

Policy workshop

Towards enhanced EU-US innovation collaboration through policy measures

Pre-conference policy workshop to the EU-US Innovation Conference

Wednesday, January 14th, 2015, Brussels, BEL.

**Venue: Representation of the State of North Rhine-Westphalia to the EU, Room Macke/Ernst
Rue Montoyer, 47 1000 Brussels**

Workshop Program

8.45-9.15	Registration & Welcome coffee	
9.15-9.30	Opening & Welcome	BILAT USA 2.0 team – inno TSD
Session 1 – Businesses’ feedback on transatlantic RTDI business collaboration		
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	Svetlana Klessova , Director, inno TSD
10.00-10.30	Enhancing EU-US innovation collaboration: a business view	Presentations from 2 companies, <ul style="list-style-type: none"> • Dr Engin Vrana, Director of Fundamental Research of Protip SAS, France, and Scientific Coordinator of the IMMODGEL R&D Project funded by the European Union • Mateja Dermastia, Director of Anteja ECG, Slovenia
10.30-10.50	Coffee break	
Session 2 – Recommendations on policy measures to enhance EU-US businesses’ cooperation in RTDI projects		
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 experts from the EU and USA, then round table discussion with panelists and the audience	Svetlana Klessova , Director, 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"> • Cole Donovan, Foreign Affairs Officer, U.S. Department of State • Lori Cooper, Senior Policy Advisor, Office of



		European Union , U.S. Department of Commerce
		<ul style="list-style-type: none"> • Wojciech Sopinski, Policy officer, Internationalisation of EU SME policy, DG Enterprise and Industry, European Commission • Wolfgang Crasemann, Head of Unit, Innovation Policy, Federal Ministry for Economic Affairs and Energy, Germany
		<u>Moderation:</u> Kirsten Rieth , Senior Innovation Advisor, RTI International
12.15-12.30	Wrap up & Closing Lunch provided	BILAT USA 2.0 team – inno TSD

Contact of organizers / for enquiries:

Camille Duran c.duran@inno-group.com , Svetlana Klessova s.klessova@inno-group.com

List of speakers, panelists and moderators (in alphabetical order):

- **Ms. Lori Cooper**, Senior Policy Advisor , Office of European Union, U.S. Department of Commerce, USA
- **Mr. Wolfgang Crasemann**, Head of Unit, Innovation Policy, Federal Ministry for Economic Affairs and Energy, Germany
- **Mrs. Mateja Dermastia**, Director of Anteja ECG, Slovenia
- **Mr. Cole Donovan**, Foreign Affairs Officer, U.S. Department of State, USA
- **Ms. Svetlana Klessova**, Director, inno TSD
- **Ms. Kirsten Rieth**, Senior Innovation Advisor, RTI International
- **Mr. Wojciech Sopinski**, Policy Officer, Internationalisation of EU SME policy, DG Enterprise and Industry, European Commission
- **Mr. Sinan Tumer**, Senior Director, SAP Co-Innovation Lab
- **Dr Engin Vrana**, Director of Fundamental Research of Protip SAS, France

Short biographies (in alphabetical order)

Ms. Lori Cooper, Senior Policy Advisor, Office of European Union, U.S. Department of Commerce, USA. Lori Cooper is Senior Policy Advisor, at the Office of the European Union, within the International Trade Administration, U.S. Department of Commerce. A career federal government policymaker, Ms. Cooper has been at the forefront in developing innovative approaches for ensuring access to the European Union (EU) market for U.S. businesses, including negotiating ground-breaking agreements to enhance transatlantic trade and investment. Ms. Cooper was one of the lead members of the negotiating team for the first of its kind U.S.-EU Mutual Recognition Agreement, concluded in 1998, followed by the U.S.-EU Guidelines for Regulatory Cooperation and Transparency. Ms. Cooper also worked to ensure that innovation, competitiveness, job creation and exports are factored into bilateral regulatory cooperation discussions. In 2010, she launched a program of formal collaboration between U.S. and EU government agencies on best practices for supporting small- and medium-sized enterprises (SMEs) in the U.S. and in Europe. In support of the **National Export Initiative**, Ms. Cooper led negotiations on a Memorandum of Understanding between the U.S. International Trade Administration and the EU Directorate General for Enterprise and Industry, to leverage their resources and increase SMEs' export and investment opportunities.



Ms. Cooper received her Juris Doctor from Harvard Law School and graduated from Stanford University with a B.A. in International Relations and French.

Mr. Wolfgang Crasemann, Head of Unit, Innovation Policy, Federal Ministry for Economic Affairs and Energy, Germany. Wolfgang Crasemann is Head of Division for Technology and Innovation Policy at the German Federal Ministry of Economics and Technology and has held this position for over a decade. He is thus responsible for national and international technology and innovation policy, and was previously a Senior Officer for technology and innovation policy. Mr Crasemann has also worked as an expert in the banking sector regarding regional, national and EU public subsidy programmes notably for small and medium enterprises. He graduated from Bonn University and Kalamazoo College, Michigan with a Master degree of Economics.

Mrs. Mateja Dermastia, Director of Anteja ECG, Slovenia. Mateja Dermastia is CEO of Anteja ECG, and project leader of Poli4EmI project, an EU funded project in the field of clusters in Emerging Industries. She has more than 20 years of professional experience in the area of innovation and cluster policies. She has served in high-level executive capacities including as a member of the ministry cabinet and as state undersecretary in the Slovenian government and as CEO of the Centre of excellence PoliMaT. Originally trained in biochemistry, Ms. Dermastia has a Master's Degree in Economic Sciences and has completed Executive education studies at the Harvard Kennedy School in the area of science and technology for development.

Mr. Cole Donovan, Foreign Affairs Officer, U.S. Department of State, USA. Cole Donovan coordinates the U.S. science and technology relationships with the European Union, Western and Southern Europe, Sub-Saharan Africa, and the ASEAN Secretariat. Previous assignments include research and outreach coordination for the Global Innovation through Science and Technology (GIST) Initiative and innovation policy analysis. In high school Cole worked as a mentorship student at the U.S. Naval Academy, where he designed a small "CubeSat" and assisted with the testing and construction of PCSAT-1. He graduated from the University of Maryland and St. John's College in Annapolis.

Ms. Svetlana Klessova, Director, inno TSD. Svetlana Klessova, M.Sc, is Director and senior innovation consultant at inno TSD, Sophia Antipolis, France (established in 1986), the French subsidiary of the inno group, an innovation management consulting company with over 60 staff serving research institutions, businesses, policy institutions and development agencies in Europe and abroad. She has 20+ years of experience in innovation policies, technology commercialization, entrepreneurship, international R&D & innovation cooperation. She is an expert for UNIDO – United Nations Industrial Development Organisation. Svetlana has been leader or senior consultant on 50+ science, technology and innovation-related projects with R&D partners and industrial partners all over the world. She coordinates Health-2-Market initiative funded by the European Commission / Health Directorate, that aims at developing the Health researchers' entrepreneurial skills and knowledge to support the market exploitation of their research results, and provides training in IPR and asset management, entrepreneurship and business planning, launch of a successful start-up and knowledge transfer, etc.

Ms. Kirsten Rieth, Senior Innovation Advisor, RTI International. Kirsten Rieth, MBA, BSME, is a Senior Innovation Advisor at RTI International. RTI is a not-for-profit research organization with 3700 employees worldwide working in the areas of health, international development, social science, and technology development. Kirsten works at the intersection of technology and business in RTI's Innovation Advisors consultancy, supporting businesses, universities, federal laboratories, and government agencies find, commercialize, and apply technologies for economic benefit. Through this work Kirsten facilitates collaborations and partnerships among organizations for mutual benefit, and studies adoption issues in order to plan for technology commercialization and market entry strategies. She also manages RTI's membership in the US-EU Match consortium, a bridge to the Enterprise Europe Network's more than 600 EU members.



Mr. Wojciech Sopinski, Policy Officer, Internationalisation of EU SME policy, DG Enterprise and Industry, European Commission. Wojciech Sopinski works in the Directorate General for Enterprise and Industry of the European Commission. He is a policy officer in a Directorate responsible for development of SME policy. He particularly focuses on international dimension of EU SME policy, which includes dialogues with third countries and the establishment of EU business Centers. He participates in the negotiating process of the SME Chapter in the context of TTIP Agreement. He holds a Master degree in international relations from University of Lodz, Poland, as well as a Master degree from the European Institute of Public Administration in Maastricht, The Netherlands.

Mr. Sinan Tumer, Senior Director, SAP Co-Innovation Lab. Mr O. Sinan TUMER is the Senior Director of SAP Co-Innovation Lab in the East Coast region of USA. He is responsible for establishing an open innovation process by harnessing SAP's partner ecosystem to deliver innovative business solutions to SAP's customers. Previously he was responsible for managing international research policies at SAP Research with special focus on Research & Innovation deployment and early adoption programs of the US and EU governments. During his long career at SAP America, he held various management positions like Director of Operations at SAP Research, Consulting Director of the US North East region and Software Partner Alliance Director. Prior to joining SAP, he had held various IT management positions at various Consumer Goods companies and Systems Integration consulting positions at Andersen Consulting and Price Waterhouse. Sinan has a Master degree in Systems Engineering and a Master of Science in Computer Sciences, both from Georgia Institute of Technology.

Dr Engin Vrana, Director of Fundamental Research of Protip SAS, France. In 2013 Protip Medical reported the first implantation of an artificial larynx in humans. He obtained his PhD in 2009 at Dublin City University as a FP6 Marie Curie ESR fellow. His major research interests are titanium implants, tissue engineering, cell encapsulation and cell biomaterials interactions. He has published 30 articles in peer-reviewed academic journals, 4 book chapters and holds 2 European patents. His awards include Parlar Foundation Thesis of the Year (2006), ESB Translational Research award (2011) and 2nd Aegean R&D Patent competition 1st place award (2012). He is Scientific Coordinator of IMMODGEL, "[Local Immunomodulation around implants by innovative auxiliary hydrogel-based systems encapsulating autologous and phenotype controlled macrophages](#)", an R&D collaborative project funded by the European Union under the 7th Framework Programme for Research, Technological Development and Demonstration - project duration 10/2013 – 09/2017, project budget 8.1 mln eur, including 5.8 mln eur EC funding, the consortium partners include US-based organization, Brigham and Women's Hospital. The Research unit he heads also participates in 2 other EU projects EuroTransBio-BiMoT and FP7-NanoTi.

