

**Towards enhanced EU-US innovation collaboration through policy measures -
Pre-conference policy workshop to the Innovation Conference How to
integrate the innovation dimension in the EU-U.S. S&T Agreement**

14 January 2015 - Brussels

Organized by the BILAT USA 2.0 project

Venue:

Vertretung des Landes Nordrhein-Westfalen bei der Europäischen Union
Rue Montoyer 47
1000 Brussels

Dear reader

We are in the pleasant position to invite you to the event **Towards enhanced EU-US innovation collaboration through policy measures - Pre-conference policy workshop - free of charge!**

This is a pre-conference workshop taking place on 14 January 2015 in Brussels prior to the [Innovation Conference How to integrate the innovation dimension in the EU-U.S. S&T Agreement](#) taking place on 14 January 2015 from 14.00 and on 15 January 2015 at the same venue.

Join us to...

- discuss on feedback from businesses and business support structures to policy makers and notably to highlight barriers, challenges and good practices experienced by businesses involved in transatlantic collaboration
- exchange on recommendations on policy measures in order to overcome barriers and enhance EU-U.S. RTDI business collaboration.

This workshop is for you ...

Policy makers from EU and the USA: European Commission representatives, EU Member States representatives, policy makers active on EU or Member States level, US Government representatives, policy makers from relevant US policy institutions, as well as EU and US business representatives (SMEs, large companies, clusters, business/innovation support structures...)

Want to join?

Participation in the **workshop is free of charge**, as the workshop cost is taken in charge by the BILAT USA 2.0 project, supported through the European Commission.

However, **registration is mandatory and places will be distributed on a “first-come first-served” basis: register [here!](#)**



Draft agenda outline

Time	Topic	Speakers
8.45-9.15	Registration & Welcome coffee	
9.15-9.30	Opening & Welcome	BILAT USA 2.0 team – inno TSD
9.30-9.45	The transatlantic RTDI business collaboration: facts & figures, best practices & challenges	Sinan Tumer, Senior Director, SAP Co-Innovation Lab
9.45-10.00	Supporting EU-US innovation collaboration: reflecting on concerns and challenges encountered by EU and US businesses	inno TSD
10.00-10.30	Enhancing EU-US innovation collaboration: a business view	Presentations from 1-2 SMEs, <u>Suggestions:</u> <ul style="list-style-type: none"> • Dr Engin VRANA, Director of Fundamental Research of Protip SAS, France, and Scientific Coordinator of the IMMODOGEL R&D Project funded by the European Union • NN
10.30-10.50	Coffee break	
10.50-12.15	Panel on possible measures (as highlighted in the policy brief, but also additional proposals), short introduction of recommendations from the policy brief, presentations from 3-4 experts from the EU and USA, then round table discussion with panelists and the audience	inno TSD – short introduction of the recommendations from the policy brief Policy makers from different levels both from EU and USA <ul style="list-style-type: none"> • Chad Jackson from the U.S. State Dept. • Lori Cooper from the U.S. Dept. of Commerce <u>Other suggested panelists:</u> <ul style="list-style-type: none"> • Representative of cluster policy on EU level (e.g. EECA) • EU policy expert (to be named) <u>Moderation:</u> Helena Acheson, Head of Unit, MFG Innovation Agency for Media and Creative Industries Baden-Württemberg
12.15-12.30	Wrap up & Closing	BILAT USA 2.0 team

Background

In June 2014, the BILAT USA 2.0 project (responsible partner: inno TSD) has organized a **workshop on “Accelerating EU-US business collaboration in health/e-health Research & Innovation: Opportunities, Barriers and Best Practices”** that took place in Boston, USA (report available [here](#)). This workshop has brought together a high-level audience of over 60 participants from both EU and USA composed of representatives of companies (SMEs and large companies), clusters and other innovation support intermediaries, technology transfer professionals, as well as university and research institute representatives and policy makers (EU Member States embassies’ science counselors).

Feedback from businesses and business support structures to policy-makers gathered at the workshop have been summarized in a **policy brief**, that will be made available well ahead of the workshop to all registered participants and discussed during the workshop. These **recommendations are dedicated to EU and US policy makers** in order to provide information on observed barriers and suggested policy measures to overcome or reduce them.

About the organizers

The workshop is organized as activity on “**fostering innovation partnerships**” of the **BILAT USA 2.0 project**, funded by the European Commission under the Seventh Framework Programme (European research and innovation program). BILAT USA 2.0 aims at **enhancing STI collaboration between the EU and the US**.

The workshop is organized by...

[inno TSD](#), innovation management consultancy serving research institutions, businesses, policy institutions and development agencies in Europe and abroad to create optimal framework conditions for innovation and providing hands-on support to actually generating large returns on investments in research and innovation.

...with the support of BILAT USA 2.0 project partners.

<p><u>Partner responsible for the workshop:</u></p> <p>inno TSD Place Joseph Bermond, Ophira 1 – BP 63 06902 Sophia Antipolis, Cedex France www.inno-group.com Tel: 0033 4 92 38 84 17</p>	<div style="text-align: right;">  </div> <p>Svetlana Klessova, s.klessova@inno-group.com Eva Fadil, e.fadil@inno-group.com Camille Duran, c.duran@inno-group.com</p>
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