

INNO-DEAL Project Final Conference

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



2 July 2009
Ljubljana, Slovenia

Venue:
Grand Hotel Union

The INNO-DEAL project which is funded under the EU Pro-INNO programme brings together 12 partners across 12 EU countries and is focused on creating trans-regional agreements to foster innovation financing and regional economic development.

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

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 institutions. In line with the themes and objectives of the European Year of Creativity and Innovation, INNO-DEAL final conference will stress the importance of creativity and innovation for the SMEs, and a whole session will be focused on the opportunities of collaboration in creative and digital media sector.

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!



8:30 - 9:00

Registration

9:00 - 9:20

Welcome

- **Zoran Janković**, Mayor of Ljubljana (SI)
- **Stefano Turi**, Director General, FILAS (IT)
- **Lilijana Madjar**, Directress, RDA LUR (SI)

9:20 - 10:05

Opening Addresses

- **Darja Radić**, State Secretary, Ministry of Economy of the Republic of Slovenia (SI)
- **Reinhard Büscher**, Head of Unit of Innovation Policy Development, DG Enterprise and Industry, European Commission
- **Tea Petrin**, Faculty of Economics, University of Ljubljana (SI)

10:05 - 10:25

Keynote Speaker

Christian Saublens

Director, EURADA - European Association of Development Agencies (BE)

10:25 - 10:45

Coffee break

10:45 – 12:15

Presentation of the INNO-DEAL Cooperation Agreements – Part I

10:45 - 11:15

Integration of Services for Spin-off Creation and Internationalization

- **Domenico Corradetti**, Responsible of 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)

Q & A (15 minutes)

11:30 - 12:00

Venture Capital and Business Angels (Panel)

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

Panelists:

- **Christian Rey**, Director, Marseille Innovation (FR)
- **Oliver Reichert**, Project Manager – Regional Development, Stuttgart Region Economic Development Corporation (DE)
- **Business Angel** representative, acting at an international level *[TO BE DEFINED]*

Q & A (15 minutes)

12:15 - 13:30

Networking Lunch

Conference moderator

Violeta Bulc

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

13:30 - 14:00

The Baltic Sea Region (BSR) INNO NET Experience

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

14:00 – 16:15

Presentation of the INNO-DEAL Cooperation Agreements – Part II

14:00 - 14:30

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

- **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)

14:45 - 15:15

Creative Industries and Digital Media (Panel)

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

Panellists:

- **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)

15:30 - 15:50

Coffee break

15:50 - 16:05

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)

16:15 – 17:00

Cooperation Agreements Signing Ceremony

17:00 - 17:20

Closing Remarks

- **Michela Michilli**, Head of EU programmes & Initiatives Unit, FILAS (IT), INNO-DEAL Project Director
- **Alex Talacchi**, Officer, Innovation Policy Development, DG Enterprise and Industry, European Commission, INNO-DEAL Project Officer

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

Host organization:

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

Additional info on the event:

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Accommodation

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Booking form for participants available at:
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



Tourist info

www.visitljubljana.si
www.slovenia.info

