



European Committee
of the Regions



Annual Conference of the European Entrepreneurial Regions:

Building the entrepreneurial ecosystems of the future

AGENDA

24 January 2018, 09:45-16:15

European Committee of the Regions

Rue Belliard 99-101, B-1040 Brussels, Room **JDE 52** (morning), **Atrium 6** (lunch), and **Ledra Street** (afternoon)

Map: <http://europa.eu/ldt37QX>

Interpretation available (morning session only) in **EN, FR, DE, ES, EL, RO**

Background and objectives:

Tying together different thematic strands of the European Committee of the Regions' work on entrepreneurship policy – including easing SME access to finance, supporting start-ups and scale-ups, and creating smart regulation – the conference will address the comprehensive topic of how regions and cities can best strengthen their entrepreneurial ecosystems and formulate sustainable solutions to make their business environments more robust and future-proof.

It will explore methods to establish an **evidence-base for successful entrepreneurship policies**, create a dialogue between regional and local decision-makers, actors of regional and local entrepreneurial ecosystems and EU institutions, and identify a **toolbox of good practices** that can help strengthen regional and local entrepreneurial ecosystems. Particular attention will be paid to **supporting policy design through territorial foresight**, in order to help regions and cities increase the resilience of their ecosystems against future shocks while ensuring the agility necessary to capitalise on emerging opportunities.

The event will also provide **concrete tips and advice to potential applicants for the EER 2019 edition**.

Format of the conference:

The **morning session** will address three main questions:

- What tools are available to **map local and regional entrepreneurial ecosystems**, in order to provide the necessary evidence-base for targeted policy interventions?
- How to develop comprehensive and forward-looking strategies to **build and strengthen local and regional ecosystems**?
- How can instruments such as territorial foresight and global trends research help us **make entrepreneurial ecosystems future-proof**?

The **afternoon session** will translate the results of the conference into actionable principles for entrepreneurship policy-making. Conceived as an **interactive and participatory master-class** for regional and local policy practitioners, it will provide participants with **concrete tools to develop future-oriented entrepreneurial strategies** tailored to the specific needs of their territories. At the same time, it will offer tips and insights on how applicants for the EER 2019 edition can turn an ambitious entrepreneurial strategy into a **successful EER application**.



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MORNING SESSION:

BUILDING THE ENTREPRENEURIAL ECOSYSTEMS OF THE FUTURE

09:45-10:00 *Opening*

- **Karl-Heinz Lambertz**, President of the European Committee of the Regions, Chairman of the EER jury
 - **Eva Maydell**, Member of the European Parliament, EER jury member
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10:00-10:40 *Round-table 1: Mapping regional and local entrepreneurial ecosystems*

- **Constantinos Michailides**, Director for Innovation and Entrepreneurship, Central Macedonia (EER 2018)
 - **Erik Stam**, Professor of Strategy, Organization and Entrepreneurship, University of Utrecht
 - **Rhett Morris**, Director of Research and Analytics, Endeavor
 - **Ingrid Willems**, Co-Founder and CEO, We Connect Data, Founder and CEO, DataScouts
 - Moderator: **Isidro Laso Ballesteros**, Head of Sector Startup Europe, European Commission, DG CNECT
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10:40-11:20 *Round-table 2: Building and strengthening regional and local entrepreneurial ecosystems*

- **David Minton**, Director, Northern and Western Regional Assembly (EER 2018)
 - **Katarzyna Jakimowicz**, Associate Director, The Lisbon Council
 - **Eloiza Savvidou**, Co-founder and Director, Chrysalis Leap Accelerator, Cyprus
 - **Helene Dage**, Deputy Head of Unit Clusters, Social Economy, Entrepreneurship, European Commission, DG GROW
 - Moderator: **Katarzyna Bałucka-Dębska**, Policy Officer – SME Policy, European Commission, DG GROW
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11:20-11:35 *Coffee break*

11:35-12:15 *Round-table 3: Making regional and local entrepreneurial ecosystems fit for the future*

- **Marie Esnault-Bertrand**, Director of Businesses and Employment, Ile-de-France (EER 2018)
 - **Adi Barel**, Director of International Economic Development, Tel Aviv Global
 - **Silke Haarich**, Senior Consultant, Spatial Foresight
 - **Ricardo Borges de Castro**, Adviser Strategic Foresight, European Political Strategy Centre, European Commission
 - Moderator: **Michael Ralph**, Adviser to the Deputy Director General, European Commission, DG REGIO
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12:15-12:30 *Closing*

- **Kristin Schreiber**, Director COSME Programme, European Commission, DG GROW, EER jury member
 - **Robert Sorin Negoită**, CoR ECON Member, Rapporteur on the Future of COSME beyond 2020
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12:30-14:00 *Networking buffet lunch*

AFTERNOON SESSION:

HOW TO UPGRADE YOUR TERRITORY'S ENTREPRENEURIAL STRATEGY? MASTERCLASS FOR REGIONAL AND LOCAL POLICY PRACTITIONERS

14:00-14:30 *Setting the scene:*

What can EU territories learn from Tel Aviv's entrepreneurial ecosystem?

- **Adi Barel**, Director of International Economic Development, Tel Aviv Global

How to turn your entrepreneurial strategy into a convincing EER application?

- **Hana Slepíčková**, Policy Officer – EER, CoR ECON Commission

Success stories from EER winners

- **Christine Chang**, iEER project coordinator, Helsinki-Uusimaa (EER 2012)
 - **Ana María Vega Fernández**, Director-General for Enterprise and Competitiveness, Extremadura (EER 2017)
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14:30-16:00 *Participatory discussion: How to design a successful entrepreneurial strategy?*

- Discussion on Cities hosted by **Margarida Figueiredo**, Director for Employment and Entrepreneurship, City of Lisbon (EER 2015), **Adi Barel**, Tel Aviv Global, and **Matthew King**, Head of Unit for Open Innovation, European Commission, DG RTD
 - Discussion on Peripheral and border regions hosted by **David Minton**, Northern and Western Regional Assembly (EER 2018) and **Annabelle Favreau**, Extremadura (EER 2017)
 - Discussion on Less developed and transition regions hosted by **Constantinos Michailides**, Central Macedonia (EER 2018) and **Esteban Pelayo Villarejo**, Director, European Association of Development Agencies, EER jury member
 - Discussion on More developed regions and metropolitan areas hosted by **Marie Esnault-Bertrand**, Ile-de-France (EER 2018) and **Christine Chang**, iEER project coordinator, Helsinki-Uusimaa (EER 2012)
 - Moderators: **Bert Kuby**, Head of Unit, CoR ECON Commission, **André Meyer**, European Commission, DG GROW, and **Katarzyna Bałucka-Dębska**, European Commission, DG GROW
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16:00-16:15 *Conclusions: What have we learned?*

- **Josette Dijkhuizen**, Professor for Entrepreneurship Development, Maastricht School of Management