

## Forum for Innovation Brokerage and B2B events Bucharest, 15<sup>th</sup> and 16<sup>th</sup> October 2015

**Venue: TIB, Romexpo, Pavilion C2, Bul Marasti, no. 65-67, Bucharest**

**Motto:**

*It is not enough to know*

*Have and apply*

*A theory must be checked*

*It is not enough to want*

*Have and do*

*A fact to be proved*

*A truth must be lived!*

*Make it simple but not simplistic!*

*Johann Wolfgang von Goethe*

*Alan Spence*

*Albert Einstein*

We launched the Forum for Innovation with the goal of pushing innovation and growth research in new directions, all while keeping an eye on the necessities and the practical implications for people running actual companies.

The goal of the Forum is to discover, develop, and disseminate best practice, robust, accessible, applied theory in the areas of innovation and general management. We judge our success by our ability to shape debate and to make a difference in the lives of general managers by bringing useful new approaches to bear on their most critical growth and innovation challenges, to put together research and business environments to find solutions.

Our goal is not so much to teach our community what to think, but rather to continually better understand how to think.

### 15<sup>th</sup> October 2015

Pavilion C2,	
10.00– 10.30	<b>Receive the participants</b> <b>Welcome;</b> Introduction: Organizers
10.30- 11.00	<b>Politics concerning innovation, growth and competitiveness – Messages addressed to the Forum</b>
	<ul style="list-style-type: none"> <li>• <i>Relationship between research-innovation-growth and competitiveness in Romania</i> – Message of the ANCSI President - National Authority for Scientific Research and Innovation</li> <li>• <i>The role of communities of practice in innovation and internationalization</i> - <b>Costin Lianu</b> – Coordinator, on behalf of the private organizations of the Export Council of priority area competitiveness in the Danube Strategy</li> </ul>
11.00- 12.30	<b>Panel: Innovation and sustainable development</b> <b>Moderator: Gabriel Vladut, Director IPA CIFATT Craiova</b>
	<ul style="list-style-type: none"> <li>• <i>How SMEs can benefit from having increased access to innovation management tools and learning, through Horizon 2020 and COSME</i> – <b>Sven Schade</b>, Policy Officer, European Commission</li> <li>• <i>Danube Transnational Programme - opportunities for cooperation</i> - <b>Marius-Valentin Niculae</b>, Project Officer, Joint Secretariat, Interreg-Danube</li> <li>• <i>European Platform for innovation in sustainable energy, KIC InnoEnergy SE</i> - <b>Daniela Chiran</b>, Steinbeis-Europa-Zentrum, Karlsruhe, Germany</li> <li>• <i>Innovation for young entrepreneurs</i> - <b>Florin Nicolae Jianu</b>, President, Young Entrepreneurs Association, Romania</li> <li>• <i>Applied research for the benefit of industry and society: Model of Fraunhofer-Gesellschaft</i> – <b>Simina Fulga</b>, Fraunhofer Institute for Manufacturing Engineering and Automation IPA, Germany.</li> <li>• <i>New Pathways to a Hydrogen Society</i> - <b>Hans Marius Schuster</b>, ARENA-INNOVATION, Stuttgart, Germany</li> </ul>
12.30 - 13.15	<b>Coffee break</b>

13.15– 15.45	<p><b>Panel: A master class Horizon2020 - SME instrument; A new understanding of SME innovation needs a new way to draft convincing proposals.</b></p> <p><b>Moderator: Sven Schade</b>, Policy Officer, European Commission  <b>Camelia Marinescu</b>, NCP SMEs, ANCSI  <b>Gabriel Neagu</b>, NCP ICT, Ideal-ist representative, ICI Bucharest</p>
	<ul style="list-style-type: none"> <li>• <i>SME instrument / A new understanding of SME innovation needs a new way to draft convincing proposals</i> - <b>Sven Schade</b>, Policy Officer, European Commission</li> <li>• <i>Access to the risk financing</i> - <b>Doru Zafiu</b>, NCP- SMEs, ANCSI</li> <li>• <i>Time for SMEs to put innovation first - the SME Instrument</i> - <b>Corina Pascu</b>, Evaluator, EU Technology Analyst -Digital Economy, Research &amp; Innovation</li> <li>• <i>SME Instrument and Fast track to Innovation, recommendations for participants</i> - <b>Gabriel Neagu</b>, NCP ICT, Ideal-ist representative, ICI Bucharest</li> <li>• Questions and Responses: what we must to do to success to the <i>SME Instrument Programme</i>.</li> <li>• <i>Round table</i></li> </ul>
15.45 - 16.00	<b>Coffee break</b>
16.00 18.00	<p><b>Panel: Entrepreneurial Formation, Innovation and Industrial Property.</b></p> <p><b>Moderator: Bogdan Ciocanel</b>, Director IRECSON  <b>Alexandru Marin</b>, UPB, CETTI  <b>Alexandru Cristian Strenc</b>, Director “STRENC Solutions for Innovation”</p>
	<ul style="list-style-type: none"> <li>• <i>Platform ERRIS – Engage in the Romanian Research Infrastructures System</i> - <b>Magdalena Susan Resiga</b>, Director Adj, UEFISCDI</li> <li>• <i>Employees’ Invention – Practical handbook</i> - <b>Bogdan Ciocanel</b>, Director IRECSON Bucuresti</li> <li>• <i>Inovarea si Dreptul de proprietate Industriala, piloni ai competitivitatii</i> – <b>Alexandru Strenc</b>, Director STRENC Solutions for Innovation.</li> <li>• <i>Development of the capacity for knowledge transfer and commercialization of the results from research into the business environment, applicative research in Romania;</i> <b>Alexandru Marin</b>, UPB</li> <li>• <i>Models of entities foe technology transfer and innovation and valorification of the research results on the market</i> - <b>Gabriel Vladut</b>, ARoTT</li> <li>• <i>RINNO - a model for enhancing the benefits of Romania-Bulgaria cross - border region cooperation by using R&amp;D&amp;I</i> – <b>Camelia Marinescu</b>, NCP IMM-uri,</li> <li>• <i>RICAP - Programul Roman de Asistenta in Comercializarea Inovarii - editia a II-a - 2015-2016</i> – <b>Dragos Pislaru</b>, Director GEA Consulting.</li> </ul>

## 16 October 2015

10.00 – 11.30	<p><b>Panel: Clustering and Partnership for innovation, export and competitiveness</b></p> <p><b>Christina Leucuta</b> – Senior Advisor Association of Clusters in Romania  <b>Dragos Paslaru</b> - Director GEA Consulting.</p>
	<ul style="list-style-type: none"> <li>• <i>CHUMS car-pooling; Changing Habits for Urban Mobility Solutions</i> - <b>Lucia Cristea</b>, European Integrated Projects, Italy, <b>Gabriel Vladut</b>, IPA CIFATT Craiova</li> <li>• <i>Bridging the gap between research and Innovation - NoGAP and DTC Projects</i> - <b>Daniela Chiran</b>, Steinbeis-Europa-Zentrum, Karlsruhe, Germany, <b>Gabriel Vladut</b> IPA CIFATT Craiova</li> <li>• <i>Research and Innovation in Wallonie</i> - <b>Lidia Badea</b>, Délégation Wallonie-Bruxelles</li> <li>• <i>Cercetare si inovare in folosul IM M-urilor din textile-pielarie pentru cresterea eficientei energetice</i> - <b>Carmen Ghituleasa</b>, <b>Doina Toma</b>, <b>Luminita Albu</b>, INCD Textila Pielarie</li> <li>• <i>Politici de sustinere a strategiilor de dezvoltare (ale agentiiilor regionale) si a retelelor de clustere trans-sectoriale specializate inteligente, pentru competitivitate, inovare si sustenabilitate</i> – <b>Gheorghe I. Gheorghe</b>, INCD Mecatronica</li> <li>• <i>Serviciile Enterprise Europe Network pentru IMM-urile cu caracter inovativ</i> – <b>Simona Barsan</b>, CENTI Cluj-Napoca.</li> <li>• <i>Sprrijinirea inovarii in companii prin sustinerea conceptului de colaborare si knowledge sharing, in Clusterul iTech Transilvania by ARIES Transilvania</i> - <b>Bianca Muntean</b>, iTech Transilvania Cluster si ARIES Transilvania</li> </ul>
11.30 – 13.00	<b>Panel: Financing of the innovation process and competences of human resources</b>

	<p><b>Dr. Florin Paun</b>, Director for Industrial Innovation, ONERA, France  <b>Daniela Fourcade</b>, CCI Midi Pyrenees, France  <b>Marius Mitroi</b>, UEFISCDI, Head of Innovation Funding Department</p>
	<ul style="list-style-type: none"> <li>• <i>Archimedes – Supporting problem based learning in SMEs through IT facilitated mentoring</i> – <b>Ileana Hamburg</b>, Institut Arbeit und Technik IAT, Germany, <b>Gabriel Vladut</b>, IPA CIFATT Craiova</li> <li>• <i>The key of success to an industrial high-tech ecosystem, innovative and efficient</i> - <b>Florin Paun</b>, Director Industrial Innovation, ONERA, Franta</li> <li>• <i>Legatura inovare-mediul de afaceri; comercializarea rezultatelor inovarii si cercetarii la nivel regional</i> - <b>Daniela Fourcade</b>, Midi Pyrenees, Franta.</li> <li>• <i>Specializare Inteligenta si Instrumente de finantare pentru inovare 2014-2020</i> - <b>Catalin Molagic</b>, Departament Inovare, UEFISCDI</li> <li>• <i>Dorothy – Network of clusters in urban logistics, motilities and urban development</i> - <b>Gabriel Vladut</b>, IPA CIFATT Craiova</li> <li>• <i>Managementul deseurilor – obiectiv strategic prioritar pentru sectorul textile-pielarie</i> – <b>Eftalea Carpus</b>, INCFTP</li> </ul>
13.45 – 15.45	<ul style="list-style-type: none"> <li>• <b>In Brokerage office:</b></li> <li>• <i>Brokerage of technologies with representatives from <a href="#">ONERA</a> – Franch Center for Aerospace Research</i></li> <li>• <i><a href="#">ONERA</a> offer technologies and partnerships for: Aeronautics ; Space ; Defence and Security</i></li> <li>• Sunt invitati manageri de clustere, retele inovative si de internationalizare, interesati sa dezvolte proiecte care vizeaza managementul inovarii, transferul tehnologic, educatia pentru inovare, infrastructura inovarii si crearea de eco-sisteme inovative. In contextul in care preocuparea noastra este de a dezvolta astfel de solutii in Romania in context European si regional, va invitam sa participati.</li> </ul>
13.00–13.45	<b>Coffee break</b>
13.45–15.15	<p><b>Panel: Place of construction products in a circular economy</b>  <b>Moderator: Claudiu Georgescu</b>, President of the Association of Producers for Construction Materials.</p>
	<ul style="list-style-type: none"> <li>• <i>Produsele pentru construcții, o abordare prin prisma economiei circulare în România</i> - <b>Claudiu Georgescu</b>, președinte Asociația Producătorilor de Materiale pentru Construcții;</li> <li>• <i>Saint Gobain Glass - 350 de ani de inovație și sustenabilitate</i> - <b>Leon Buzatu</b>, Director Suport Tehnic Saint Gobain Glass;</li> <li>• <i>Co-procesarea deșeurilor din industria cimentului</i> - <b>Mihai Rohan</b>, președinte CIROM;</li> <li>• <i>Cercetări pentru realizarea de cimenturi și materiale compozite speciale și/sau multifuncționale</i>, <b>Doru Vladimir Puscașu</b> - director științific în Consiliul Director al CEPROCIM;</li> <li>• <i>Producerea de fibră sintetică poliesterică și banda PET și producerea de granule de sticlă de înaltă puritate</i> - <b>Constantin Damov</b>, co-fondator Green Group;</li> <li>• <i>Proiecte de cercetare și valorificare a conului de sticlă CRT, considerat deșeu periculos</i> - <b>Aurora Olescu</b>, administrator GREMLIN Computer.</li> </ul>
15.15 17.45	<p><b>Panel: Security and food safety in Romania</b>  <b>Moderator: Aurel Florentin Badiu</b> – NCP Horizon 2020, Academy for Agricultural Science – Gheorghe Ionescu-Șișești  <b>Gabriela Mohan</b> – Center for information on technologies, INCDBA IBA Bucuresti</p>
	<ul style="list-style-type: none"> <li>• <i>Prezentarea sub-masurilor PNDR 16.1 și 16.1.</i> - <b>Daniela Rebega</b>, Director MADR-AM</li> <li>• <i>Dezbatere pe marginea Masurilor 16.1 și 16.1.a. – Introducerea Inovarii in Agricultura / respectiv Pomicultura, din cadrul PNDR, cu reprezentanți ai MADR-AM, AFIR, APIA.</i></li> <li>• <i>Prezentarea masurilor din partea MADR cu participarea moderatorului</i></li> <li>• <i>Dezbatere cu principalii reprezentanti ai Grupurilor de producatori agricoli si din Industria Alimentara precum si cu expozanti.</i></li> </ul>

## 15<sup>th</sup> and 16<sup>th</sup> October 2015

	<b>Pavilionul C2 , Office: Brokerage</b>
10.00 – 18.00	<ul style="list-style-type: none"> <li>• <b>Brokerage</b></li> <li>• <b>B2B events</b></li> <li>• <b>Partnerships for internationales projects</b></li> </ul>

## Partners



## Partners, Brokerage and B2B events

