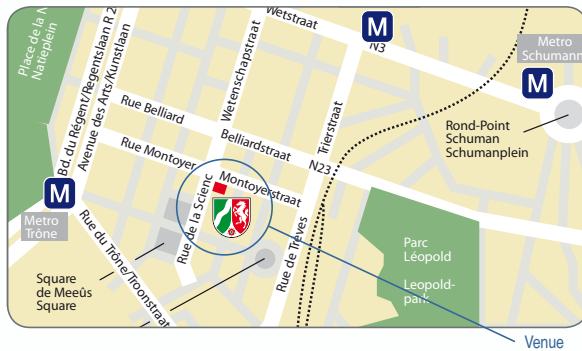


Venue

Representation of the State of North Rhine-Westphalia
Rue Montoyer 47, 1000 Brussels



Directions from train stations

- From Gare Centrale:
Bus 38 to Science/Wetenschap
Metro No. 1 (Stockel/Stokkel) or No. 5 (Herrmann-Debroux) to Arts-Loi/Kunst-Wet, continuing by Metro No. 2 (Simonis-Leopold II) or No. 6 (Roi Baudouin/Koning Boudewijn) to Trône/Troon.
- From Gare du Midi:
Metro No. 2 or No. 6 (Simonis-Elisabeth) to Trône/Troon

Hotel Accommodation

You can obtain special rates when booking the following hotels:

- I) Holiday Inn Brussels City Centre (1,6 km destination to venue)
Chaussée de Charleroi 38, 1060 Brussels
Tel +32 2 533 66 66, www.holidayinn-brussels.com
115,00 €/night including breakfast

Please mention the Booking Code: CURE.
Reservation must be made by 3rd November.

- II) Hotel Aris, (1,7 km destination to venue)
Marché aux Herbes 78-80 Grasmart, 1000 Brussels
Tel +32 2 514 43 00, www.arishotel.be
Rate: 121,00 €/night

Please mention the Booking Code: Institut Arbeit und Technik.
Reservation must be made by 2nd November.

Project Consortium

- **Coordinator:** Institute for Work and Technology (IAT)
Gelsenkirchen, Germany
- Partner**
- Széchenyi István University (SZE)
Győr, Hungary
- Cardiff University (CASS)
Cardiff, Wales
- Institute of Advanced Studies in the Humanities (KWI)
Essen, Germany
- Radboud University Nijmegen (NSM)
Nijmegen, Netherlands
- University of Applied Science Northwestern Switzerland (UAS)
Olten, Switzerland
- Vienna University of Economics and Business (WU)
Wien, Austria

Target Group

Academics, policy-makers and business people.

No attendance fee

Places are limited, therefore you are kindly advised to register for the conference early. Your registration will be confirmed.

Please register via

Project homepage:
<http://cure-project.eu/website/en/conference/overview.htm>, or
Fax + 49 (0)209/1707-110, or email: oehler@iat.eu

Contact for further information

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CURE - is a European joint research project funded by the European Commission in the 6th framework programm

Content

How the vital cultural diversity of European regions can enhance corporate competitiveness was the core question of the international three-year research project “Corporate Culture and Regional Embeddness” (CURE), funded by the European Commission. In detail it sought to investigate:

How corporate and regional cultures interact and how they influence each other, which types of regional cultures are of interest to which types of companies, and to what extent regional and company cultures influence commitment to the region.

The results of 210 case and 21 in-depth studies show many interesting examples and ideas for developing a regionally vital, innovative and diverse Europe. The interplay of different cultural settings, the balancing of strategic dilemmas, the socio-cultural base of networking, and in particular the commitment of stakeholders are all key aspects in explaining how to develop a place-based vision of ‘where to go’ and ‘what to do’.

Against this background we would like to invite you to our Brussels conference on December 3rd 2009, where the main results will be presented. To go beyond the banal statement “that culture matters” we have invited international keynote speakers and would like to discuss with you the outstanding questions of why, when and how it matters.



Prof. Dr. Emile Aarts



Prof. Dr. Ann Markusen

Programme

Moderation for the day: Prof. Ben Dankbaar

9.00 - 9.30	Reception	12:30-13:15	Panel Discussion Chair: Prof. Philip Cooke CASS* 1. Prof. Bjørn T. Asheim Lund University Sweden 2. Klaus Meyer Energy Impulse East Westphalia-Lippe Germany 3. Timo Väilharju Mediamasteri Group Finland 4. Welsh Assembly Government (requested) 5. PD Dr. Dieter Rehfeld IAT*
9.30 - 10.00	Opening Plenary Session Martin Bohle <i>Research Directorate-General European Commission</i> Hans H. Stein <i>Head of Representation of the State of North Rhine-Westphalia in Brussels</i>		
10:00-10:30	Keynote I: Discovering New Venues in Open Innovation Prof. Emile Aarts <i>Vice President Philips Research Laboratories Netherlands</i>	13:15-14:30	Lunch Break
10:30-10:45	Coffee Break	14:30-15:15	Keynote II: The Distinctive Region: Reality, Potential, Fiction Prof. Ann Markusen <i>University of Minnesota USA</i>
10:45-12:00	CURE Project Introduction: PD Dr. Dieter Rehfeld IAT* Interactive Results Presentation Chair: Prof. Robert Hassink University of Kiel Germany Discussion Partners: Dr. Stefan Gärtner IAT* PD Dr. Miklós Losoncz SZE* Dr. Nick Clifton CASS* Björn Ahaus KWI* Dr. Peter Prud'homme van Reine NSM* Steffen Dörhöfer UAS* Prof. Franz Tödtling WU*	15:15 -16:15	Parallel Sessions: Beyond „Culture Matters“ 1. Why: Regional Culture: Beyond Embeddedness Statement: PD Dr. Miklós Losoncz SZE* Moderation: Prof. Ulrich Pekruhl UAS* 2. When: Corporate Culture: Engagement for the region beyond CSR Statement: Prof. Ludger Heidbrink KWI* Moderation: Dr. Nick Clifton CASS* 3. How: Regional and Corporate Culture: Setting up virtuous circles Statement: Dr. Peter Prud'homme van Reine NSM* Moderation: Prof. Franz Tödtling WU*
12:00-12:15	Coffee Break	16:15-16:30	Closing Plenary Session Dr. Stefan Gärtner IAT*
12:15-12:30	Policy Recommendations PD Dr. Dieter Rehfeld IAT*	16:30	Apéro Networking

* Please find the associated institutions at the backpage

Keynote Speaker I

Prof. Dr. Emile Aarts is Vice President and Chief Scientific Officer at Philips Research. He holds an MSc. and PhD. degree in physics. For more than twenty-five years he has been active as a research scientist in computing science. Since 1991 he holds a position of part-time professor at the Eindhoven University of Technology; from 1991-2007 with the faculty of Mathematics and Computing Science and since 2007 with the faculty of Industrial Design. He serves on numerous scientific and governmental advisory boards at national and European level. He is the co-author of more than ten fifteen books and more than two hundred scientific papers on a diversity of subjects in the field of Information and Communication Technologies. He has been involved in the launch of the concept of Ambient Intelligence and in the foundation of Philips' ExperienceLab. His current research interests focus on computational intelligence and interaction design.

Keynote Speaker II

Prof. Dr. Ann Markusen is an economist and Professor of Planning and Public Policy at the University of Minnesota's Humphrey Institute of Public Affairs, where she directs the Project on Regional and Industrial Economics. Currently, her research focuses on occupational approaches to regional development and on artists and cultural activity as regional economic stimulants. Before her current professorship, Markusen was State of New Jersey Professor of Urban Planning and Policy Development at Rutgers University. She has served at many renowned national and international research institutions and universities. She won the McCoy Award at the American Collegiate Schools of Planning in 2005 and the Prestigious Alonso Prize in regional science in 2006. Markusen is well known for her numerous publications such as Reining in the Competition for Capital, From Defense to Development, Regions: The Economics and Politics of Territory, and Profit Cycles, Oligopoly and Regional Development.