

European Business & Innovation Centre Network



EBN Clusters Seminar

"the international dimension of clusters"

13 November 2007

Room Foyer Royal from 15h45 to 17h30

Aula Magna

Place Raymond Lemaire, 1

Louvain-La-Neuve (Belgium)

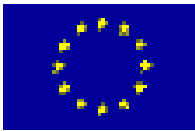
Hosted by **CréaWal Forum**

CréaWAL

LE FORUM DES **ACTEURS** DE CROISSANCE
13 & 14 novembre '07 Aula Magna - Louvain-la-Neuve

The EBN Clusters Seminar is preceded by a zoom on
"Walloon Clusters" (14h00 to 15h30)





EBN is the leading pan-European network bringing together 200+ Business and Innovation Centres (BICs) and similar organizations such as incubators, innovation centre, and entrepreneurship centres across the enlarged Europe. EBN was created almost 25 years ago by the European Commission and European industry leaders. EBN is a Brussels-based team coordinating the activities of the members and providing services to them from EC-BIC Quality support to international projects and events.

This Event is organized by EBN **in the framework of and in cooperation with CréaWAL Forum, 13 & 14 November, Louvain-La-Neuve (Belgium).**

“CréalWal Forum for actors of economic growth”, is an event organized by the Walloon Government, to open the discussion on the methodologies and best practices for competitiveness, innovation, access to finance, and SMEs internationalization.

Hosted by CréaWal, EBN will organize one of the main conferences of the CréaWal Programme: a 1h30’ seminar on “the international dimension of clusters”, scheduled on November 13th from 15.45 to 17.30 in the room Foyer Royal.

The Seminar aims at show-casing the methodologies and best practices of internationalization and clustering. The objective of the seminar is to reinforce the thesis that operating within a network of entrepreneurs, rather than as single actors, is a key factor for the SMEs’ growth and competitiveness. The Seminar will also discuss the importance of upgrading the quality of the regional networks by bringing them onto an international dimension. EBN will gather presentations of “Clusters experts” from both the high-tech and low-tech sectors, demonstrating that, regardless of their sector of activity, building international clusters draws the path for local entrepreneurs to grow global and outreach the international market.

The seminar will target networks and cluster managers, operators of Business & Innovation Centres (BICs), Incubation Centres Managers, and entrepreneurs wishing to learn more about the techniques of internationalization.

Interpretation Service will be provided in both French and English.

the EBN Clusters Seminar will be preceded by the

Walloon Clusters Workshop

*“SMEs’ Networks, Competitiveness Poles and Clusters:
an asset to develop my company”*

Schedule: Room Foyer Royal – from 14h00 to 15h30

Interpretation: French & English

Walloon Clusters Workshop Objective: the Workshop will present an overview of the Walloon Policy and instruments put in place by the Walloon Marshall Plan (2005) to encourage the creation of clusters and of competitiveness poles in the region.

Some case studies presented by both entrepreneurs and clusters managers will address the following questions:

What are the advantages for SMEs joining a cluster or Pole?

What are the objectives and initiatives undertaken by clusters’ managers?

EBN Clusters Seminar

13th November 2007

EBN Clusters Seminar : « the international dimension of Clusters »

Venue: Aula Magna – Place Raymond Lemaire, 1 Louvain-La-Neuve (BE)

Room : Foyer Royal - Starting Time : 15h45 (duration 1h45');

Interpretation: French & English

Target Group: The seminar will target networks and cluster managers, as well as entrepreneurs wishing to learn more about the techniques of internationalization.

Seminar Objective: The Seminar aims at show-casing the methodologies and best practices of internationalization and clustering. The objective of the seminar is to reinforce the thesis that operating within a network of entrepreneurs, rather than as single actors, is a key factor for the SMEs' growth and competitiveness. The Seminar will also discuss the importance of upgrading the quality of the regional networks by bringing them on an international dimension.

PROGRAMME (from 15h45 to 17h30)

- Moderator** **Jean Marie Wathelet**, CEO of ADE
- Policy Overview** "The new EC Clusters' Policy"
Presentation by **Nikos Pantalos**, DG Enterprise – European Commission
- Zoom on** How a heavy industry region becomes a knowledge and innovation champion. The case of **West Midlands**
Presentation by **Glynis Whiting**, CEO of West Midlands in Europe (UK)
- CASE A** How to inject ITC and Creative Multi-media in regional development. The case of **"Serious Games Institute"**
Presentation by **David Wortley**, Director of the Serious Game Institute, Coventry University Technology Park (UK)
- CASE B** How a group of regional SMEs outreaches the global hot-spots of the photonics world. The case of **"Photonics Clusters UK"**
Presentation by **Geoff Archenhold**, Director of Business Development, Aston Science Park, Birmingham (UK)
- CASE C** How to reduces the obstacles and risks for the internationalization of middle and low tech SMEs. The case of **"ClusterNet"**
Presentation by **Antonio Sfiligoj**, CEO of Sviluppo Italia Friuli Venezia Giulia, Trieste (IT)
- Conclusions** **Jean-Claude Ettinger**, CEO of Solvay Entrepreneurs, Member of the EBN Board of Directors

Practical Info

Venue of CréaWal Forum:

Aula Magna – Place Raymond Lemaire, 1
Louvain-la-Neuve , Belgium

EBN Clusters Seminar « *the international dimension of clusters* » will take place on Nov. 13th **in room Foyer Royal** from 15h45 to 17h30



CréaWal general Programme (13th & 14th November)

for more info please visit the website www.creawal.org

Registration free of charge

To register, fill in the registration form and return it by email to Eleonora Sambasile esa@ebn.be . the deadline is **October 31st 2007**.



Accommodation:

The organizers are not in charge of the hotel booking, but they suggest all participants book a room at the "**Mercure Hotel**" in Louvain-la-Neuve.

You can request the **hotel booking form** to Eleonora Sambasile at the following email address: esa@ebn.be or by phone +32 761 10 89

Shuttle Bus: Please note that a shuttle bus will be available from Mercure Hotel (Louvain-la-Neuve) to the Conference Venue (Aula Magna, Louvain-la-Neuve)

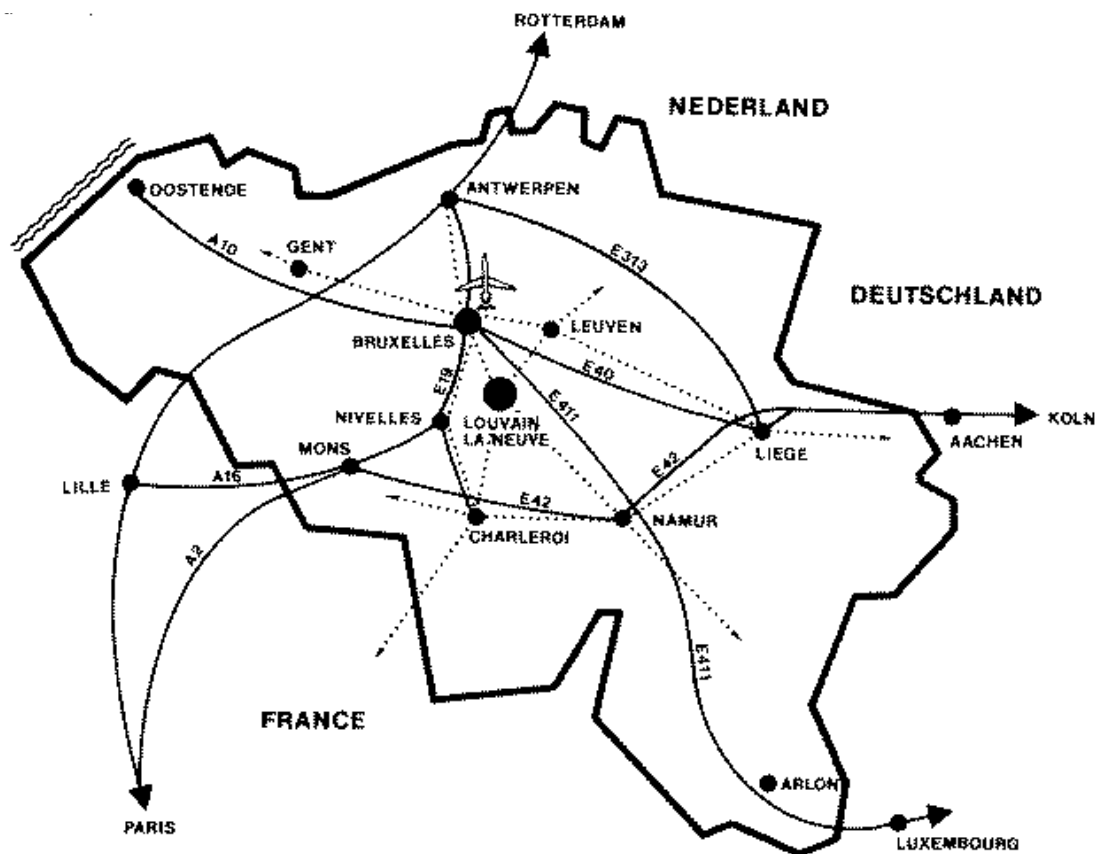
Working Language: The CréaWal Forum will be mainly in French, but some presentations will be in English, an interpretation service will be provided in both languages during the 2 days. The presentations of the EBN Clusters Seminars can be both in English and French, depending on speaker's preference.

How to reach Louvain-la-Neuve: Louvain-la-Neuve is located at about 30 Km from Brussels; you can reach it by train or by taxi.

- **Taxi** from Brussels costs about 70 / 80 €
- **Train:** there are trains from Brussels to Louvain-la-Neuve every 15 minutes departing from the following stations: "Bruxelles Midi"; "Bruxelles Central"; "Bruxelles Luxembourg"; "Bruxelles Schuman".
The Stop in Louvain-la-Neuve is called "**Louvain-la-Neuve Université**".

For more info about the trains please visit <http://www.b-rail.be/main/E/>

Please note there are 2 direct trains from Brussels per hour, and there are also 2 non-direct trains per hour (e.g. 1 change in Ottignies station).



Contact:

Eleonora Sambasile

EBN Events Manager

email esa@ebn.be phone +32 2 761 10 89 / Fax +32 2 772 95 74



REGISTRATION FREE of CHARGE

DELEGATES REGISTRATION FORM

To be returned by email to Eleonora Sambasile at esa@ebn.be
or by fax (+ 32 2 772 95 74) not later than **31st October 2007**

Please indicate whether you are an EBN member or not:

I am EBN MEMBER

I am NOT an EBN Member

ORGANISATION :

Participant 1 :

Surname and Name

Participant 2 :

Surname and Name

Participant 3 :

Surname and Name

ADDRESS:

CITY :

POSTAL CODE :

COUNTRY :

Direct Email address of each participant:

Office Phone (direct line) :

Fax