



# Kick-off Event of the Smart Specialisation Platform on Industrial Modernisation

Fostering interregional cooperation and investments through the Smart Specialisation Platform for Industrial Modernisation

16 and 17 November 2016

Venue: Fira de Barcelona (Gran Via Venue) Avinguda Joan Carles I, 58  
08908 L'Hospitalet de Llobregat (Barcelona)  
"Conference Center 4" (CC4)

The event is organised by the Government of Catalonia (Ministry of the Vice-presidency and of the Economy and Finance and ACCIÓ) and the EU S3 Platform

**The event will also launch the Watify support action of the European Commission for digital transformation**

## **PURPOSE OF THE EVENT**

The European Commission's S3 Platform on Industrial Modernisation calls upon the regions that have priorities in their research and innovation strategies for smart specialisation (RIS3) related to industrial modernisation to join forces in joint investment projects to foster the development of new European value chains. The European Commission is committed to develop support and advisory services to accelerate this project pipeline.

The event aims to bring together regions that have already submitted their expressions of interest in specific thematic partnerships as well as those willing to join these proposed partnerships, or interested in submitting new proposals for such interregional collaborations. Regions are invited to submit new **Expressions of Interest** for setting-up new partnerships in specific thematic areas.

During the event in Barcelona, the European Commission services will jointly present an overview of EU support activities ranging from analytical support as well as expert/advisory support to various funding instruments.

The European Commission will also present and re-launch the awareness raising campaign **WATIFY**, which has started in 2014 and has become a strong brand with the aim to speed up the digital transformation of European industry and SMEs through advanced technologies and to support the successful translation of Key Enabling Technologies related to Smart Specialisation priorities into actual projects with real economic impact. The launch will include Mr. Rudy De Waele, Futurist, innovation strategist and expert speech on artificial Intelligence and Robotics, Digital Transformation, new methodologies to re-invent and transform business and technology trend forecasts speech on how are digital and advanced technologies shaping the future.



## AGENDA 16 NOVEMBER

**9:30 – 10:00**      **REGISTRATION**

*MODERATED BY ALESSANDRO RAINOLDI, DG JRC, EUROPEAN COMMISSION*

**10:00 – 10:15**      **WELCOME**

- Albert Castellanos I Maduell, Director General of Economic Promotion, Competition and Regulation, **Government of Catalonia**
- Nuria Betriu i Sánchez, Director General of Industry and CEU of the Agency for Business Competitiveness (ACCIÓ), **Government of Catalonia**
- Maren Siemers, **European Commission representation in Catalonia**

**10:15 – 10:30**      **SETTING THE SCENE**

- Rudolf Niessler, Director for "Smart and sustainable growth and Southern Europe", DG REGIO, **European Commission**
- Mark Nicklas, Head of Unit, DG GROW, **European Commission**

**10:30 – 11:00**      **VIEWS FROM REGIONAL GOVERNMENTS AND INDUSTRY**

- Competitiveness of European Manufacturers in Digital Era, Filip Geerts, Director, **European Association of the Machine Tool Industries**
- Catalonia towards Industry 4.0: strategy and instruments, Mariona Sanz Ausàs, Director Business Innovation Centre, **Government of Catalonia**

*MODERATED BY COLIN WOLFE, DG REGIO, EUROPEAN COMMISSION*

**11:00 – 11:30**      **PARTNERSHIPS FOR INDUSTRIAL MODERNISATION - LESSONS LEARNT FROM ADVANCED PARTNERSHIPS JOINING THE PLATFORM**

- Vanguard Initiative welcoming S3P IM, Francesco Paolo Ausiello, **Vanguard Initiative chair, Emilia Romagna**
- Progress, successes and remaining challenges from within the 5 Vanguard Initiative Pilot Projects, Wim De Kinderen, **South Netherlands**

**11:30 – 11:45**      **COFFEE BREAK**

**11:45 – 12.30**      **PARTNERSHIPS FOR INDUSTRIAL MODERNISATION - FIRST NEW PARTNERSHIPS ESTABLISHED UNDER THE PLATFORM**

- Partnership on Innovative Textiles in creative industries, Felipe Carrasco, **Textile association of the Valencian community**
- Digital Services towards Industry 4.0 - **Sílvia Castellví, i2CAT**
- SMEs integration into Industry 4.0 - Wim Martens Head of Unit, Sectors and Industry 4.0, Agency for Innovation, **Business Financing and Internationalisation of Castilla y León**



- Partnership on Smart Engineering and Tooling - Anna Sacio-Szymańska, **Institute for Sustainable Technologies**, Poland and Aleš Hančič, **Slovenian Tool and Die Development Centre**

New 'expressions of interest'

**12:30 – 13:15**     ***S3P-INDUSTRIAL MODERNISATION – HOW IT WORKS***

- S3 Policy Framework: Marek Przeor, DG REGIO, **European Commission**
- Operational arrangements: Nikos Pantalos, DG GROW, **European Commission**  
Q&A (15 min)

**13:15 – 14:15**     ***NETWORKING LUNCH***

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***MODERATED BY CARSTEN SCHIERENBECK, DG GROW, EUROPEAN COMMISSION***

**14:15 - 15:45**     ***PARALLEL SESSIONS IN THEMATIC AREAS (PART 1) - Objectives and actions envisaged by the partnering regions***

**15:45 – 16:15**     ***COFFEE BREAK***

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***MODERATED BY MARK NICKLAS, DG GROW, EUROPEAN COMMISSION***

**16:15 - 16:45**     ***ROUND TABLE DISCUSSION: REPORTING BACK FROM SESSIONS***

- Rapporteurs (lead regions) from each partnership

**16:45 – 17:30**     ***PANEL DISCUSSION ON EXPLOITING LINKAGES BETWEEN THE S3 PLATFORM ON INDUSTRIAL MODERNISATION WITH OTHER EU INITIATIVES:***

- Collaborative eco-systems in the Baltic Sea Region, Dr Emily Wise, **Lund University and Innovation and Entrepreneurship Consulting AB**
- Interreg Europe Policy Learning Platforms and Industrial Modernisation, Jason Martinez, Policy Officer, **Interreg Europe**
- How to join an RTO to the Industrial Modernisation Platform, Nerea Anacabe, Structural Funds Working Group in **EARTO**
- Synergies with the EIT/KICs, Katerina Sereti, **EIT**

Discussion with the audience about their experience and ideas

**17:30 – 18:30**     ***NETWORKING RECEPTION (AT VENUE)***

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## AGENDA 17 NOVEMBER

*MODERATED BY FATIME BARBARA HEGYI, DG JRC, EUROPEAN COMMISSION*

**9:00 – 10:30**     **EUROPEAN COMMISSION SUPPORT FOR THE S3P-INDUSTRIAL MODERNISATION**

- Fatime Barbara Hegyi, DG JRC, **European Commission**
  - Jan Larosse, DG REGIO, **European Commission**
  - Carsten Schierenbeck, DG GROW, **European Commission**
  - Maria Moragues Canovas, DG RTD, **European Commission**
  - Rafal Janas, DG EMPL, **European Commission**
  - Anna-Marie Sassen, Digital innovation hubs, DG CONNECT, **European Commission**
  - Petros Gkotsis, DG JRC, **European Commission**
- Q&A (15 min)

**10:30 – 10:45**     **COFFEE BREAK**

*MODERATED BY CARSTEN SCHIERENBECK, DG GROW, EUROPEAN COMMISSION*

**10:45 – 12:15**     **PARALLEL WORKSHOPS IN THEMATIC AREAS (PART 2) - TYPE OF EU SUPPORT REGIONS NEED**

*MODERATED BY COLIN WOLFE, DG REGIO, EUROPEAN COMMISSION*

**12:15 - 12:45**     **ROUND TABLE DISCUSSION: REPORTING BACK FROM WORKSHOPS**

- Rapporteurs (lead regions) from each partnership

**12:45 – 13:00**     **LESSONS LEARNED - NEXT STEPS**

- Nikos Pantalos / Isabella Pirolo, DG GROW, **European Commission**
- Marek Przeor, DG REGIO, **European Commission**
- Fatime Barbara Hegyi, DG JRC, **European Commission**
- Marcelino Cabrera, DG JRC, **European Commission**
- Marion Sanz, **Representative from Catalonia**

**13:00 – 14:30**     **WATIFY LAUNCH & LUNCH RECEPTION**

- Kirsi Ekroth-Manssila , DG GROW, **European Commission**
- Rudy De Waele, Futurist, innovation strategist and expert on Digital Transformation, **WATIFY**

**14:30 – 17:30**     **JOINED MEMBER STATES BOARD MEETING ON KETS & DIGITAL ENTREPRENEURSHIP (ON INVITATION ONLY)**

**14:30 – 18:00**     **VISIT TO HP 3D HUB**

In order to give participants the opportunity to know more about 3D Printing and additive manufacturing, a visit to the HP 3D HUB in Sant Cugat has been organised. Prior registration is required.