"Fostering regional innovation-based development through networking and benchmarking policies – the Bulgarian experience"*

Philippe Perez, Deputy Director, Méditerranée Technologies, Provence-Alpes-Côte d'Azur, FR, *"Benchmarking and bench learning as key pillars of regional innovation governance in Provence-Alpes-Côte d'Azur"*

52 Round table B – Clusters as Drivers of a Sustainable Economic Growth (organiser: PACA)

Chair: **Patrick Allemand**, Vice-President, PACA Regional Council in charge of Economy and Innovation, FR

Moderator: **Reinhard Buescher**, Head of Unit, European Commission, Enterprise and Industry DG

Speakers: **Bruno Delépine**, International Development SCS, FR, The Secure Communication Business Cluster: *"How can business cluster development contribute to regional sustainable growth?"*

Claudine Faleo, Business Development Coordinator, Fondazione Torino Wireless, IT, *"Cluster partnership for economic growth"*

Jean-Pierre Ithurbide, Business development, SPRI, Basque country, ES, *"Key success factors of Basque country competitiveness clusters"*

51 Round table C – The Lisbon Monitoring Platform (organiser: CoR)

Chair: **Michel Lacave**, University of Montpellier, Dept of Political Science

Key speakers: **Eva Piera**, Comunidad de Madrid, ES

Magdalena Bednarska, Lower Silesia (Dolnośląskie), PL

Eija Nylund, Helsinki Region, FI

Speakers: **Michaël Azodanloo-Melzer**, Styria, AT – **Pavel Branda**, Liberec Region, CZ – **Eric Tardieu**, Basse Normandie Region, FR – **Haris Rooditakis**, Development Agency of Heraklion, EL – **Alberto Lugoboni**, Lombardia Region, IT – **Eduardo Brazao de Castro**, Autonomous Region of Madeira, PT – **Anne O'Mahony**, Lancashire, UK

12.30-14.30 Buffet lunch at the Committee of the Regions

Walk to Charlemagne building



Thursday 8 March – Charlemagne building

15.00-17.00 Session 3: Improved regions for businesses and citizens

Workshop 3A

S4 Workshop 3A – Fostering healthy communities

- Chair: **Andrzej Jan Rys**, Director, European Commission, Health and Consumer Protection DG
- Experts: **Lisette Mermod**, CEO & Managing Director, Business Development and Knowledge Transfer, BDKT Lifescience Facilities, UK
- Dr Lars Jonsson**, Uppsala University, SE
- Speakers: **Jan-Erik Nygard**, Chief Information Officer, Norrbotten County Council, SE, *“Network Based Information Platform for health care (NIM)”*
- Manuel Martinez**, FIVEC, Valencia, ES, *“GECOBIO, Regional network promoting innovation, knowledge and technology transfer in health sector”*
- Maciej Czarnik**, Centre of Innovation, Technology Transfer and University Development, Jagiellonian University, Krakow, PL, *“Life science cluster”*
- Rapporteur: **Gabriella Fesus**, European Commission, Regional Policy DG

Workshop 3B

S1 Workshop 3B – Attractive cities for growth and jobs

- Chair: **Alvaro Ancisi**, Committee of the Regions and local advisor of Ravenna, IT
- Experts: **Lesley Chalmers**, English Cities Fund, UK
- Utz Ingo Küpper**, Councillor for Urban Development, DE
- Speakers: **Rafal Dutkiewicz & Jerzy Langer**, City of Wroclaw, Lower Silesia, PL, *“The EIT Plus programme: implementation of Lisbon goals at the regional level”*
- Nico Groenendijk**, Professor, School of Management & Governance, Centre for European Studies University of Twente, NL, *“Smart financing techniques for brownfield redevelopment by public-private partnerships”*
- Nils-Erik Selin**, Development Manager, Huddinge Municipality, SE, *“The Regional Core Flemingsberg, Stockholm Metropolitan Region”*
- Rapporteur: **Corinne Hermant-De Callatay**, European Commission, Regional Policy DG

Workshop 3C

S2 Workshop 3C – Bringing economic diversification to rural areas

- Chair: **Nikiforos Sivenas**, Director, European Commission, Agriculture and Rural Development DG
- Experts: **Jan Douwe Van der Ploeg**, University of Wageningen, NL
- Carlo Ricci**, Milan, IT
- Speakers: **John Davies**, Centre Manager, Food Centre, Wales, UK, *“Regenerating and developing rural communities”*
- Fernando Santos**, New University of Lisbon, Alentejo, PT, *“From bread to brain, from wisdom to knowledge”*
- Franz Dullinger**, Engineer, Bavaria, DE, *“ERDF Innovative Actions in Bavaria: outcome and experiences”*
- Rapporteur: **René-Laurent Ballaguy**, European Commission, Regional Policy DG

S3 17.00-17.40 Plenary closing session – Charlemagne building

- Keynote speech by **Michel Vauzelle**, President of the Provence-Alpes-Côte d’Azur Region
- Conference conclusions by **Danuta Hübner**, Commissioner for Regional Policy

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Committee of the Regions

Région



Provence-Alpes-Côte d'Azur