



Projet cofinancé par le Fonds Européen
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STARTinMED

**INNOVATION, CREATIVITY AND START-UP
IN THE MEDITERRANEAN AREA**

MED•KED Final Conference
16-17 May 2013, Palazzo Gnudi
Via Riva Reno 77, Bologna

DAY 1 • 16 MAY 2013

MORNING

Policies for knowledge based entrepreneurship

9.00

Registration

9.30

Welcome by Paolo Bonaretti – ASTER, General Director and
Giovanna Trombetti – Economic Development Department at
Province of Bologna, Director

9.45

Innovation and entrepreneurship in the Med area, Nicolas
Espitalier – MED Programme Joint Technical Secretariat, Project
Evaluation and Monitoring Officer

10.00

Supporting entrepreneurship: what is next in the EU agenda
Giordano Richter – European Business and Innovation Centre
Network

10.30

Coffee break

11.00 • 12.30

Round Table “Entrepreneurship and regional specialization”

Moderator: Valeria Bandini – ASTER, European and International
Dept. Manager

Participants:

Jaume Baró – Barcelona Activa, Operative Director of Enterprise

Silvano Bertini – Emilia-Romagna Region, Head of Economic
Development Policies Unit

Pasquale Cioffi – Province of Milan, Manager for Fashion, Events,
Excellence and Expo

Vincent Garnier – Business Incubator CAEI de la Métropole Nice
Côte d’Azur, Project Manager

Mojca Meglic – SPIRIT Slovenia Slovenian Public Agency for
Entrepreneurship, Innovation, Development, Investment and
Tourism

Questions and answers with the audience

12.30

Lunch

AFTERNOON

Parallel sessions

14.00

Support areas for knowledge based entrepreneurship
Group splits up in four circles each table on one topic:

Access to Finance

Moderator: Olaya Martínez (Barcelona Activa) and Donata
Folesani (ASTER)

International markets

Moderator: Elisa Gerussi (Roncucci & Partners) and Fabrizio
Ciarmatori (ASTER)

Talent attraction

Moderator: Umberto De Feo (META Group) and Paola Valandro (ASTER)

Smart specialization and entrepreneurship

Moderator: Giorgio Moretti (Region Emilia-Romagna) and Lucie Sanchez (ASTER)

15.15

Coffee break

16.30 • 17.00

Conclusions from the circles, coordinated by the circles moderators

Cooperation for knowledge based enterprises in the Med area: evidence from Med-KED Lucie Sanchez - ASTER and Med-KED, project manager and Claudia Garcia - Barcelona Activa, Project Manager

DAY 2 • 17 MAY 2013

Sector focus: Creative industries

8.30

Registration

9.00

Welcome by Roberto Righetti - ERVET, Director

9.20

Start-ups presentations - 5 minutes presentation, 5 start-ups
Auguste (Italy), 24Media (Italy), TUEDDY (Barcelona),
Elektro-CHIC (Italy), Orange Fiber (Italy)

9.55

The creative sector in Europe, trends and new support activities
keynote speech by Rasmus Wiinstedt Tscherning - European
Creative Industries Alliance, Chairman

10.15

Start-ups presentations - 5 minutes presentation, 5 start-ups
Harrier (Italy), Now! (Italy), TAODYNE (France), LTC (Slovenia),
Apparati Effimeri (Italy)

10.50

Coffee break

11.15

IncrediBOL: a support programme for creative start-ups

Giorgia Boldrini - Municipality of Bologna, Manager for cross
sector projects, innovation and labour, events coordination and
territory promotion

11.35

Experience from Barcelona Nord Technology Park in Technological and Innovation Bridges

Gemma Escamilla - Barcelona Activa, Business Advisor

11.55

FAME - Facilitating Access & Mobilisation Of European Finance For Creative Industry Growth

Michela Michilli - Filas, Head of EU Programmes & International
Initiatives Unit and FAME project coordinator

12.15 • 12.45

Round Table - Cooperation in the CCIIs: 3C4INCUBATORS, capitalizing on previous experiences

Moderator: Roberto Righetti - ERVET, Director

Participants:

Ilaria Corsi - BIC Lazio, Head of European Project Unit

Vittorio Simoncelli - Sviluppo Basilicata, Manager of Territorial Development Sector and Business Unit

Lucie Sanchez - ASTER, project manager

13.00

Conclusion of the conference by Matteo Lepore - Deputy Mayor of Bologna Municipality with responsibility for International Relations, City Marketing, Innovation and Administrative Simplification, Smart City Project and Digital Agenda

13.30

Lunch

IN PARALLEL

In a dedicated area

11.00 • 13.00

Matchmaking area

One to One meetings between the start-ups and possible industrial partners. 22 start-ups from the Med-KED regions will meet up with consolidated companies in a dedicated business meeting area.

This initiative is organized in collaboration with the Consortium SIMPLER within the programme Enterprise Europe Network.

Coaching Area

Start-ups can meet with experts. Meetings are individual and can be arranged with:

Ennio Esposito - Investment Readiness

Luca Costa, Egidio Frattarelli, Elisa Gerussi - Internationalization

Mauro Lenzi - ICT, mobile, web technologies

Giuliana Maccione - Opportunities for creative industries in Emilia-Romagna

Giulio Giunti - Opportunities for startups in Emilia-Romagna

EXHIBITION AREA

For creative startups during the whole event

Startups

Anonima Impresori, Apparati Effimeri, Elektrochic,

Esercizi di Stile, Harrier, Inbooki, iXoost, Manoteca, MiniMess,

Seiperdue, Tryeco, Vicolopagliacorta, Youtool

MED • KED PROJECT

MED-KED promotes knowledge-based entrepreneurship in the Mediterranean Area. Over its 36 months duration, the project has developed concrete actions with the final objective to define new policies in the support of entrepreneurship in the mediterranean area:

- 1 RESEARCH ON REGIONAL ENTREPRENEURSHIP PROFILES**
- 2 PLAN TO DEVELOP NEW SUPPORT ACTIONS FOR ENTREPRENEURSHIP**
- 3 LAUNCH OF ACTIONS FOR TRANSNATIONAL COOPERATION**
- 4 DEVELOPMENT OF PILOT PROJECTS IN TWO STRATEGIC AREAS: ACCESS TO FUNDING AND INTERNATIONALIZATION**
- 5 POLICY RECOMMENDATIONS**
- 6 MED-KED NETWORK, A TRANSNATIONAL NETWORK FOR THE KNOWLEDGE BASED ENTREPRENEURSHIP IN THE MED AREA**



www.med-ked.eu

AASTER



Promoted by the programme MED for transnational cooperation - co-funded by the European Regional Development Fund Med-KED is implemented by

ASTER (Emilia-Romagna, Italy)

Barcelona Activa (Catalonia)

Fondation Sophia Antipolis (Provence-Alpes-Cote d'Azur, France)

Technology Park Ljubljana (Slovenia)

Province of Milan (Italy)