



# EU-JAPAN SEMINAR

## EU-Japan Clusters Policies Towards SMEs' Innovation

**DATE:** Tuesday, 15 February, 2011      **LOCATION:** Brussels, BELGIUM  
**VENUE :** European Commission – Albert Borschette Centre, Rue Froissart, 36, B-1000 Brussels

### PROGRAMME

- 13:00 – 13:30      **Registration**
- 13:30 – 13:40      **Welcome Speech**  
**Ayako KAWAMURA**, Director – EU-Japan Centre for Industrial Cooperation
- 13:40 – 14:00      **Introduction to the Workshop**  
Moderator: **Christian SAUBLENS**, Managing Director, EURADA

#### WORKING SESSION

- 14:00 – 14:30      **EC public initiatives for SMEs and cluster cooperation**  
→ *Cluster Policy at DG ENTR*  
**Towards World-Class Clusters in the EU**  
**Nikos PANTALOS** - Support for Innovation  
European Commission, Directorate-General Enterprise & Industry  
→ *SME, Innovation & Internationalisation Policy at DG ENTR*  
**SMEs, Innovation & Internationalisation Policy in the context of "Europe2020" Strategy**  
**Silviu JORA**, Policy Officer - Policy Development for Industrial Innovation Unit  
European Commission, Directorate-General Enterprise & Industry
- 14:30 – 15:00      **Japanese public initiatives for SMEs and cluster cooperation**  
**Yuji HOSOYA**, Senior Analyst  
Japanese Ministry of Economy, Trade & Industry (METI)
- 15:00 - 15:30      **How to smoothly connect academia with industry?**  
**Yoichi IIDA**, Chief Representative, Representative Office in Europe  
New Energy & Industrial Technology Development Organization (NEDO)
- 15:30 – 15:45      **Panel Session 1**
- 15:45 - 16:00      **Coffee Break**

(Please see reverse)



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## EU-Japan Clusters Policies Towards SMEs' Innovation

16:00 - 16:30

### EC public initiatives for SMEs and cluster cooperation

→ *SME, Innovation & Internationalisation Policy at DG Research and Innovation*  
**Fostering SME innovation through cross-border cooperation**

**Bernd REICHERT**, Head of Unit, Small and Medium Size Enterprises  
European Commission, Directorate-General Research

→ *Cluster Policy at DG Research and Innovation*

**Perspectives for innovative research driven clusters in the FP7 - the programme "Regions of Knowledge"**

**Stefan WEIERS**, Programme Co-ordinator "Regions of Knowledge"  
European Commission, Directorate-General Research

### CLUSTER / SME CASE STUDIES

16:30 - 16:50

→ *CLUSTER / SME Innovation – International Cooperation Experience*

**Vitagora®'s efforts, along with F<sup>2</sup>C Innovation partners, to develop clusters' cooperation with Japan**

**Geoffroy TRINH**, Regional representative for Vitagora® cluster in Asia

16:50 - 17:10

→ *CLUSTER / SME Innovation – International Cooperation Experience*

**UP-tex in Japan towards an inter-cluster partnership**

**Stéphan VERIN**, International executive officer of UP-tex competitiveness cluster

### WORKING SESSION

17:10 – 17:30

#### European Cluster Collaboration Platform

→ *Access to information and networking support for cluster organisations and their members*

**Juan CARMONA-SCHNEIDER**, Senior Consultant / Senior Project Manager, ZENIT GmbH

17:30 - 17:50

#### Panel Session 2

17:50 – 18:00

#### Memorandum of Understanding - Signature Ceremony

**Julien GUERRIER**, General Manager, EU-Japan Centre for Industrial Cooperation

**Peter WOLFMEYER**, Managing Director, ZENIT GmbH

18:00 – 18:30

#### Closing/Networking Reception