



Projet cofinancé par le Fonds Européen  
de Développement Régional (ERDF)  
Project cofinanced by the European Regional  
Development Fund (ERDF)



# STARTinMED

**INNOVATION, CREATIVITY AND START-UP  
IN THE MEDITERRANEAN AREA**

**MED•KED Final Conference**  
**16-17 May 2013, Palazzo Gnudi**  
Via Riva Reno 77, Bologna

# DAY 1 • 16 MAY 2013

## MORNING

### Policies for knowledge based entrepreneurship

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9.00

#### Registration

9.30

**Welcome by Paolo Bonaretti** – ASTER, General Director and  
**Giovanna Trombetti** – Economic Development Department at  
Province of Bologna, Director

9.45

**Innovation and entrepreneurship in the Med area**, Nicolas  
Espitalier – MED Programme Joint Technical Secretariat, Project  
Evaluation and Monitoring Officer

10.00

**Supporting entrepreneurship: what is next in the EU agenda**  
Giordano Dichter – European Business and Innovation Centre  
Network

10.30

#### Coffee break

11.00 • 12.30

#### Round Table “Entrepreneurship and regional specialization”

Moderator: Valeria Bandini – ASTER, European and International  
Dept. Manager

Participants:

Jaume Baró – Barcelona Activa, Operative Director of Enterprise

Silvano Bertini – Emilia-Romagna Region, Head of Economic  
Development Policies Unit

Pasquale Cioffi – Province of Milan, Manager for Fashion, Events,  
Excellence and Expo

Vincent Garnier – Business Incubator CAEI de la Métropole Nice  
Côte d’Azur, Project Manager

Mojca Meglic – SPIRIT Slovenia Slovenian Public Agency for  
Entrepreneurship, Innovation, Development, Investment and  
Tourism

#### Questions and answers with the audience

12.30

#### Lunch

## AFTERNOON

### Parallel sessions

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14.00

**Support areas for knowledge based entrepreneurship**  
**Group splits up in four circles each table on one topic:**

#### Access to Finance

Moderator: Olaya Martínez (Barcelona Activa) and Donata  
Folesani (ASTER)

#### International markets

Moderator: Elisa Gerussi (Roncucci & Partners) and Fabrizio  
Ciarmatori (ASTER)

### **Talent attraction**

Moderator: Umberto De Feo (META Group) and Paola Valandro (ASTER)

### **Smart specialization and entrepreneurship**

Moderator: Giorgio Moretti (Region Emilia-Romagna) and Lucie Sanchez (ASTER)

**15.15**

#### **Coffee break**

**16.30 • 17.00**

**Conclusions from the circles**, coordinated by the circles moderators

**Cooperation for knowledge based enterprises in the Med area: evidence from Med-KED** Lucie Sanchez - ASTER and Med-KED, project manager and Claudia Garcia - Barcelona Activa, Project Manager

## **DAY 2 • 17 MAY 2013**

### **Sector focus: Creative industries**

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**8.30**

#### **Registration**

**9.00**

**Welcome by Roberto Righetti** - ERVET, Director

Moderator: Silvia Falciaesca - ASTER, Business Start-Up Area

**9.20**

**Start-ups presentations** - 5 minutes presentation, 5 start-ups  
Auguste (Italy), 24Media (Italy), TUEDDY (Barcelona),  
Elecktro-CHIC (Italy), Orange Fiber (Italy)

**9.55**

**The creative sector in Europe, trends and new support activities keynote speech by Rasmus Wiinstedt Tscherning** - European Creative Industries Alliance, Chairman

**10.15**

**Start-ups presentations** - 5 minutes presentation, 5 start-ups  
Harrier (Italy), Now! (Italy), TAODYNE (France), L4B (Slovenia),  
Apparati Effimeri (Italy)

**10.50**

#### **Coffee break**

**11.15**

**IncrediBOL: a support programme for creative start-ups**

**Giorgia Boldrini** - Municipality of Bologna, Manager for cross sector projects, innovation and labour, events coordination and territory promotion

**11.35**

**Experience from Barcelona Nord Technology Park in Technological and Innovation Bridges**

**Gemma Escamilla** - Barcelona Activa, Business Advisor

**11.55**

**FAME - Facilitating Access & Mobilisation Of European Finance For Creative Industry Growth**

**Michela Michilli** - Filas, Head of EU Programmes & International Initiatives Unit and FAME project coordinator

## 12.15 • 12.45

### **Round Table - Cooperation in the CCIs: 3C4INCUBATORS, capitalizing on previous experiences**

Moderator: Roberto Righetti - ERVET, Director

Participants:

Ilaria Corsi - BIC Lazio, Head of European Project Unit

Vittorio Simoncelli - Sviluppo Basilicata, Manager of Territorial Development Sector and Business Unit

Lucie Sanchez - ASTER, project manager

## 13.00

**Conclusion of the conference by Matteo Lepore** - Deputy Mayor of Bologna Municipality with responsibility for International Relations, City Marketing, Innovation and Administrative Simplification, Smart City Project and Digital Agenda

## 13.30

**Lunch**

# IN PARALLEL

## In a dedicated area

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## 11.00 • 13.00

### **Matchmaking area**

One to One meetings between the start-ups and possible industrial partners. 22 start-ups from the Med-KED regions will meet up with consolidated companies in a dedicated business meeting area.

This initiative is organized in collaboration with the Consortium SIMPLER within the programme Enterprise Europe Network.

### **Coaching Area**

Start-ups can meet with experts. Meetings are individual and can be arranged with:

Ennio Esposito - Investment Readiness

Luca Costa, Egidio Frattarelli, Elisa Gerussi - Internationalization

Mauro Lenzi - ICT, mobile, web technologies

Giuliana Maccione - Opportunities for creative industries in Emilia-Romagna

Giulio Giunti - Opportunities for startups in Emilia-Romagna

# EXHIBITION AREA

## For creative startups during the whole event

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### **Startups**

Anonima Impresori, Apparati Effimeri, Elektrochic,

Esercizi di Stile, Harrier, Inbooki, iXoost, Manoteca, MiniMess,

Seiperdue, Tryeco, Vicolopagliacorta, Youtool

# **MED • KED PROJECT**

**MED-KED promotes knowledge-based entrepreneurship in the Mediterranean Area. Over its 36 months duration, the project has developed concrete actions with the final objective to define new policies in the support of entrepreneurship in the mediterranean area:**

- 1 RESEARCH ON REGIONAL ENTREPRENEURSHIP PROFILES**
- 2 PLAN TO DEVELOP NEW SUPPORT ACTIONS FOR ENTREPRENEURSHIP**
- 3 LAUNCH OF ACTIONS FOR TRANSNATIONAL COOPERATION**
- 4 DEVELOPMENT OF PILOT PROJECTS IN TWO STRATEGIC AREAS: ACCESS TO FUNDING AND INTERNATIONALIZATION**
- 5 POLICY RECOMMENDATIONS**
- 6 MED-KED NETWORK, A TRANSNATIONAL NETWORK FOR THE KNOWLEDGE BASED ENTREPRENEURSHIP IN THE MED AREA**



[www.med-ked.eu](http://www.med-ked.eu)

 ASTER



**Promoted by the programme MED for transnational cooperation - co-funded by the European Regional Development Fund Med-KED is implemented by**

ASTER (Emilia-Romagna, Italy)

Barcelona Activa (Catalonia)

Fondation Sophia Antipolis (Provence-Alpes-Cote d'Azur, France)

Technology Park Ljubljana (Slovenia)

Province of Milan (Italy)