



## PRESS RELEASE

Eindhoven, the Netherlands, March 2016

Week of Innovative Regions in Europe (WIRE) 2016 titled: *The Power of Regional Innovation Ecosystems*

### Brainport Eindhoven Region hosts WIRE 2016

The European Commission's Week of Innovative Regions in Europe (WIRE) 2016 will be hosted in the Brainport Eindhoven Region from 8 to 10 June. The 7<sup>th</sup> edition of this prestigious conference is titled *The Power of Regional Innovation Ecosystems*. WIRE 2016 is a prime event of the Dutch EU Presidency that is organised by Brainport Development in close cooperation with the European Commission (Directorate General Research & Innovation) and with support of the Province of North Brabant and Brainport Network.

#### Platform for research and innovation funding in the EU

The WIRE 2016 conference provides a platform for over 400 policy makers, national and regional authorities, knowledge institutions and enterprises from all over Europe to have an in-depth discussion on the opportunities for research and innovation and the EU funding programme beyond 2020. A particular focus will lie on extraordinary examples of collaborative open innovation practices throughout the EU. In order to create impact in Europe, to upscale and to aim for global competitiveness, WIRE 2016 intends to increase awareness about the importance and (urgent) need to build regional innovation ecosystems.

#### Showcasing open innovation and stimulating global competitiveness

WIRE 2016 will start off with an on-site event programme on Wednesday 8 June. On this preliminary day open innovation sites will be showcased during field visits in the South of the Netherlands. The conference programme on 9 and 10 June 2016 at Muziekgebouw Eindhoven intends to provide an in-depth discussion on innovation opportunities for the regions and their innovation actors, and to increase awareness for the need of regional actions to stimulate global competitiveness.

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#### About the Brainport Eindhoven Region

*The Brainport Eindhoven Region has become one of Europe's prominent high tech regions in recent years. The Brainport philosophy is a unique form of collaboration that lays the foundation for open innovation: sharing knowledge to multiply knowledge. High tech and design go hand in hand with top-quality manufacturing and entrepreneurship. Collaboration and cooperation, a considerable dose of intelligence and the ability to constantly adapt, help accelerate the economy and get the individual moving, attracting talented students, knowledge workers, entrepreneurs and investors from around the world. Together we develop the products and services of the future that will help solve the societal challenges.*

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#### Contact

For more information about WIRE 2016:

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To register for the WIRE 2016 conference go to [www.wire2016.eu](http://www.wire2016.eu).

