



Analysis, Diagnosis, Evaluation, Pilot Actions  
and Learning processes for Joint Innovation Programmes

# INNO DEAL

Final Event

How to Provide Solutions for Innovative and Creative Start-ups  
in Uncertain Times

2-3 July 2009

Ljubljana, Slovenia

The project is supported by the European Commission, DG Enterprise and Industry,  
within the Sixth Framework Programme





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## Introduction

The INNO-DEAL project is inspired by the ever stronger need for European regions to find common ways to generate growth and to create strategic synergies by sharing experiences and bringing their recommendations to the attention of European authorities at all levels. It is designed to help regions to develop their trans-regional cooperation activities to share experiences, visions and instruments to improve their economic performance.

The INNO-DEAL project which is funded under the EU Pro-INNO programme brings together 12 partners across 12 EU countries and it has strengthened, throughout the whole duration of the project, the relationships among several EU organization that are committed to finance and support the creation of innovative companies.

The INNO-DEAL Final Conference will focus on the importance of providing solutions, possible ways to ensure a successful innovation support, taking also into account constraints and troubles that are affecting the global economy.

European regions need a strategy to attack the recession, not just to respond to it and Innovation– in business, communities and public services – needs to be at the heart of that attack. The European Union should aim to emerge as a more innovative, greener, more sustainable and diversified economy.

During INNO-DEAL Final Conference an international group of high level speakers and panellists from European Commission, governments, academia, economic development agencies will provide insights about current policy approaches and joint initiatives to stimulate regional innovation and early stage investment around Europe, as well as reviewing practical actions and available support programmes. A special attention will be paid to the five cooperation agreements that have been created within INNO-DEAL project, which represent different ways of cooperating at trans-regional level and which enclose the spontaneous aggregation of interests that has been pursued throughout INNO-DEAL project among development agencies, incubators, and other relevant institution

## INNO-DEAL Project Final Conference

*“How to  
Provide Solutions  
for Innovative  
and Creative  
Start-ups in  
Uncertain Times”*

The INNO-DEAL consortium believes that the Final Conference will offer a good opportunity to present concrete actions that, carried out jointly between regional/national organizations, will increase the success and the impact of financial support instruments and represent actual solutions for fostering the creation of innovative companies.

INNO-DEAL consortium invites you to join the conference and share your views with all of us!



2 July 2009  
Ljubljana, Slovenia

Venue:  
Grand Hotel Union



## Conference programme

### Morning

<b>Registration</b>	8:30 – 9:00
<b>Welcome</b>	9:00 – 9:20
<ul style="list-style-type: none"> <li>• <b>Jadranka Dakić</b>, Deputy Mayor, City of Ljubljana (SI)</li> <li>• <b>Michela Michilli</b>, Head of EU Programmes and International Initiatives, FILAS (IT), INNO-DEAL Project Director</li> <li>• <b>Lilijana Madjar</b>, Directress, RDA LUR (SI)</li> </ul>	
<b>Opening Addresses</b>	9:20 – 10:05
<ul style="list-style-type: none"> <li>• <b>Darja Radić</b>, State Secretary, Ministry of Economy of the Republic of Slovenia (SI)</li> <li>• <b>Reinhard Büscher</b>, Head of Unit of Innovation Policy Development, DG Enterprise and Industry, European Commission</li> <li>• <b>Tea Petrin</b>, Faculty of Economics, University of Ljubljana (SI)</li> </ul>	
<b>Keynote Speaker</b>	10:05 – 10:25
<b>Christian Saublens</b> Director, EURADA - European Association of Development Agencies (BE)	
<b>Coffee break</b>	10:25 – 10:45



10:45 – 12:25

Presentation of the INNO-DEAL Cooperation Agreements – Part I

10:45 – 11:25

**Integration of Services for Spin-off Creation and Internationalization**

- **Domenico Corradetti**, Responsible for Technology Transfer Area, FILAS (IT)
- **Tim Luft**, Programme Director, Soft Landing Zone Programme, Coventry University (UK)
- **Fernando Baztan**, Program Manager of EIBT, The European Business Innovation Centre of Navarre, CEIN (ES)
- **Cristhian Odorico**, “Service Innovation” Project Manager, Tecum (IT)

**Q & A** (15 minutes)

11:40 – 12:10

**Venture Capital and Business Angels** (Panel)

Moderator: **Andrea di Anselmo**, Vice President, META Group (IT)

Panelists:

- **Olivier Personnic**, Incubator Manager, Aix en Provence Incubators, PACA (FR)
- **Oliver Reichert**, Project Manager – Regional Development, Stuttgart Region Economic Development Corporation (DE)
- **Gianluca Frigerio**, Business Angel, Italian Angels for Growth (IT)

**Q & A** (15 minutes)

12:25 – 13:40

**Networking Lunch**

Conference moderator

**Violeta Bulc**

MSc, PMBA, Manager, Vibacom Ltd. (SI)



## Afternoon

**The Baltic Sea Region (BSR) INNO NET Experience**

13:40 – 14:10

- **Helene Vogelmann**, Project Manager Innovation Actors Division, VINNOVA (SE)
- **Lennart Svensson**, Head of Division Innovation and Cluster Development, SKÅNE (SE)

Presentation of the INNO-DEAL Cooperation Agreements – Part II

14:10 – 16:25

**Loan Guarantee Scheme as a help to access to credit for new and start-up companies** (Presentation of results and testimonials)

14:10 – 14:40

- **Walter Nastasi**, Manager, Unionfidi Lazio (IT)
- **Adam Kowalczyk**, President of the Board, Podlaski Loan Guarantee Fund (PL)
- **Robert John Leigh**, Consultant SME Financing (UK)

**Q & A** (15 minutes)

**Creative Industries and Digital Media** (Panel)

14:55 – 15:25

Moderator: **Gohar Sargsyan**, Senior Business Consultant, Logica (NL)

Panelists:

- **Carlo Donzella**, Consultant EU and International Affairs, FILAS (IT)
- **Dan Licari**, Digital Media Consultant, Advantage West Midlands (UK)
- **Geleyn Meijer**, Director, IIP Create (NL)

**Q & A** (15 minutes)

**Coffee break**

15:40 – 16:00



16:00 – 16:15

### Trans-regional Cooperation and Innovation in the Environmental Sector (Perspectives)

- **Minna Pasila Lehtinen**, Project Manager, Kouvola Innovation (FI)
- **Bartosz Sokol**, Project Manager, Podlaska Regional Development Foundation (PL)

Q & A (10 minutes)

16:25 – 17:10

### Cooperation Agreements Signing Ceremony

17:10 – 17:20

### Closing Remarks

- **Alex Talacchi**, Officer, Innovation Policy Development, DG Enterprise and Industry, European Commission, INNO-DEAL Project Officer

17:20 – 17:30

### Closing Address

- **Stefano Turi**, Director General, FILAS (IT)

20:00

### Cocktail at the City Museum of Ljubljana



## General information

### Conference

#### Conference venue:

Grand Hotel Union, White Hall  
Miklošičeva 1, Ljubljana, Slovenia

Conference language: English

#### Conference registration (no participation fee)

Registration form available at:  
[www.rralur.si/innodeal\\_conference.html](http://www.rralur.si/innodeal_conference.html)

#### Host organization:

Regional Development Agency of the Ljubljana Urban Region  
Tehnološki park 19, 1000 Ljubljana, Slovenia

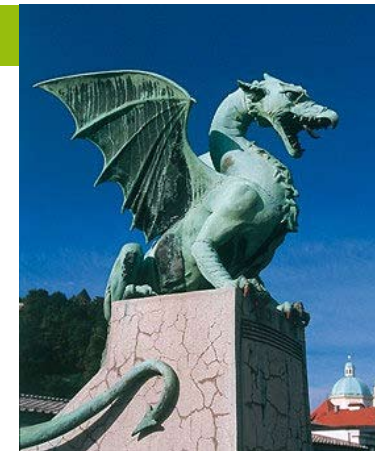
Additional info on the event:

#### Nataša Mršol

E: [natasa.mrsol@ljubljana.si](mailto:natasa.mrsol@ljubljana.si)  
T: +386 1 306 1923

#### Barbara Hrovatin

E: [barbara.hrovatin@ljubljana.si](mailto:barbara.hrovatin@ljubljana.si)  
T: +386 1 306 1923







## Accommodation

### Grand Hotel Union

[www.gh-union.si](http://www.gh-union.si)  
[hotel.union@gh-union.si](mailto:hotel.union@gh-union.si)  
tel. +386 1 308 1989

Booking form for participants available at: [www.rralur.si/innodeal\\_conference.html](http://www.rralur.si/innodeal_conference.html)



## Social programme

### Cocktail at the City Museum of Ljubljana, 2 July 2009 at 20:00

City Museum of Ljubljana, Gosposka 15, Ljubljana  
[www.mestnimuzej.si](http://www.mestnimuzej.si)



## Tourist info

[www.visitljubljana.si](http://www.visitljubljana.si)  
[www.slovenia.info](http://www.slovenia.info)

Photos:

J. Skok, B. Gradnik, GH Union Archive,  
D. Wedam, B. Kladnik  
(Source: Ljubljana Tourist Board)

The INNO-DEAL project is supported by the European Commission, DG Enterprise and Industry, under the PRO INNO Initiative.



# Accompanying papers

## Topic 1

Loan guarantee scheme as a help to access to credit ..... 18  
for new and start up companies

## Topic 2

Integration of Services for Spin-off Creation and Internationalization..... 21

## Topic 3

Improve Matching between European SME's and Business Angels Networks..... 25  
and/or Venture Capital

## Topic 4

Trans-regional Cooperation and Innovation in the Environmental Sector ..... 28

## Topic 5

Improving the value of Digital Media and Creative Industries ..... 30  
through innovation



## Topic 1

### Loan guarantee scheme as a help to access to credit for new and start up companies

<b>Cooperation Agreement name</b>	Loan guarantee scheme as a help to access to credit for new and start up companies – improvement of risk assessment model
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Cooperation Agreement partners	
Candidate lead partner	Podlaska Regional Development Foundation (PRDF), established in Bialystok 15-073, at Starobojarska 15, Poland
Project partners	
Other partners	Podlaski Loan Guarantee Fund Ltd, established in Bialystok 15-073, at Starobojarska 15, Poland Unionfidi Lazio S.p.A., established in Rome, at Viale Liegi, 58, Italy Public Fund of Republic of Slovenia for Entrepreneurship (Slovene Enterprise Fund), established in Maribor, Trubarjeva ulica 11, Slovenia;

Cooperation Agreement duration	
Expression of Interest	Signed in Rome on October the 15th, 2008, between: PRDF, Unionfidi Lazio S.p.A., Podlaski Loan Guarantee Fund Ltd
Date for signature Co-operation Agreement (planned)	Ljubljana, July the 2nd, 2009
Duration	3 years, renewable by mutual agreement between signatories

Cooperation Agreement description	
Type (policy vs. sector based) / geographical scope	The areas of interest of this agreement, in terms of sectoral coverage, include specifically cooperation on the activities related to increase the flow of bank lending to MSME's by providing guarantees to enterprises with weak collateral position or those that do not have any business history.
Beneficiaries:	All stakeholders of guarantee schemes, micro, small and medium size companies
Objectives	To increase the flow of bank lending to MSME's by providing guarantees to enterprises with weak collateral position or those that do not have any business history

General foreseen activities	<p>The signatories share the common view on loan guarantee scheme and risk assessment models. Future cooperation depends on networking activities such as:</p> <ul style="list-style-type: none"> <li>• promote and reinforce the joint participation to the EU FWP (Framework Programmes), the EU CIP (Competitiveness and Innovation Programme) and other relevant EU and international financing schemes</li> <li>• promote at EU level the objectives and the interests of this agreement, liaising with relevant associations and networks.</li> <li>• promote the terms of this Cooperation Agreement to other organisations in involved countries/regions.</li> <li>• investigate and identify financial resources (public and private) in all involved countries/regions, able to support joint innovation and industry projects, operating under this Cooperation Agreement.</li> <li>• favour participation in key congresses, events and conferences in involved countries/regions, by keeping the others reciprocally informed on promotion operation calendars in order to be aware of all the events that may be of interest to all parties.</li> <li>• transfer of good practices between parties involved in the cooperation agreements in terms of project actions and goals</li> <li>• take into consideration the recommendations of the INNO-DEAL project in order to facilitate the implementation of joint programmes of trans-regional innovation.</li> <li>• implement any other arrangements recommended by the Joint Committee.</li> </ul>
Already carried out/ planned initiatives	Information about this cooperation agreement was sent to PRDF project partners of BSR Programme.
Instruments, schemes, experiences of the partners/ organizations relevant to the agreement	<p>PRDF is a Regional Development Agency which works in Podlaskie Region. It was established in 1994. PRDF manages structural funds from Podlaskie Region, takes active part in national and European projects, provides trainings, loans, guarantees and venture capital investments through training centre, Loan Guarantee Fund and Equity Investment Fund. The main aim of the funds is to increase a flow of bank lending to the SME's.</p> <p>Unionfidi Lazio is a private company which manages public funds from Region Lazio, Chamber of commerce, municipalities, others. They have agreements for money and for management rules. Unionfidi guarantees are compliant to Basel II agreement, which means: direct, explicit, irrevocable, unconditional. It manages 13 different funds (guarantee funds and co-guarantee funds)</p>

Main difficulties and barriers in signing and implementing the agreement	<ul style="list-style-type: none"> <li>Schemes for finance and support are very different from place to place</li> <li>Strong territorialisation of schemes</li> <li>Differences in procedures of running loan guarantee fund in different parts of Poland and in other countries.</li> <li>Lack of possible financial mechanisms and funds to co-finance the project</li> </ul>
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Collaboration process	
Organisational structure	Joint Committee composed of representatives of the Parties. The role of the Joint Committee shall be to supervise and review the operation of this Cooperation Agreement.
Date for signature Co-operation Agreement (planned)	The Joint Committee will be chaired by one of the Parties, that will be nominated by unanimous vote by the Parties.
Operations	The Joint Committee shall be convened, whether by meeting or otherwise, at the request of each of the Parties within six months of such a request. In absence of requests by the parties, the Joint Committee will meet once a year. If agreed by all Parties, audio- or video-conferences may replace physical meetings.

## Topic 2

### Integration of Services for Spin-off Creation and Internationalization

<b>Cooperation Agreement name</b>	Opportunities for potential integration of schemes for the creation of spin off and start up companies ( Business Lab and EIBTS ), and a scheme for supporting access of SME's to international markets (Soft Landing Zone )
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Cooperation Agreement partners	
Candidate lead partner	<ul style="list-style-type: none"> <li>Finanziaria Laziale di Sviluppo SPA (FILAS), established in Roma, at via della Conciliazione n. 22 00193, Italy;</li> </ul>
Project partners	<ul style="list-style-type: none"> <li>Advantage West Midlands (AWM), established in Birmingham, at 3 Priestley Wharf, Holt Street, Aston Science Park, B7 4BN, United Kingdom;</li> <li>Centro Europeo de Empresas e Innovacion (CEIN), established in Poligono Mocholi, Plaza Cein N° 5, 31110 Noain-Navarra, Spain</li> <li>Coventry University Enterprises limited (CUE), established in Coventry, The Technocentre, Puma Way, Coventry, CV1 2TT, United Kingdom</li> </ul>
External partners	<ul style="list-style-type: none"> <li>Ljubljana University Incubator LUI d.o.o., established in Ljubljana, Vojkova 63, 1000 Ljubljana, Slovenia</li> </ul>

Cooperation Agreement duration	
Expression of Interest	Signed in Rome on October the 15th, 2008, between:
Date for signature Consortium Agreement (planned)	Ljubljana, July the 2nd, 2009
Duration	3 years, renewable by mutual agreement between signatories

Cooperation Agreement description	
Type (policy vs. sector based)/geographical scope	Policy based (support for creation of spin off and start up companies and internationalisation) open to all interested regions
Beneficiaries:	<p>All regional / national stakeholders (universities, research centres, incubators, etc) , interested in :</p> <ul style="list-style-type: none"> <li>supporting the creation of research spin off</li> <li>stimulating the entrepreneurial spirit</li> <li>favouring the access of SME's to global market</li> </ul> <p>Indirectly all SME's that will benefit of the support instruments offered by the Agencies.</p>

Objectives	To establish a permanent collaboration between agencies managing financing and supporting schemes for stimulating the creation of spin offs and favouring the internationalisation of SME's.
General foreseen activities	<ul style="list-style-type: none"> <li>Favour the creation of a network amongst technologies research bodies (universities, research centres, etc.), the enterprise system and the financial system in the involved Regions.</li> <li>Promote the exchange of knowledge about practices, impact evaluation, benchmarking methods between the Business lab and EIBTS support schemes and Soft Landing Zone internationalisation scheme.</li> <li>Investigate the complementarity of Business Lab and EIBTS on one side, and of Soft Landing Zone on the other, to integrate seamlessly start up creation schemes with an internationalisation support scheme.</li> <li>Investigating the possibility of extending the eligibility of beneficiaries to the different schemes on a base of mutual interest and benefit.</li> <li>Promote and reinforce the joint participation to the EU FWP (Framework Programmes), the EU CIP (Competitiveness and Innovation Programme) and other relevant EU and international financing schemes.</li> <li>Promote the terms of this Cooperation Agreement to other organisations in involved countries/regions.</li> <li>Investigate and identify financial resources (public and private) in all involved countries/regions, able to support joint innovation and industry projects, operated under this Cooperation Agreement.</li> <li>Facilitate staff interactions amongst relevant public sector agencies, industry and business sectors.</li> <li>Take into consideration the recommendations of the INNO-DEAL project in order to facilitate the implementation of joint programmes of trans-regional innovation.</li> <li>Implement any other arrangements recommended by the Joint Committee.</li> </ul>
Already carried out/ planned initiatives	The programme managers of Business lab , EIBTs and Soft Landing Zone has already had the chance to meet in Rome and Vienna INNO-DEAL transregional event in order to discuss possible collaboration. In Ljubljana ( july the 2nd ) INNO-DEAL final conference they will launch, during the final working session, the signed cooperation agreement.

Instruments, schemes, experiences of the partners/ organizations relevant to the agreement	<p>FILAS manages the business lab instrument.</p> <p>The Business Lab project pursues the following objectives:</p> <ul style="list-style-type: none"> <li>Increase and improve the birth and success rate of innovative enterprises in Lazio;</li> <li>Generate new opportunities for technological development via the network;</li> <li>Generate new highly qualified employment at regional level</li> </ul> <p>The Coventry University participates in the UK Soft Landing Zone Programme</p> <p>The UK Soft Landing Zone programme has been set up by CUE in partnership with government body UK Trade and Investment in order to establish a network of British incubator offices around the globe. The offices, located on key university science parks, will be opened to UK companies who are either considering or are at the early stages of undertaking international business.</p> <p>Small businesses seeking to capitalise on the market potential of rising economies such as China and India are set to get a helping hand, thanks to a new initiative being launched by Coventry University Enterprises (CUE).</p> <p>CEIN manages EIBTS (Knowledge Based Companies) Programme. EIBTS programme is a Navarra Region programme that aims at supporting and encouraging innovative technology based initiatives, and helps the companies to capitalise the innovation created within Universities, Centres of research , etc.</p> <p>Main goal of the programme is to enhance the innovation level of the Region and support the technology-based innovative enterprises.</p>
Main difficulties and barriers in signing and implementing the agreement	<ul style="list-style-type: none"> <li>Support schemes are very different from place to place</li> <li>Strong territorialization of schemes ( the boundary of regional ( national final beneficiaries of the support schemes )</li> <li>Difficulty in creating a harmonised mix of tools / services for spin off creation and for SME's access to global markets</li> </ul>

Collaboration process	
Organisational structure	Joint Committee composed of representatives of the Parties. The role of the Joint Committee shall be to supervise and review the operation of this Cooperation Agreement.
Coordination:	The Joint Committee will be chaired by one of the Parties, that will be nominated by unanimous vote by the Parties.
Operations:	The Joint Committee shall be convened, whether by meeting or otherwise, at the request of each of the Parties within six months of such a request. In absence of requests by the parties, the Joint Committee will meet once a year. If agreed by all Parties, audio- or video-conferences may replace physical meetings.

### Topic 3

#### Improve Matching between European SME and Business Angels Networks and/or Venture Capital

<b>Cooperation Agreement name</b>	Improve Matching between European SME and Business Angels Networks
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Cooperation Agreement partners	
Candidate lead partner	Mediterranee Technologies, a regional agency established in Marseilles, at 22 Rue Sainte Barbe, 13001, France
Project partners	<p>Finanziaria Laziale di Sviluppo SPA (FILAS), established in Roma, at via Alessandro Farnese n. 3 , Italy</p> <p>Advantage West Midlands (AWM), established in Birmingham, at 3 Priestley Wharf, Holt Street, Aston Science Park, B7 4BN, United Kingdom</p> <p>Wirtschaftsförderung Region Stuttgart GmbH (Stuttgart Region Economic Development Corporation), an institution established in Stuttgart, at Friedrichstr. 10 , Germany</p> <p>Podlaska Regional Development Foundation (PRDF) established in Bialystok 15-073, at Starobojarska 15, Poland</p> <p>Agentia pentru Dezvoltare Regionala Nord-Est, established in Piatra-Neamt, str. Lt. Draghescu, nr. 9, cod 610125, judet Neamt, Romania</p>
Other partners	<p>Marseille Innovation, an incubator, based at Hotel Technologique, Technopole de Chateau Gombert, Marseilles, France</p> <p>Provence Business Angel, a Business Angel Network, based at Hotel Technologique, Technopole de Chateau Gombert, Marseilles, France</p> <p>Coventry University Enterprise Ltd, established at Coventry University Technology Park, Puma Way, Coventry CV1 2TT, United Kingdom</p> <p>Tehnološki park Ljubljana d.o.o. established at Teslova ulica 30, SI-1000 Ljubljana, Slovenia</p> <p>META Group d.o.o. established at Teslova 30, SI-1000 Ljubljana, Slovenia</p> <p>Klub Poslovni angeli Slovenije a business angels network based at Zelezna cesta 18, SI-1000 Ljubljana, Slovenia</p>

Cooperation Agreement duration	
Expression of Interest	Signed in Rome on October the 15th, 2008, between : Advantage West Midlands, Mediterranee Technologies, Finanziaria Laziale di Sviluppo SPA, Wirtschaftsförderung Region Stuttgart GmbH
Date for signature Co-operation Agreement (planned)	Ljubljana, July the 2nd, 2009
Duration	3 years, renewable by mutual agreement between signatories

Cooperation Agreement description	
Type (policy vs. sector based) / geographical scope	Signed in Rome on October the 15th, 2008, between : Advantage West Midlands, Mediterranee Technologies, Finanziaria Laziale di Sviluppo SPA, Wirtschaftsförderung Region Stuttgart GmbH
Beneficiaries	Ljubljana, July the 2nd, 2009
Objectives	3 years, renewable by mutual agreement between signatories
General foreseen activities	<p>The signatories share the view that collaboration between private investors throughout Europe could be a the way to help SME's to find funding for their development either at an initial stage or a later stage. Internationalisation of SME is also a concern for project partners. Although most of the innovative SME's markets are not nowadays in Europe, SME's can find through new connections in Europe a way to reach their targets. As far as private investors are concerned, they will be able to find new opportunities to invest in start ups.</p> <p>Therefore, the activities could be divided into the following :</p> <ol style="list-style-type: none"> <li>1. Exchange of information between regional networks of private investors in order to share best practices in detection; selection and funding of startups, spinoffs and developing SME's. Understand on a regional basis how public policy can influence the work of BAN and other networks.</li> <li>2. Develop a series of events organised by each partner in their region, in order to match SME's with private local investors.</li> <li>3. Build an exchange platform, open only to partners and to SME's, where investors will be able to post investments opportunities and where SME's will be able to post their profiles and their demands.</li> <li>4. Involve local incubators in the process of SME selection in order to detect soft landing opportunities. Local incubators will have to propose elaborated services in order to be qualified to host projects coming from other partner regions.</li> </ol>

	<p>However, they realise that this can only be pursued as a long-term objective through specific projects, and therefore they agree on pursuing within the framework of the envisaged cooperation agreement conventional networking activities such as:</p> <ul style="list-style-type: none"> <li>• promote and reinforce the joint participation the EU CIP (Competitiveness and Innovation Programme) and other relevant EU and international financing schemes.</li> <li>• promote at EU level the objectives and the interests of this agreement.</li> <li>• promote the terms of this Cooperation Agreement to other organisations in involved countries/regions.</li> <li>• investigate and identify financial resources (public and private) in all involved countries/regions, able to support trans regional initiatives on private financing of SME.</li> </ul>
Already carried out/ planned initiatives	None
Instruments, schemes, experiences of the partners/ organizations relevant to the agreement	3 years, renewable by mutual agreement between signatories
Main difficulties and barriers in signing and implementing the agreement	<p>Tax Harmonization in Europe</p> <p>Opportunities for deal flow are usually kept confidential by BAN. Trust and confidence have to be built before starting to organize common events</p> <p>Follow up of investments</p> <p>Internationalization "culture" of SME's</p>

Collaboration process	
Organisational structure	Joint Committee composed of representatives of the Parties. The role of the Joint Committee shall be to supervise and review the operation of this Cooperation Agreement.
Coordination	The Joint Committee will be chaired by one of the Parties that will be nominated by unanimous vote by the Parties.
Operations	The Joint Committee shall be convened, whether by meeting or otherwise, at the request of each of the Parties within six months of such a request. In absence of requests by the parties, the Joint Committee will meet once a year. If agreed by all Parties, audio- or video-conferences may replace physical meetings.

## Topic 4

### Trans-regional Cooperation and Innovation in the Environmental Sector

<b>Cooperation Agreement name</b>	Trans-regional Cooperation and Innovation in the Environmental Sector
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Cooperation Agreement partners	
Candidate lead partner	Kouvola Innovation (KINNO), Finland
Project partners	Podlaska Regional Development Foundation (PRDF), Poland
Other partners	

Cooperation Agreement duration	
Expression of Interest	Cross border cooperation on environmental oriented activities
Date for signature Co-operation Agreement (planned)	July 2nd, 2009
Duration	Three years from signing and may be renewed by mutual agreement between the Parties

Cooperation Agreement description	
Type (policy vs. sector based) / geographical scope	The agreement is sector based focused on environmental activities such as waste management, renewable energy. The activities will take place at the regions involved in the agreement.
Beneficiaries	SME's in countries involved in the cooperation
Objectives	The main goal is to explore and to find cooperation opportunities between the regions involved in the agreement. The common interest is to find financing for the SMEs interested in environmental projects such as bio-energy and waste management.
General foreseen activities	The activities between the cooperation partners will include projects with common interest. The topics will be focused on environmental issues and the purpose will be both theoretical and practical. The transfer of information and good practices will play an important role.

Already carried out/ planned initiatives	Common project application submitted for the Norwegian Financial Mechanism and EEA Financial Mechanism in Poland, NGO's Found. The project is: Promotion of RES utilization in Podlaskie Region. The results of approval will be announced at the end of June, 2009.
Instruments, schemes, experiences of the partners/ organizations relevant to the agreement	There will be different kinds of EU and international financing schemas and programmes possible for the common projects. The experience of the partners: <ul style="list-style-type: none"> <li>PRDF has participated in several projects aimed at environmental activities and entrepreneurship</li> <li>KINNO has several ongoing programs and projects to support entrepreneurs and entrepreneurial skills</li> <li>Sustainable development and renewable energy are important elements of the development of the Town of Kouvola</li> </ul>
Main difficulties and barriers in signing and implementing the agreement	<ul style="list-style-type: none"> <li>Lack of proper financial mechanism in engaged regions</li> <li>Different stages of the development of companies in both countries</li> <li>Delays in programmes implementation</li> </ul>

Collaboration process	
Organisational structure	A Joint Committee composed of representatives of the Parties. The Joint Committee will supervise and review the operation of the cooperation agreement.
Coordination	The first meeting will take place on the 3rd of July, 2009 in Ljubljana during the INNODEAL final conference.
Operations	There shall be a meeting within six months from the request of any of the Parties. The meetings can be either physical or audio or video-conferences.



## Topic 5

### Improving the value of Digital Media and Creative Industries through innovation

<b>Cooperation Agreement name</b>	Improving the value of Digital Media and Creative Industries through innovation
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Cooperation Agreement partners	
Candidate lead partner	Finanziaria Laziale di Sviluppo SPA (FILAS), an institution established in Roma, at via Alessandro Farnese n. 3 , Italy
Project partners	<ul style="list-style-type: none"> <li>Advantage West Midlands (AWM), established in Birmingham, at 3 Priestley Wharf, Holt Street, Aston Science Park, B7 4BN, United Kingdom</li> <li>Wirtschaftsförderung Region Stuttgart GmbH (Stuttgart Region Economic Development Corporation - WRS), an institution established in Stuttgart, at Friedrichstr. 10 , Germany</li> </ul>
Other partners	<ul style="list-style-type: none"> <li>Coventry University Enterprises Limited (CUE), established in Coventry, at Puma Way, Coventry University Technology Park, CV1 2TT, United Kingdom;</li> <li>VirCE - Kompetenzzentrum Virtuelle Realität und kooperatives Engineering w.V. (Virtual Dimension Center- VDC), established in Fellbach, Auberlenstr. 13, 70736 Fellbach, Germany</li> </ul>

Cooperation Agreement duration	
Expression of Interest	Signed in Rome on October the 15th, 2008, between: FILAS, AWM, Mediterranee Technologies, Wirtschaftsförderung Stuttgart
Date for signature Cooperation Agreement (planned)	Ljubljana, July the 2nd, 2009
Duration	3 years, renewable by mutual agreement between signatories

Cooperation Agreement description	
Type (policy vs. sector based)/geographical scope	Sector based (media and creative industries) open to all interested regions
Beneficiaries	All stakeholders of the Digital Media and Creative Industries value chain, with special reference to independent producers and funding/supporting agencies/associations.

Objectives	To establish a permanent network between agencies managing financing and supporting schemes for Digital Media and Creative Industries.
General foreseen activities	<p>The signatories share the common view that Digital Media and Creative Industries can only prosper in a truly intercultural and international environment and that therefore inward-looking support and financing is short-sighted and less effective.</p> <p>Ideally, they would be keen on seen an ever increasing collaboration developing in four stages:</p> <ol style="list-style-type: none"> <li>1. Knowledge exchange</li> <li>2. Harmonization of the supporting schemes</li> <li>3. Reciprocity of the supporting schemes</li> <li>4. Actual pooling of resources</li> </ol> <p>However, they realise that this can only be pursued as a long-term objective through specific projects, and therefore they agree on pursuing within the framework of the envisaged cooperation agreement conventional networking activities such as:</p> <ul style="list-style-type: none"> <li>• promote and reinforce the joint participation to the EU FWP (Framework Programmes), the EU CIP (Competitiveness and Innovation Programme) and other relevant EU and international financing schemes.</li> <li>• promote at EU level the objectives and the interests of this agreement, liaising with relevant associations and networks.</li> <li>• promote the terms of this Cooperation Agreement to other organisations in involved countries/regions.</li> <li>• investigate and identify financial resources (public and private) in all involved countries/regions, able to support joint innovation and industry projects.</li> <li>• facilitate staff interactions amongst relevant public sector agencies, industry and business sectors.</li> <li>• facilitate co-production agreements amongst media production companies from the involved regions.</li> <li>• favour participation in key festivals, media markets, conventions and conferences in involved countries/regions.</li> </ul>
Already carried out/ planned initiatives	<p>Joint participation to the "European Creativity Dialogue", Stuttgart, May 2009. Breakout Session 2 (WRS): "Getting off the ground: Support for Young Entrepreneurs in the Creative Industries". Oliver Reichert from WRS, Carlo Donzella from FILAS and Dan Licari from AWM will be among the speakers.</p> <p>Three dedicated workshops during three major international events in Stuttgart, Rome and Birmingham are planned in Autumn 2009.</p>



Instruments, schemes, experiences of the partners/ organizations relevant to the agreement

FILAS is the financial development agency of Lazio (the region of Rome), entrusted with assisting enterprises (with special reference to SMEs), supporting the adoption of new technologies and favouring innovation take-up. It is also in charge of the financial management of all technological clusters located in the territory of the Lazio region. It manages an audiovisual fund that covers both traditional as well as new media productions. The Fund started in late 2006 with a gap financing mechanism and has so far funded 28 projects and mobilised more than 50 MEUR. FILAS' fund is member of CINEREGIO, the European network of regional audiovisual funds.

AWM is the Regional Development Agency (RDA) for the West Midlands. It is one of nine RDAs in England that were established to transform the English regions through sustainable economic development. It has an annual budget of more than £300 million to invest in the economic development of the West Midlands and, at any one time, is managing around 2,500 projects. It co-manages with Channel 4 a 10 MGBP fund entirely dedicated to Digital Media. The fund has been launched in July 2008. The Fund will run for at least two years, and West Midlands' companies will be able to apply for investment of between £20,000 and £1.5 million.

CUE is the organisation through which the University runs much of its commercial, income-generating and business-partnership work. CUE focuses on innovation, design, high performance automotive engineering, health, environment and ICT as areas of expertise. Through this activity it has to date supported thousands of Small-to-Medium-sized Enterprises (SME's) through specific projects and support programmes. Over 200 SME's have been established with the support of CUE and many more have benefited from one-to-one involvement. CUE also operates the University's Technology Park, a supportive and prestigious location for forward thinking knowledge-based and hi-tech companies.

WRS The regional creative industries are organised through the Stuttgart Region Economic Development Corporation and its Department for Creative Industries. This includes the MediaInitiative, a network of 430 creatives, the Film Commission, offering consulting on all issues regarding film projects in the region and the „Popbuero“ which promotes popular music. The department frequently publishes newsletters, brochures and directories and represents the region constantly at fairs or conferences.

VDC Fellbach is a non-profit competence and innovation center for Virtual Engineering and Virtual Reality technologies. About 70 members of this network are enterprises, universities, research institutions and education facilities which offer these technologies or have actively integrated these technologies into their product development process. Special attention is paid to the embedding of SMEs so as to increase their innovation and competition abilities through technology and knowledge transfer within the network. The VDC's demo centre serves as a certified European Living Lab since 2007 for the industry and the education facilities.



Main difficulties and barriers in signing and implementing the agreement

- Schemes for finance and support are very different from place to place
- Strong territorialisation of schemes
- Difficult relationship between the traditional audiovisual community and the new “digital” one

#### Collaboration process

Organisational structure	Joint Committee composed of representatives of the Parties. The role of the Joint Committee shall be to supervise and review the operation of this Cooperation Agreement
Coordination	The Joint Committee will be chaired by one of the Parties, that will be nominated by unanimous vote by the Parties.
Operations	The Joint Committee shall be convened, whether by meeting or otherwise, at the request of each of the Parties within six months of such a request. In absence of requests by the parties, the Joint Committee will meet once a year. If agreed by all Parties, audio- or video-conferences may replace physical meetings.



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Name: **Fernando Baztan Valencia**

Function: Responsible for the program of Knowledge Based Companies (EIBT 2002-2009)

Organisation: CEIN S.A.

e-mail: fbaztan@cein.es



### CV – education and main professional experience

#### Education

Graduated in Administration and Management of Enterprises

September 1994–Nowadays: Senior Expert from the Department of Entrepreneurship CEIN, S.A.

Responsible for the programme of Knowledge Based Companies (EIBT) (2002-2009): Regional program (Navarra) to support and encourage innovative technology based initiatives under PTN (Navarra Technological Plan)

Expert in Knowledge Based Enterprise policies in Europe

Consultant of the Group of Advising and Enterprise Planing (GAP) of CEIN (1998-2006)

I have given professional advice more than 120 entrepreneurs and I have done more than 30 business plans.

Responsible for the Courses of Enterprises Creation (1994-2002). I have worked in more than 200 projects of microenterprises

I purposed and managed the evolution of the product which has created the On line Course of Enterprises Creation, pioneer in a national level.

I have worked with most of the consultants of the enterprises of Navarra.

Responsible for Training of the Enterprises Community CEIN (2000-2003)

Title of the presentation:

### How to support Knowledge based initiatives in small regions

Short summary of the presentation:

The conference will address the evolution of the regional program “EIBT” (Innovative knowledge based initiatives) since its inception in 2002 and how it has been adapted to the changing environment in Navarre.

Since 2006 working with a new model of the program, the force at this time. Its main elements for success are the same:

- Red eibt. Group of universities and regional technology centers participating in the program
- Involvement of regional agencies
- A team of senior specialists
- Creating a catalog of services with high added value and process consulting based on the experience of working with such projects. Personalization.
- Public Capital risk program

The challenges faced by enterprise projects currently identified are:

- Ability to bring technology to market
- Attracting talent. Good teams
- Internationalization since early stages

Coupled with this, will present the latest results of the program and specific cases of new enterprises established with the support of the „eibt”.

Name: **Reinhard Büscher**

Function: Head of Unit, Support to Innovation

Organisation: DG Enterprise and Industry,  
European Commission

e-mail: reinhard.buescher@ec.europa.eu



### CV – education and main professional experience

#### Education

Dr Büscher was born in 1952 in Lower Saxony in Germany; he holds bachelor degree and Ph.D. in Economics. Before joining the EC in 1989, he had worked at the Ministry of Economic Affairs in Germany for nine years.

In the European Commission, he has been working in different areas, such as a Member of the Cabinet of Bangemann, a special Adviser for Industrial Aspects of the Information Society, Head of Unit for Standardization, for Industrial Aspects of Electronic Commerce, for E-Business, ICT industries and services, for Innovation Policy Development and since January 2008, Head of Unit for Support for Innovation.

Dr Büscher is been married since 1972 and has one daughter. He is a passionate mountaineer and a global traveller.

Name: **Domenico Corradetti**

Function: Responsible for Technology Transfer Area

Organisation: Filas

e-mail: [d.coraddetti@filas.it](mailto:d.coraddetti@filas.it)

web page: [www.filas.it](http://www.filas.it)



### CV – education and main professional experience

Dr Corradetti has a University background in Physics and Electronics.

During the seventies and eighties he devoted most of his interest in the industrial control of quality in order to improve efficiency and performance. From 1968 to 1981 he was a member of technical Committees on Quality Control at CEI (Milano), CECC (Parigi), CENELEC (Bruxelles). Until mid 90's he ran several companies and organisations dealing the Industrial quality control. At the same time he coordinated projects and studies for the European Commission for ENEA, for Filas and for other institutions.

Between 90's and 00's he alternate his activity as a director of Genesis ( a company involved in the modernisation of enterprises, scientific parks, and in the processes of internationalisation ) and his support to Filas in planning the use of Objective 2 structural funds (Filas is managing these resources on behalf of the Region ). Since 2002 he's coordinated the R & D, business creation and transfer of technology projects of Filas. In this context he has promoted the constitution of more than 50 lab for start ups and beyond 100 cases of transfer of technology.

Further he is a supervisor of the activities carried out within the Lazio Region Scientific Parks and he is a promoter of Cosortia among the main Lazio Universities. He is a coordinator of the brand INNOVALAZIO. He manages on behalf of the Region the measures (structural funds) on innovation and transfer of technology. (DOCUP Ob.2 2000 - 2006)

Title of the presentation:

**The case of Filas' Business Lab : past experience and future plans**

Short summary of the presentation:

The Business Lab is a tool aimed at stimulating the creation of spin-offs from scientific research conducted by universities, research centres and enterprises through the implementation of system and series of procedures that accompany the new firms. Unlike traditional models, in the Business Lab, existing enterprises co-finance the new start-ups. The Business Lab project pursues the following objectives:

- Increase and improve the birth and success rate of innovative enterprises in Lazio;
- Create a network of contacts amongst new technologies research bodies (universities, research centres, CNR, etc.), the enterprise system and the financial system;
- Generate new opportunities for technological development via the network;
- Exploit the network synergies for the creation of new enterprises, stimulating and activating spin-off processes;
- Submeasure II.5.2 „Research and technological transfer in Districts of excellence.

Additional information (webpages, publications): [www.filas.it](http://www.filas.it)



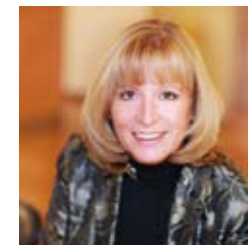
Name: **Jadranka Dakić**

Function: Deputy Mayor

Organisation: City of Ljubljana

e-mail: [jadranka.dakic@ljubljana.si](mailto:jadranka.dakic@ljubljana.si)

web page: [www.ljubljana.si](http://www.ljubljana.si)



**CV – education and main professional experience**

Deputy Mayor Jadranka Dakić was born in Ljubljana on July 13, 1955. Having successfully concluded her studies at the Faculty of Economics in Ljubljana, she then took a job at the Agrotehnika – Gruda Ljubljana in 1980 where she found her feet in the management of commerce.

Subsequently, she spent almost sixteen years as an employee of the Lek pharmaceutical company, of which for almost nine years she was a financial director and in the last year carried out the duties of board member in the field of finance, economics and capital investments.

From 1998 to the end of 2005, she was a board member of Mercator Business Systems, responsible for finance, supervision and accountancy.

According to research by Manager magazine, she was, in 2004 and 2005, among the five most influential women in the Slovenian business world.

In 2007 when Mr Zoran Janković won local elections in Ljubljana, she became a City Councilor and a Deputy Mayor of the City of Ljubljana responsible for the field of finance and economy. She is also the President of the City Board for Finance, the president of the City Real Estate Management Board and a member of the City Commission for Mandate Questions, Elections and Appointments.

She has been a member of different supervisory boards and she holds the Certificate of the Association of Supervisory Board Members. At the moment she is a member of two supervisory boards (public Holding Ljubljana and Termoelektrarna toplotna Ljubljana).

She is married, the mother of two children and lives in Ljubljana.



Name: **Andrea Di Anselmo**

Function: Vice President

Organisation: META Group

e-mail: [a.dianselmo@meta-group.com](mailto:a.dianselmo@meta-group.com)

web page: [www.meta-group.com](http://www.meta-group.com)



### CV – education and main professional experience

Andrea Di Anselmo is the vice president of Meta an international group, based in Italy, active in the field of start ups and knowledge valorization. He has a background as a civil engineer and research experience in materials science at the Storrs University in Connecticut. He sits in the Board of Directors of ZMV, the fund management company operating Ingenium, Sviluppumbria (the RDA of Umbria), IBAN (Italian Business Angels Network) and of several knowledge intensive start-ups.

Andrea Di Anselmo has a deep, experienced-based knowledge in innovation and company creation gained by the participation to many assignments at international level, as a senior consultant and a project director, influencing strategic addresses as a member of BoD of several organisations such as ISRIM (Research Institute dealing with advanced materials) and TII (European Association for Innovation and Technology Transfer).

Among relevant assignment: Innovation strategies in Hungary, Slovenia, Poland, Slovakia the coordination of the evaluation service of R&D projects for Lombardy region, the coordination of initiatives dealing with financial tools and cross border investments and promotion of knowledge based start-ups.

Relevant expertise: Knowledge Based start-ups support and development; research results valorization, early stage finance, Structural Funds

Title of the presentation:

**Proof of concept fund and Seed fund**

Short summary of the presentation:

In Slovenia there are no schemes to allow the further development of a research result into a product/service for the market to be commercially exploited (with a spin-off company or a license agreement). Such funds (proof of concept funds) are generally soft loans/grants given to researchers or research teams to finance the realization of a prototype, market analysis and protection of the IPR.

For the early-stage, financial tools like seed or sidecar funds (co-investing with BAs) are missing. They are generally in the form of equity investments given to knowledge based, fast growing companies up to 36 months. Funds are capitalized by public and private money and the most performing ones are managed by independent and private “management company ”META GROUP” has the know-how on how to set up and manage such funds as PPP from the initial steps of the evaluation of market and business potentials to the disinvestment stage.

Additional information (webpages, publications):

<http://www.meta-group.com>

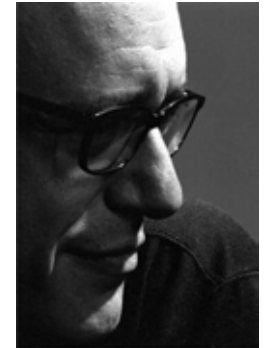


Name: **Carlo Donzella**

Function: Consultant EU and International Affairs

Organisation: FILAS

e-mail: donzella@filas.it



**CV – education and main professional experience**

Carlo Donzella was born in 1959. He graduated at the University of Bologna in 1983 with a thesis on theory of languages. From 1983 to 1987 he worked as a Computer Programmer and Analyst. In 1988 he joined a small independent company specialising in advanced information technology where he created the R&D unit and became involved in EU research projects. In 1993 he joined the European Commission as a Project Officer. He was the first Project Officer entirely dedicated to OMI, the Open Microprocessor systems Initiative. He was in charge of the evaluation and coordination of many OMI projects, with budget costs in excess of 50 Million Euros. He was the coordinator of the OMI Software area. He was a member of the Exploitation & Technology Transfer Group, in which role he was promoting pilot initiatives in Italy. In 1997 he started a career as a senior technology management consultant. In this role he had contracts with important private ICT companies in Italy and UK, covering various roles: Head of Multimedia Unit; International Finance Consultant ; Director of Technology Marketing; Financial Director; Strategic Marketing Advisor. Within EC’s FP5, FP6 and FP7, he has acted as a Project Manager for many projects in different programmes. He has also been actively involved in European R&D programmes as a reviewer and as an evaluator. He teaches courses on “Innovation & Business Planning” and “Comparative Local Development in Area Studies: India” at the Master in Development, Innovation and Change (MiDIC) of the University of Bologna. He consults on European and International Affairs to FILAS, the financing development agency of Lazio region.





Title of the presentation:

**European Collaboration and Networking Projects for Audiovisual Companies – Plans, Visions, Ideas**

Short summary of the presentation:

The presentation will give a short introduction to the initiatives and projects carried out by FILAS to favour the growth audiovisual companies in a European and international context, from 2005 to now, and its future plans.



Name: **Adam Kowalczyk**

Function: President of the Board

Organisation: Podlaski Loan Guarantee Fund Ltd.

e-mail: kowalczyk@pfrr.pl

web page: www.pfrr.pl



#### CV – education and main professional experience

Adam Kowalczyk made a Masters Degree in Mechanics in 1989 at the Bialystok University of Technology. In 2001 he became Master of Management at the Warsaw University and MBA at the University of Illinois in USA..

In the years 1991-1998 he had a function of the Lecturer at Bialystok University of Technology at the Faculty of Management & Marketing. In the years 1993-1995 he worked as IT specialist at Invest Bank JSC.

Since 1996 h's been the President of the Board of Podlaski Loan Guarantee Fund Ltd (1500 transactions with the value €40 millions) and the President of the Board of Podlaski Equity Investment Fund Ltd. (28 instances, 16 realized with every return 20%).

Since 1997 Adam Kowalczyk has also been the Vice-president of the Board of Podlaska Regional Development Foundation where he is responsible for financial assets of the organisation and supervision of accountancy . He has also experience in EU funded international projects.



Title of the presentation:

## **Loan Guarantee System in Poland**

Short summary of the presentation:

The SME still display a strong tendency to finance development primarily with the use of their own funds. Such attitude is declared by over 90% of companies from the SME sector. The entrepreneurs claim that financial institutions are not able to adapt their offer to the needs of enterprises. Among all available sources of external finance like loan funds, VC, leasing, factoring, banks are the most popular and have the most important role. The main problems that limit access of SME's to bank credits is lack of adequate collateral for the loan. The network of institutions which provide credit guaranties for SME have been established in Poland last years. It includes the National Credit Guarantee Fund (NCGF) at the Bank Gospodarstwa Krajowego, 13 regional (planned up to 16) and 47 (planned up to 100) local loan guarantee funds. The total capital of the system amounts 330 MLN Euro. 45% of this sum is in disposal of regional and local funds.

Additional information (webpages, publications):

[www.ksfp.org.pl](http://www.ksfp.org.pl), [www.bgk.com.pl](http://www.bgk.com.pl)

Name: **Robert John Leigh**

Function: Team Leader

Organisation: GOPA Hamburg

e-mail: [bobleigh15@hotmail.com](mailto:bobleigh15@hotmail.com)

## **CV – education and main professional experience**

Substantial Guarantee Fund Experience in a variety of countries. Acknowledged experience in MSME development and MSME lending.

Successful capacity building experience in downscaling for OLBs, incl. organisation, marketing, product design, development of manuals and training.

Wide-spread fund management experience and successful final transfers of funds to key local stakeholders, e.g. designed and delivered a variety of SME funds in a number of countries.

Substantial experience of the delivery of 'best practice' in the field of cash flow credit analysis, credibility assessment, collateralisation and guarantee principles, repayment and credit monitoring.

Substantial Team Leader experience and strong inter-personal skills.

Experience in the region, in PHARE/MEDA, TASCIS, MENA countries and South-east Europe.

He has big experience in eastern markets Guarantee Funds: Syria (2003 - 2004 and 2004 - present), Moldova (1996-1997, 1998, 1999-2000), Romania (periods between 1996-2004), Poland (periods in the years 1994-2003) Bulgaria (2001), and Jordan (1999-2001).

Name: **Dan Licari**

Function: Digital Media Cluster Manager

Organisation: Advantage West Midlands

e-mail: [danlicari@advantagewm.co.uk](mailto:danlicari@advantagewm.co.uk)

web page: [www.seriousaboutgames.com](http://www.seriousaboutgames.com)



#### CV – education and main professional experience

Dan is a Digital Media Consultant working for Advantage West Midlands, the Regional Development Agency for the heart of England. Prior to that, he managed a number of regional projects including; Interactive Digital Media, the International Serious Games Event, Stratford Unplugged, Technology for the Growing Business and the Regional E-business Development Initiative.

Dan has over 15 years international experience, predominately in the B2B space having worked for a public affairs agency, a bank, four universities, a credit card company, and three regional economic development organisations.

Title of the presentation:

### **Growing a regional digital media sector**

Short summary of the presentation:

To highlight the cutting-edge digital media research and companies that exist

Additional information (webpages, publications):

[www.4ip.org.uk](http://www.4ip.org.uk), [w.seriousaboutgames.com](http://w.seriousaboutgames.com)



Name: **Tim Luft**

Function: Programmes Director

Organisation: Coventry University Enterprises Ltd

e-mail: [tluft@cad.coventry.ac.uk](mailto:tluft@cad.coventry.ac.uk)

web page: [www.coventry.ac.uk](http://www.coventry.ac.uk)

### **CV – education and main professional experience**

Coventry University Enterprises Ltd

Tim Luft is a Programme Director for Coventry University Enterprises and is the Director for both the e-Working Applied Research Centre and the new Centre for Urban Intelligence at Coventry University. His current research is centred around the exploitation of technology to support Urban Regeneration. He has an industrial background incorporating the establishment of large scale public private partnerships which focus upon technology transfer (examples include the Regional e-Portal). Tim held previous roles within a UK Regional Development Agency supporting the role out of online e-Business and ICT adoption programmes. Tim currently sits on the regional Interactive Media Cluster opportunity group for the West Midlands and remains on the board of two interactive media companies.

Tim is a PRINCE 2 practitioner and has developed considerable experience in designing, developing and delivering technology applications to support small businesses. Examples include Virtual Incubation, e-Commerce, e-Marketing and online CRM system development.

#### Industrial Projects

- 1999–2004: Programme Manager; West Midlands e-Portal, regional e-Business programme. Advantage West Midlands.
- 2004– 2006: Interim Director; Serious Games Institute; an international centre focused on supporting the growth of the UK serious games industry, incorporating support to companies who are seeking to develop new products or services which utilise digital content.
- 2005– 2006: Programme Manager; Diversify the Games Industry, a regional brokerage service designed to support computer games developers who are seeking to diversify into Serious Games
- 2006: Director – eW



Title of the presentation:

### Unleashing the Value of Innovation to Enter New Markets

Short summary of the presentation:

Tim Luft is here today to present the Soft Landing Zone programme which supports UK companies in developing international research and development collaborations. The SLZ programme (managed by Coventry University Enterprises Ltd, CUEL) was established as a joint venture between UK Trade and Investment (UKTI) and CUE on 1st April 2008 after being piloted in the East and West Midlands. The Soft Landing Zone service packages have been designed to respond to businesses' needs through the early stages of their international development and offers a tailored business support plan and access to a network of offices located on key overseas science parks.

Tim will explain why the programme is now recognised as an exemplar project and how it became instrumental in generating over £675,000 of additional R&D investment in the UK during 2008-2009.

Tim will finish the presentation with a view of where Coventry University intend to take the SLZ project in the future.

Additional information (webpages, publications):

[www.ukbasepoint.com](http://www.ukbasepoint.com)



Name: **Lilijana Madjar**

Function: Director

Organisation: RRA LUR

e-mail: [lilijana.madjar@ljubljana.si](mailto:lilijana.madjar@ljubljana.si)

web page: [www.rralur.si](http://www.rralur.si)



### CV – education and main professional experience

EDUCATION: BA in Economics. at the University of Ljubljana, SLOVENIA,  
MA in management at the University of Ljubljana, SLOVENIA

LANGUAGES: read/spoken/written: Slovenian, Croatian, English  
- partially: French

### WORKING EXPERIENCE:

- from 2007: Regional Development Agency of Ljubljana Urban Region, Director
- from 1997 - 2006: Guarantee and Maintenance Fund of the Republic of Slovenia, Director
- from 1995 - 1997: Produkcija Plus, d.o.o. ( POP TV ), Ljubljana, Slovenia, Financial Director
- from 1994 - 1995: Housing fund of the Republic of Slovenia, Ljubljana, Slovenia, assistant manager for Finance and Accounting
- from 1991 - 1994: Ljubljana Bežigrad municipality, Municipal Administration, Ljubljana, Slovenia, assistant manager for Budget and Finances
- from 1986 - 1991: Federal Army Administration, Ljubljana, Slovenia, Inspector for Finance
- from 1985 - 1986: Institute of Macroeconomic Analysis and Development, Ljubljana, Slovenia, trainee



#### MEMBERSHIPS:

- member of the Supervisory Board in Tkanina d.d.
- member of the Supervisory Board for Single Programming Document RS for programming period 2004 - 2006
- President of the Commission for Scholarships RDA LUR
- member of two project groups „Preliminary Studies for the Preparation of the Regional Spatial Plan” and „Preliminary Studies for the Regulation of the Public Transport in the Region”
- member of the City Board for Finance of the City Council of the City of Ljubljana
- member of the City Board for General Affairs and Urban Development of the City of Ljubljana

Name: **Geleyn R. Meijer**

Function: Director

Organisation: IIP Create

e-mail: [geleyn.meijer@logica.com](mailto:geleyn.meijer@logica.com)

web page: <http://www.iipcreate.com>



#### CV – education and main professional experience

Dr. Geleyn Roelof Meijer received his PhD in Robotics and Computer Science in 1991. He is a partner of Logica and a director of Logica Management Consulting Netherlands where he leads a group of 150 consultants specialised in the field of ICT related business innovation. Since 2003 he's pioneered Logica's innovation policy and R&D project involvement. In 2005 he became the Group Innovation Director for Logica, coordinating the activities across the group and assuring Logica's active participation in strategic business developments with clients and alliance partners. He masterminded embedded innovation as innovation process for ICT services companies.

He is an advisor to the Dutch ICT innovation council, stimulating the creativity in services development among businesses and academia. Together with leading Dutch media companies, SME's and universities he launched the ICT Innovation Platform CREATE. As per 1st may 2009 he is the director.

He is experienced in European 6th and 7th framework programme activities and is an expert to the European Community.

He is an associate professor at the University of Amsterdam and a guest lecturer at TU Delft and Erasmus University. He publishes regularly and is speaker on various conferences and in expert panels.

Title of the presentation:

### Accelerating the economic returns of the Creative Industry

Short summary of the presentation:

Although ample of attention is given to the rise of the creative sector as a phenomenon, the mechanism of value creation is still not all that clear. How can creative SME's, academics and large industries build a sustainable economic system that delivers value to the economy as a whole.

The presentation will highlight some of the market failures and present opportunities for navigating around them using voucher mechanisms.

Additional information (webpages, publications):

<http://www.iipcreate.com>



Name: **Michela Michilli**

Function: Head of E.U. Programmes and International Initiatives

Organisation: FILAS

e-mail: [michilli@filas.it](mailto:michilli@filas.it)

web page: [www.filas.it](http://www.filas.it)



### CV – education and main professional experience

Michela Michilli was born as Macerata (Marche, Italy) in 1968. After the diploma in modern language, and wanting to give a sound base to her leaning towards international commerce, she moved to Siena to attend the Degree Course in Banking at the Faculty of Economics and Banking of the local University. She specialised in financial subjects concerning stock exchange business, foreign securities markets, banking and credit and monetary statistics. She eventually graduated in 1993. Final mark was 110/110 with first-class honours. Afterwards she won a grant to participate to a Master Degree in Business Management at the UCL (Catholic University of Louvain La Neuve), Belgium, for the Academic Year 1994 -1995. The course was focused on a thorough critical analysis of the main aspects of business management and the relationship between the enterprise and the outside world. Since 2002 she's been the head of Unit for FILAS s.p.a (Finanziaria Laziale di Sviluppo), the regional agency of Lazio Region (Italy) entrusted with assisting enterprises, especially SMEs, in promoting new technologies and innovation at large. Role: responsible for European & international initiatives and programmes in the following topics:

- Benchmarking innovation policies
- Organization of international match-making events for SMEs working in specific business sectors (i.e. audiovisual, aerospace)
- exchange of knowledge bw Universities, Research Centers and Companies at an international level
- Project manager in European projects devoted to innovation activities for SMEs and innovative services for Lazio regional Government
- signing of MoUs with development agencies in South East Asian countries.



Name: **Walter Nastasi**

Function: Marketing And Special Projects Manager

Organisation: Unionfidi Lazio S.p.A. Regional Guarantee Company

e-mail: w.nastasi@unionfidi.it

web page: www.unionfidi.it



### CV – education and main professional experience

Rome University „La Sapienza”: University degree: Comparative Language and Literature.  
Università di Roma “La Sapienza” Dipartimento Economy and bank, insurance, finance and professional management Dpt - Master in Credit Risk Management; Basel II; rating systems; public guarantee schemes.

European Microfinance Network supported by European - Microfinance expert: Commission Marketing and outreach in UE micro-credit;

MA.G.I.C.A. Rome in cooperation with EBI initiative “I2I” and UE MEDIA program - Expert in financing cinema, audiovisual and television system in Europe: Public regional, national and international financing support to cinema, audiovisual and television system in Europe.

Unionfidi Lazio S.p.A. Marketing and Special Projects Dpt. Manager:

- R&D guarantee products for SMEs Manager and SME Rating Committee Member;
- Planning and development Guarantee fund management model ;
- Relations with Public Institutions and Banks;

Lead expert for planning and development activities for managing 2 different “Municipality of Rome -Guarantee fund”, created to facilitate access to finance Start-ups, Micro and SMEs ;

Project Manager - high-tech SME credit risk qualitative evaluation model in co-operation with University of Rome “ Federico Caffè”;

- START-UP Project Manager: facilitate access to finance to start-up businesses.
- Thematic expert in many UE project (Interreg, Urbact 2, etc)





Title of the presentation:

**Building a loan guarantee scheme to facilitate access to credit to new and start up companies**

Short summary of the presentation:

Company Presentation

- a. Mission
  - b. Partners
  - c. Administrative Organisms
  - d. Philosophy:
    - Fixed (multiplier) and modular (rating) guarantees
    - Guarantee and Co-Guarantee Funds
    - Basel 2
  - e. Internal Organisation
    - Areas
    - Competencies
  - f. Procedures
    - Internal (input/output)
    - External (Agreements with Banks/Banking Institutions)
  - g. Informatization Data Base
- Microcredito Guarantees
- h. Scenario
    - Banks and micro-credit
    - Micro-enterprises and start ups
  - i. SME and Micro-enterprise difficulty in accessing credit
  - j. Start up products
    - Product presentation
    - Characteristics
  - k. on line procedures

Case history : “Nuove imprese” Project in partnership with Unicredit-Banca di Roma

Additional information (webpages, publications): [www.unionfidi.it](http://www.unionfidi.it)

Name: **Ing. Cristhian Odorico**

Function: ‘Service Innovation’ Project Manager

Organisation: Tecum S.r.l. Gruppo Genesis

e-mail: [cristhian.odorico@gruppogenesis.com](mailto:cristhian.odorico@gruppogenesis.com)



### CV – education and main professional experience

I graduated in 2007 at the University of Udine in Ingegneria Gestionale developing a thesis entitled „Aspects of the evolutionary theories concerning the management of production,,

10-2007/02-2008 I worked with Dr. Michela Mason at the University of Udine, Department of Economics, for the publication of two articles on e-commerce, quality of Web sites and customer-satisfaction. I also worked on a book on the business management and in particular the part concerning the management of production.

02-2008/08-2008 I have done an apprenticeship training to acquire skills of “Manager of Innovation „at the company Tecum Srl Genesis Group of San Giorgio di Nogaro.

I work as an employee and as a freelancer at the Tecum Srl care of: innovation, technology in collaboration with the University, public financials and teaching activities.

Recently I participated in the Area science Tetris Park Project, founded by the European Program Leonardo da Vinci and built in collaboration with the University of Florence on the basis of a model and educational materials developed as part of an international cooperation. Specifically, I attended the course „TRIZ for business problem solving.”

Title of the presentation:

**A new service innovation: Brokerage Tecnology**

Short summary of the presentation:

In this brief presentation we present a new service innovation which is provided by Tecum Srl, a society of Genesis Group, called Brokerage Technology. This service allows to interface the world of the University with that of enterprises, allowing to reinforce the only winning combination that leads to the competitive development of SMEs in Italy. In this presentation we also see a new innovative tool that we call portal of knowledge or e-knowledge.

Additional information (webpages, publications):

More information is available on the website: [www.gruppogenesis.com](http://www.gruppogenesis.com)

Name: **Minna Pasila-Lehtinen**

Function: Development

Organisation: Kouvola Innovation Ltd

e-mail: [minna.pasila-lehtinen@innokouvola.fi](mailto:minna.pasila-lehtinen@innokouvola.fi)

web page: [www.kouvolainnovation.fi](http://www.kouvolainnovation.fi)



**CV – education and main professional experience**

Education: Master of Science in Engineering (Department of Industrial Engineering and Management, Lappeenranta University of Technology (LUT), Finland).

Professional experience related to subject of the cooperation agreement:

- Researcher trainee at the UPM Research Center, Environmental Team, Lappeenranta 2007
- Assistant and project engineer at Lappeenranta University of Technology, department of Environmental Engineering 2007-2008. The project was related to waste water management and sludge treatment. The obligation of the project was to develop small scale CHP-plants for the purpose of sludge incineration.
- Project Manager at the regional development company Kouvola Innovation in Kouvola, Finland since September 2008. Current position related to a development project of intelligent packaging and to the INNODEAL-project.

Title of the presentation:

## **Trans-regional Cooperation and Innovation in the Environmental Sector**

Short summary of the presentation:

The cooperation is focused on a specific sector: environment. The importance of environmental issues is ever growing and the cooperation between different regions is therefore more than welcome. The interest in environmental issues is first of all based on the legal obligations and sustainable development.

In the process of finding sustainable solutions and solving problems related to energy demand and waste management also new innovations are needed and new businesses can be created. One of the aims related to trans-regional cooperation is also the transfer of good practices.

The cooperation agreement is not restricted to any specific funding program. Instead different kind of funding options are considered and also the cooperation can take different forms. Beside the transfer of good practices, information and knowledge related to environmental issues the cooperation can also provide opportunities for small and medium size enterprises to get into international markets.

Name: **Tea Petrin**

Function: Full professor

Organisation: Faculty of Economics, University of Ljubljana

e-mail: tea.petrin@ef.uni-lj.si

### **CV – education and main professional experience**

Tea Petrin currently is a full professor of economics and entrepreneurship at the Faculty of Economics, University of Ljubljana and he's also a visiting professor at the University of Massachusetts at Amherst, the Haas School of Business and the University of California at Berkeley. She was a Fulbright professor at the Institute of International Studies at UC Berkeley and at the Centre for Industrial Competitiveness in the University of Massachusetts Lowell. She has a Master's degree from Louisiana State University in New Orleans and a Doctorate in Economics from the Faculty of Economics in the University of Ljubljana.

She was the former Minister of Economic Affairs and later on Minister of the Economy within the Slovenian Government (1999-2004). During these years, she developed and implemented horizontal industrial policy conducive to enterprise reorganization and competitiveness within which the support to cluster development was among the most important policy measures. She was also an ambassador of the Republic of Slovenia to the Netherlands (2004-2008).

Dr. Petrin is the Vice-President of the Board of Advisors of The Competitiveness Institute and a member of the jury preparing the award criteria and evaluating the applications received for the „Europe INNOVA Clusterpreneur of the Year 2006 Award“. Recently she has been an external evaluator of “Development of a Clustering Policy Project” in Turkey. She is a member of the EFER (European Foundation of Entrepreneurship Research) Academic Advisors Board and the chair of the European Cluster Policy Group established by EC.

Title of the presentation:

### The potential role of clusters in response to the current uncertain times

Short summary of the presentation:

Issues addressed:

- Why and how can clusters facilitate the way out of the economic crisis
- How can clusters attract direct foreign investment



Name: **Personnic Olivier**

Function: Director - Incubator Manager

Organisation: inno TSD

e-mail: o.personnic@inno\_group.com

web page: www.inno-group.com



### CV – education and main professional experience

Olivier PERSONNIC is a Director of inno TSD, in charge with the development of the incubator policy. He is himself Incubator Manager responsible for the Innovative Projects' Incubator of the Aix-en-Provence city. He studied in Marseille and then at the University of Technology of Compiègne where he obtained a MS in Mechanical Engineering and Industrial Design in 1988. He began his career as a research assistant at the Chemical School of Engineering at the University of Pennsylvania in Philadelphia where he studied innovative ceramics and superconductivity materials.

He moved to France to join a consulting company in Paris in 1990 where he created new methods and training programs regarding innovation management and economic intelligence. He has assisted more than 1500 managers in their development, in France and in Europe, as a permanent consultant for some of the well-known technopoles, clusters and start-up. Five years later, he decided to create his own consulting company in Aix-en-Provence. The company was specialized in European project management and innovation development. During 7 years, he managed a team of 8 professionals working with more than 20 partners. He developed specific tools to optimize industry organization to face up the 35 hours law in France.

Then he decided to joined inno TSD where he developed innovation management tools dedicated to SMEs and start-up. He's been in charge with the new Aix-en-Provence innovative projects' incubator since 2006, and his innovative way of thinking start-up coaching obtained high level results: in 3 years, the 1600 m<sup>2</sup> incubator accepted 21 projects, which represent today more than 140 employees and about than 12 M€ of investment.



Title of the presentation:

## The light and the butterfly

Short summary of the presentation:

The Aix-en-Provence incubator opened in mid-2006 in the refurbishing building of the former headquarters of the coal mines closed in 2002. This place is dedicated to innovative projects, most of them in the field of micro-electronics and ICT. Some other projects are in biotechnology or solar energy technology. From the opening, 25 projects (about 150 employees) have been accepted in the incubator and coached by a pluri-disciplinary team. To obtain the best quality as possible for the coaching of the start-up companies, the local authorities decided to ask a private company, inno TSD to manage this incubator.

Based on a European benchmark, we implement innovative practices in the training, coaching and networking of the start-up. Among our original practices, we propose to the incubator's companies a specific way to access private funding from Business Angels or investment funds. We have on our site a group of investors called Alumni Entrepreneurs who acts as start-up's business angels.

Name: **Oliver Reichert**

Function: Project Manager

Organisation: Wirtschaftsförderung Region Stuttgart  
(Stuttgart Region Economic Development Corporation)

e-mail: [oliver.reichert@region-stuttgart.de](mailto:oliver.reichert@region-stuttgart.de)

web page: <http://wrs.region-stuttgart.de>



## CV – education and main professional experience

Since 2006, Mr. Reichert is working for the WRS as a project manager. He is responsible for the branch office of the regional Business Angels Forum together with Mr Andreas Chatzis, who is the General Manager. The main task of the Branch Office is to set up pitching sessions and events to exchange experience between business angels. It is also closely linked to PUSH! (Partnernetz für Unternehmensgründungen aus Stuttgarter Hochschulen) - the support network for academic start-ups and spin-offs. Moreover, Mr Reichert is responsible for branch oriented activities to support the cluster activities and the innovativeness of mechanical engineering stakeholders. This also includes support for financing innovation.

In the last 3 years, Mr Reichert was also responsible for several European projects in the area of innovation support and financing for innovation and related topics to promote the regional innovation system. He has managed 3 EU-funded projects focussing on cluster development (e-RAIN / Regions of Knowledge 2; EUROPEER SME / OMC-NET) and innovation support instruments (INNO-DEAL / Pro INNO Europe). He was also involved in INTERREG and FP6 projects like REGINS, CORINNA and VIVA.

Mr Reichert has a university degree (M.A.) in Political Science and Economic Geography. As a masters thesis, he has conducted a study of the influence cluster activities of mechanical engineering companies on their position in the world market competition.

Title of the presentation:

### The Business Angel Forum Region Stuttgart

Short summary of the presentation:

The Business Angel Forum Region Stuttgart (BAFRS) is organised as a kind of 'club' for well-off and experienced business people, aiming to promote investments in high-tech start-up companies. It was established in 2003 as a registered association (e.V.) and currently counts 24 members. Pitches are organised 3-4 times a year, offering space for discussion and exchange of experience. Since 2003, several million Euro have been invested and triggered further VC investments.

BAFRS is a public-private partnership of Wirtschaftsförderung Region Stuttgart GmbH, City of Stuttgart and i.con. innovation GmbH. Within this model, WRS has the role of a branch office and a contact point for current and prospective business angels. i.con. innovation takes the role of a clearing agency, a contact point for companies in the seed and pre-seed phases. The main advantage of BAFRS is its close link to PUSH!, a network managed by WRS to provide support for start-ups and spin-offs from universities in Stuttgart Region.

Additional information (webpages, publications):

<http://business-chance.region-stuttgart.de>

Name: **Gohar Sargsyan**

Function: Coordinator EU and International Initiatives

Organisation: IIP Create

e-mail: [g.sargsyan@gmail.com](mailto:g.sargsyan@gmail.com)

web page: <http://www.iipcreate.com>



### CV – education and main professional experience

Dr Gohar Sargsyan is an experienced business management consultant and a programme manager in international multidiscipline environments both in public as well as private sectors. She holds an MBA degree and an MS degree in Computer Information Sciences from the University of California, Los Angeles (UCLA), she also accomplished her PhD in Informatics.

Started from 2002 Gohar is a EU appointed expert for European Commission (EC) programmes. She was an in-service consultant at the Management Support Unit of EC DG INFSO in 2004-2005, where she carried out consulting, coordination, technical and managerial activities. The last few years she was a programme director of the EU and international initiatives, in some of these projects having coordinator role.

Gohar joint Logica group in 2008 as a senior business management consultant on innovation business services, among others addressing ICT and digital media sectors.

Gohar provides consulting services at ICT-Innovation Platform Creative Industries (IIP CREATE), The Netherlands, having a coordinator role responsible for EU and International initiatives.

Title of the presentation:

## Creative Industries and Digital Media

Short summary of the presentation:

Globalization and connectivity are new realities that have brought profound changes in lifestyles worldwide. The value system of society is changing rapidly. A logical consequence of these drastic changes in the way we live is the rise of a new economic sector: the creative sector. At the heart of the creative economy lie the creative industries, which are at the crossroads of the arts, culture, business and technology. Creative industries involve the interplay of technology-intensive and service oriented sub-sectors ranging from art, festivals, music, books and to more technology-intensive and service-intensive sub-sectors such as the film industry, broadcasting, digital animation, new media and design. ICT plays a key role in the creative economy not only as the essence of creative sectors such as audiovisuals and new media but also as the means by which to access and circulate digitized content in today's interactive multimedia environment.

Additional information (webpages, publications):

<http://www.iipcreate.com>



Name: **Christian Saublens**

Function: Executive Manager

Organisation: EURADA

e-mail: [christian.saublens@eurada.org](mailto:christian.saublens@eurada.org)

web page: [www.eurada.org](http://www.eurada.org)



## CV – education and main professional experience

Education: From October 1972 to October 1977: ICHEC (Brussels). Degree in Finance and Economics. Commercial Engineer.

1979-1986: Standing Committee of the Glass Industry (CPIV) in Brussels. Co-ordination of the Committee and EU lobbying for the glass industry.

1986-1992: Joint Office CEMR/IULA. Co-ordinator of a joint office for two associations of regional authorities. Responsible for representation of members' interests.

Since 1992: Executive Manager of EURADA. Responsible for the strategic development of EURADA, membership services, representation and lobbying on behalf of members interests.

Organiser of seminars and conferences on all issues related to regional development and SME support services.

Responsible for the management of pilot projects in the framework of EU programmes (RECITE, OUVERTURE, Community Developers, B2-600, Article 10 ERDF, PHARE, COOPME, PHARE Technical Assistance to Bulgaria, Leonardo, Interreg III C, Business Angels).

Co-ordinator of various studies managed by the European Commission (DG V, DG X) and organiser of seminars dedicated to the training of the management of development agencies in the CEEC.

Since 1999: organiser of the annual congress of CEEC RDAs

Expert to DG Regio and DG Enterprise on issues concerning regional policy and entrepreneurship.

Expert to DG Research for the expert group report on Research Intensive Clusters





Title of the presentation:

### **Building a regional economy based on ideas and innovation**

Short summary of the presentation:

The presentation will focus on the main ingredients of any regional strategy based on entrepreneurship and innovation. 9 ingredients will be looked at: leadership, vision and motivation, goals, strategies, core strengths, enables, implementation tools, evaluation and governance.

A series of thoughts will be raised to help regional stakeholders review their current practices in order to define their potential next generation's practices.

Name: **Bartosz Sokół**

Function: Project Manager

Organisation: Podlaska Regional Development Foundation

e-mail: sokol@pfr.pl



### **CV – education and main professional experience**

Bartosz Sokol was born in 1976. He graduated in the Bialystok Technical University in 2001 on Computer Science Department. In 2009 he obtained a PhD on Computer Science with the subject Computer Memory Testing. Since 2001 has worked at the Technical University as an assistant/research and teaching worker. He provides lectures on cryptography, data security, hardware testing. He published research results on many international conferences.

Since 2000 he has worked in Podlaska Regional Development Foundation as a Project Manager. He was involved in the preparation of Regional Innovation Strategy in Podlaskie region. He took part in the RIS evaluation process. He was responsible for managing and implementation of several European projects financed from different sources. He was working as a Head of Euro Info Centre in Podlaskie Region, now he is responsible for managing Enterprise Europe Network - local branch in Bialystok and few more projects. He is involved in all management issues: project organization, identification and development of services, development of information and presentation material, monitoring of client requests and feed-back, coordinating projects activities with other EU member states on the regional aspects of projects and best practice, gathering and analyses of business and market information (regional and national), for SMEs, promoting best practices, assisting local, regional and national institutions in setting up regional/cross-border economic development projects. He is responsible for cooperation with partnership organizations, initiating, organization and realization of planned actions and external projects implementation, providing lectures during seminars and conferences on EU market and enterprise policy. He was involved in evaluation commission for a subsidy under PHARE and Structural Funds programmes (as a chairman and evaluation officer).



Title of the presentation:

**Eco-cooperation - environmental Projects carried out by PRDF**

Short summary of the presentation:

The presentation will give an introduction to the initiatives and projects carried out by PRDF in environmental sector. PRDF has provided environmental services directed to SMEs since 2003, when Podlaska Agency for Energy Management was incorporated. In addition to this Agency, PRDF provides services and executes other projects financed from different sources. PRDF has strong experience in environmental activities starting from advisory and information services, through environmental audits. Last years PRDF established 10 eco-klubs in schools, where young pupils are educated on eco-business. At the end of the presentation, recently submitted environmental projects will be presented.

Additional information (webpages, publications):

[www.pfrr.pl](http://www.pfrr.pl), [www.paze.pl](http://www.paze.pl)



Name: **Lennart Svensson**

Function: Head of Division

Organisation: Innovation and Cluster Development, SKANE

e-mail: [lennart.r.svensson@skane.se](mailto:lennart.r.svensson@skane.se)



#### CV – education and main professional experience

2003 – 2004	Management and Corporate Governance Program, Executive Foundation of Economics EFL, Lund
2001 – 2003	Executive Master of Business and Administration (EMBA), Executive Foundation of Economics EFL, Lund, Sweden
2005	Head of Division, Innovation and Cluster Development, Department of Economic Development and Innovation, Skane Region, Malmö
2003 - 2005	Hospital manager, Ängelholm Hospital, Ängelholm, Sweden
2002 - 2003	Senior Consultant, Rote Consulting, Kristianstad, Sweden
2000 - 2002	Human Resources Director, C Technologies, Lund, Sweden
1999 - 2000	Commander Battalion, Colonel, UN, SFOR, Bosnia and Herzegovina
1996 - 1999	Commander Mechanised Brigade, Colonel, Dragoon Brigade, Hässleholm, Sweden
1994 - 1996	Commander, Training, Lieutenant Colonel, Southern Skane Brigade, Lund, Sweden
1993 - 1994	Chief of Staff, Lieutenant Colonel, Southern Army Division, Kristianstad, Sweden
1992 - 1994	Chief of Logistics, Lieutenant Colonel, Southern Army Division, Kristianstad, Sweden
1991 - 1992	Company Commander, Major, Southern Skane Brigade, Lund, Sweden
1988 - 1991	Chief of planning, Army staff, Army Staff, Swedish Army, Stockholm



Name: **Alex Talacchi**

Function: Officer

Organisation: EC, DG Enterprise and Industry,  
Innovation Policy Development

e-mail: Alex.Talacchi@ec.europa.eu

web page: [http://ec.europa.eu/enterprise/innovation/index\\_en.htm](http://ec.europa.eu/enterprise/innovation/index_en.htm)  
<http://www.europe-innova.org>  
<http://www.proinno-europe.eu>



#### CV – education and main professional experience

Alex Talacchi joined the Enterprise and Industry Directorate General, Unit D1, innovation policy development. 3 years ago he had previously worked in the private sector and in DG Enlargement. He is currently dealing with the implementation of horizontal aspects of innovation, standards, clustering, technology transfer, market readiness, and access to finance, high growth companies and with sector specific support in the field of satellite applications such as KIS4SAT. He was a project officer for InvestorNet (VCs network) part of the Gate2Growth initiative. He is a project officer of among others EASY, ENFFI, FinanceSpace, INVESaT and INNO-Deal networks that are developing communities, tools and analyses in the field of access to finance and clustering, part of the PRO-INNO and Europe INNOVA initiatives. He is also a project officer for BioHealth, INNOVAFUN and Euromind in the field of standards. His activity includes the summarising and implementation of policy recommendations out of the activities and results of the networks. He is currently PO of Achieve More and KIS4SAT in the field of innovation and services.

Name: **Stefano Turi**

Function: Director General

Organisation: Filas

e-mail: turi@filas.it

web page: www.filas.it



#### CV – education and main professional experience

Stefano Turi was born in Rome where he received a degree in Engineering in 1973. Since 1980, Mr. Turi has served as General Manager of Filas SpA, the Financial Development Agency of the Lazio Region, a company focused on supporting innovation in regional enterprise. This appointment was the result of his professional commitment for the creation and support of SMEs. Mr. Turi has designed, implemented and managed many different initiatives in this field and has helped to promote various important companies in this sector. The most important of these are:

- Bic Lazio SpA - a company operating within a European network and controlled by Filas, entrepreneurial associations, banks, commerce chambers, etc. Bic Lazio promotes the creation of new enterprises and supports them during the start-up phase.
- Roma Ricerche - a consortium between universities, enterprises, commerce chambers and Filas. Mr. Turi served as board member from 1988 to 1991.
- Palmer SpA - a consortium controlling the Parco Scientifico del Lazio meridionale. Mr. Turi has served as Vice-President of this Scientific Park since 2001.
- Polo Tecnologico Romano - a company promoted by Filas together with the Rome CCIAA, Acea, Ama, Enea and other agencies to create a technological district in Rome. Mr. Turi served
- S.I.T. - financial investment agency for technological innovation promoted by Filas, the Rome Industrial Association and various Banks. Mr. Turi has served as board member since 2002.

Mr. Turi also served as President of Assofir (the Association of Regional Financial Investment Agencies in Italy) from 1996 to 1999. Mr. Turi is currently a professor at the Libera Università degli Studi “S. Pio V”.

Name: **Helene Vogelmann**

Function: Project Manager

Organisation: Innovation Actors Division, VINNOVA

e-mail: [helene.vogelmann@vinnova.se](mailto:helene.vogelmann@vinnova.se)



### CV – education and main professional experience

#### Work experience:

2008 - R&D Innovation manager transnational cluster and innovation systems at VINNOVA (Swedish Governmental Agency for Innovation Systems) BSR Flagship programme on clusters and innovation and SMEs networks within the EU Strategy on the BSR region.

VINNOVA is a State authority that aims to promote growth and prosperity throughout Sweden. Our particular area of responsibility comprises innovations linked to research and development. Our tasks are to fund the needs-driven research required by a competitive business and industrial sector, and to strengthen the networks that are such a necessary part of this work.

2008 – Cluster Manager of Mobile Heights, a cluster initiative in mobile communication and telecom

2006 – Project manager at VINNOVA (Swedish Governmental Agency for Innovation Systems) Baltic Sea Region InnoNet (DG Enterprise).

2006 – Programme manager at the Skane Development Agency in Innovation and Cluster development .

## Conclusions

When INNODEAL started in 2006, the world economy was in a quite different shape compared to today. At that time, economies in most of the EU states were in an phase of expansion and all the involved regions and partners were trying to reap the most from the positive moment, launching ambitious projects to further expand mutual initiatives capable of putting together areas with very different histories and degrees of development.

Three years on, the scenario is quite different. The worst recession in the EU history is affecting everyone and most agencies have had to change their priorities from sustaining expansion to managing the emergency. Nonetheless, in spite of this, INNODEAL has emerged with a number of „recipes” that are proving quite fit also for today’s highly turbulent times.

INNODEAL has engaged in numerous allied activities such as analyses and benchmarking of best practices, mutual learning & mentoring, and trans-regional pilot actions with the focus of favouring a joint approach to support innovative start-ups and spin-offs in European regions. The final conference gives ample evidence of these activities and their results.

However, all the good results achieved within the life of the project will remain nothing more than a partial and temporary success without a clear framework for sustainability that can be referred to beyond the end the project. The twelve partners forming the INNODEAL consortium had committed to negotiate and sign at least 3 Cooperation Agreements for Joint Innovation by the end of the project.

Exceeding expectations, 5 Cooperation Agreements have been successfully negotiated and formally signed. These agreements show a sheer diversity in terms of scope and nature of their objectives as well as in the number and profile of signatories. This actually reflects the huge preparatory work and the fact that they were truly moulded to the signatories’ interests and missions and not reached via an abstract centralised „one-size-fits-all” approach.

Some of the Cooperation Agreements are sector-oriented, while others are not. Some of them already identify precise common activities, while others are more inclined to

define common areas of interest and policies for future common work. One agreement has been signed by just two parties, while another is undersigned by 12. All the regions directly involved have signed at least one CA, while 10 signatories are not INNODE-AL partners, but other private or public organisations that have been involved in the process and that have found the cooperation framework so interesting to sign it even though it presented no immediate economic advantages.

All of the signed agreements share a simple - though hopefully effective - governance approach, open to new members, but guided by founding members. Some of the CAs have already received expressions of interest by potential new members and, indeed, this is a very good sign of a healthy launch.

