

CONFERENCE

21 / 22 November 2017

BRUSSELS
BELGIUM

OVERALL 2 DAYS PROGRAM



EPSI ANNUAL CONFERENCE



CLUSSPORT HIGH LEVEL GATHERING



EU4SPORT CLUSTERS ALLIANCE FINAL CONFERENCE



NOVEMBER 21ST

“SPORT AS A DRIVER FOR INDUSTRIAL MODERNISATION AND ECONOMIC GROWTH”

To register
please click [here](#)

09:00 – 09:15

Registration and coffee

09:15 – 9:30

Opening words

Mr. Alberto Bichi

Co Executive Director EPSI / Moderator

Keynote speakers

- **Mr. Slawomir Tokarski**
Director of Innovation and Advanced Manufacturing, Directorate General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission (TBC)
- **Mr. Peter Berkowitz**
Head of Unit for Smart and Sustainable Growth, Directorate General for Regional and Urban Policy in the European Commission (DG REGIO), European Commission (TBC)

9:30 – 09:50

**Importance of Health Enhancing
Physical Activity (HEPA) - Relevance of
children**

Mr. Renald Lafarge

Managing Director of Nova Child

09:50 – 10:10

Economic Relevance of Sport

Ms. Anna Kleissner

*Vice Executive Director and Senior
Researcher of SportsEconAustria*

10:10 – 10:30

Coffee Break

10:30 – 12:00

**How can sport be a driver for
industrial modernisation and
economic growth?**

Speakers

- **Mr. Marc Van der Zande**
Sport and Technology; EU4Sports-ClusterAlliance project
- **Mrs. Montse Centellas**
INDESCAT: Concrete Business cases/Reverse Mission
- **Mr. Kristof de Mey**
Victoris/UGent: Business from knowledge
- **Mr. Bert Celis**
Flanders Bike valley
- **Startups in the spot light**
(IPOS, FBV, Victoris, ...) (TBC)

Moderator Mr. Rene Wijlens

*Co Executive Director of EPSI; Cluster
Manager of Sport and Technology*

12:00 – 13:00

Lunch Break

13:00 – 13:15

**Funding Opportunities for the Sport
Sector**

[results from scan for calls 2017/2018]

Mr. Jordi Escribà B-Link

13:15 – 13:45

Session innovations in practice

*Brief introduction on projects; challenges
and chances for the industry coming
from the projects*



4-5 presenting (innovation) projects: eg

- *IPC project*
Ms. Florence Bongers, S&T
- *EFRD project The vitality living lab*
S&T
- *Nano4 sports project*
Ms. Tine van Lommel, KUL
- *Vital cities Urbact*
Mr. Twan de Bruyn
- *SPORT AHEAD*
Mr. Medardo Chiapponi, Università luav di Venezia
- *Other projects*

13:45 – 14:30

Match making and brokerage events

Coordinated by *René Wijlens*

Co Executive Director of EPSI; Cluster Manager of Sport and Technology

14:30 – 15:00

Regional Development and cross border synergies

Why “ClusSport Partnership” is of importance for the Smart Specialisation for Industrial Modernisation Platform;
Political introduction : more regional and private investments for the European sport industry

- *Mr. Marku Markkula*
Vice president Committee of Regions (TBC)

Regional Governors

- *Mr. Mika Riipi*
Lapland Regional Governor
- *Ms. Emma Vendrell*
Head of International Projects, Clusters Unit
- *Mr. Pentti Malinen*
Regional Mayor, Regional Council of Kainuu (TBC)

15:00 – 15:15

Coffee Break

15:15 – 17:45

Technical panel ClusSport Consortium, workshop and closing remarks

- a presentation of the overall concept of interregional cooperation for industrial modernisation;
- the work performed so far (scoping note);
- connection with other EU initiatives such as ongoing INTERREG and Macro Regions projects in the area of sports, and EPSI;
- examples of investment projects taken from the EAC study on structural funds on sports.

Speakers

- *Ms. Kristiina Jokelainen*
Lapland Region
- *Mr. Nikos Pantalos*
DG Grow (TBC)
- *Ms. Alessandra Lepore*
DG Regio (TBC)
- *Mr. Julien Balsen*
Auvergne Rhône Alpes (Participating Region) (TBC)
- *Mr. Mike Coyne*
partner at CSES (TBC)
- *Mr. Marc Pattinson*
European Cluster Collaboration Platform Project Director and inno TSD
- *Mr. Pierre Padilla*
Senior Consultant at IDEA Consult (TBC)

Moderator: *Mr. Alberto Bichi*

Co Executive Director of EPSI

*For your information, the EU4Sports Clusters Alliance Final Conference, will be hosted in the same premises on the 22nd November 2017, i.e. the day after. For more information contact assistant1@epsi.eu



EU4SPORTS
CLUSTERS ALLIANCE

EU4SportsClusters Alliance Final Conference

NOVEMBER 22ND

"The Internationalisation of SMEs"

EU4SportsClusters Alliance is a project co-financed by the European Commission to implement and test a **Joint Internationalisation Strategy** for the **European Strategic Sport Clusters Partnership**, developing new value chains and exploiting **international opportunities for SMEs**, especially those existing in third markets outside the EU.

The alliance is made up of five European partners (**INDESCAT** from Catalonia, Spain; **Sports & Technology**, The Netherlands; **EPSI** –European Platform for Sports Innovation–, Belgium; **Cluster Montagne**, Auvergne-Rhône-Alpes, France; and **Flanders' Bike Valley**, Belgium).

For your information, the 6th EPSI Annual Conference and ClusSport gathering, will be hosted in the same premises on the 21st November 2017, i.e. the day before. For more information contact assistant1@epsi.eu

09:30 – 10:00

Arrival and registration of participants

10:00 – 10:15

Keynote speech

- **Ms Hélène Dage**
Deputy Head of SMEs: Clusters and Emerging Industries, European Commission
- **Ms Elżbieta Bieńkowska**
Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission (TBC)

Moderator: Mr Alberto Bichi

10:15 – 10:30

Welcome address

Mr José Freitas
Policy Officer, DG for Internal Market, Industry, Entrepreneurship and SMEs, Unit GROW F2 – Clusters, Social Economy and Entrepreneurship

10:30 – 11:15

Overview of the project

Speakers:

- **Ms Stefania Pantazi**
Project adviser of EASME and project officer of EU4SportsClusters Alliance
- **Mr Alex Rivera**
Cluster Manager of INDESCAT and project coordinator
- **Mr Rene Wijlens**
Cluster manager of Sports and Technology
- **Mr Alberto Bichi**
Co-Executive Director of EPSI
- **Ms Nathalie Saint-Marcel**
Deputy director of Cluster Montagne
- **Mr Bert Celis**
CEO of Flanders Bike Valley



EU4SPORTS
CLUSTERS ALLIANCE

EU4SportsClusters Alliance Final Conference

11:15 – 11:45

Coffee Break

11:45 – 12:15

Lessons learnt within EU4SportCluster Alliance

Moderator: *Ms Montse Centellas*
Export Manager of INDESCAT

Speakers

- Participant companies in the trade mission to Cina and/or USA
- Kaptiva Sport (INDESCAT)
- Snooc (Cluster Montagne)
- Inuteq (S&T)
- Bioracer (Flanders Bike Valley)

12:15 – 12:45

Panel discussion

Clusters and Internationalisation.
The future collaboration

Moderator: *Mr Marc Pattinson*
European Cluster Collaboration Platform
Project Director and inno TSD

Panellists

- *Mr Alberto Bichi*
Co-Executive Director of EPSI;
- *EU Clusters Partnerships from*
different EU funding programs

12:45 – 13:00

Closing Remarks and Next Steps

Speakers

- *Mr Alex Rivera*
Cluster Manager of INDESCAT SD
- *Mr. Pierre Padilla*
Senior Consultant at IDEA Consult
(TBC)

Moderator: *Mr. Alberto Bichi*
Co Executive Director of EPSI

Project tangible outcomes

- 2 Trade missions to China and USA, including the attendance to 2 international fairs
- 3 market studies to China, USA and Iran
- 2 EU matchmaking Event to Iran and Belgium
- 1 Guide on EU Funding for sports industry 2014-2020
- 4 Training sessions on EU funding, international export groups, learning study tours to other partnerships and reverse missions.

To register
please click [here](#)

Financed by:



Partners:



Venue: ACCIÓ premises Rue de la Loi, 227, 3rd floor, B- 1040 Brussels