

BOOST TRANSATLANTIC CLUSTER COOPERATION THROUGH A MATCHMAKING EVENT AND LOCAL SITE VISITS



EU CLUSTER MISSION TO USA

15 - 19 MAY 2017 | TECHCONNECT WORLD INNOVATION
WASHINGTON, D.C. & EAST COAST



High-level EU Cluster Mission to the USA



15 to 19 May 2017

including a U.S. – EU Cluster Cooperation and Matchmaking Event at the TechConnect World Innovation Conference, Washington DC
& Cluster visits to Boston, Philadelphia and Washington DC

MONDAY 15th MAY PHILADELPHIA (time tbc)

ALL DAY

Cluster visits (details will be provided later)

LATE AFTERNOON or EVENING (time tbc)

Travel to Washington

For EU clusters only

TUESDAY 16th MAY WASHINGTON – TechConnect event

Address TechConnect event (including Seminar and Matchmaking session)

Gaylord National Hotel & Convention Center

201 Waterfront Street

National Harbor, MD 20745

MORNING – TechConnect event, National Harbor Room 10

Cooperation Seminar & roundtable on sharing of good practices

Public event

08.30 Registration & networking coffee

09.00 Welcome and Introductory Remarks

- ✓ **Svetlana Klessova**, Director, inno TSD
- ✓ **Christophe Guichard**, Team Leader Cluster internationalisation, DG GROWTH, European Commission
- ✓ **Tshanda Kalombo**, Senior International Trade Analyst, Department of Commerce, USA



09.15-10.45 EU-US cluster collaboration seminar: good practices and opportunities

09.15 Understanding Transnational Business-Academia Collaboration: A View From the US, *Roland Stephen, Director, SRI, USA*

09.25 Tools and initiatives supporting transatlantic cluster cooperation: the European Cluster Collaboration Platform (ECCP) *Eva Fadil, ECCP project manager, inno TSD*

09.35 The US Cluster map and registry *(tbc)*

09.45 Good Practices and Experiences on Transatlantic Cluster Collaboration - Presentations + Q&A, *moderated by Eva Fadil, ECCP project manager*

- ✓ *Brief introduction providing an overview of good practices/ success cases, Eva Fadil, ECCP project manager*
- ✓ *Peter Simkens, Managing Director of DSP VALLEY (micro-nano electronics cluster), Belgium*
- ✓ *Michael Jones, CEO of The Maritime Alliance (ocean & water tech cluster) San Diego/USA*
- ✓ *Vincent Civita, Director Aria Normandy (automotive cluster), France*
- ✓ *US cluster (tbc)*

Questions for discussion, indicatively:

- How have you succeeded to establish collaboration with counterparts (from the EU / from the US respectively)?
- What are major outcomes and impacts you could observe thanks to this cooperation?
- What are your lessons learnt – what would you recommend to others?

10.45 Networking coffee break

11.00-12.30 Knowledge sharing roundtable: supporting companies to go international for research and innovation collaboration

11.00 Presentation of the panelists, *Jessica Avery, SRI*

11.05 Introductory presentation on “Supporting companies to go international for research and innovation collaboration”, *Svetlana Klessova, inno TSD, BILAT USA 4.0*

11.15 Knowledge sharing round table. 4-6 panelists from the EU and the US:

- Stefan Uhlig, Cool Silicon e.V., Germany
- Carlo Kraskovic, Mare TC FVG, Italy
- Representative of the Advanced Manufacturing Office, TBA (tbc)
- Scott N. Paul, President, Alliance for American Manufacturing (tbc)
- Representative of The Brookings Institution, TBA (tbc)



Moderation by Roland Stephen, SRI, BILAT USA 4.0

Questions for discussion, indicatively:

- Experiences to share: examples of how to help companies to engage in international RDI collaboration with transatlantic partners
- Main pitfalls/challenges
- From MoU between clusters to concrete RDI collaboration between companies and research organisations
- How clusters have or can have impact on EU-US research and innovation collaboration
- Needs for support...
- Q&A from the audience

12.20 Summary & closing (ECCP or BILAT responsible, tbc)

12.30-13.30 Free Networking lunch (for participants to the Matchmaking session)

AFTERNOON – TechConnect event, National Harbor Room 11

For EU and US clusters only

13.30-18.00 C2C Matchmaking session

- ✓ Each C2C matchmaking meeting will last 25 minutes with 5 minutes to move between meetings.
- ✓ Coffee/tea/refreshments provided.

18.30 – 19.15

- ✓ Debriefing on the Cluster Matchmaking session (European clusters only)

19.15 – 20.00

- ✓ Networking cocktail

WEDNESDAY 17th MAY WASHINGTON

ALL DAY

TechConnect event

Public event

08.30 – 15.30

- ✓ TechConnect event participation (individual agenda/visit for each participant)

LATE AFTERNOON or EVENING

Travel to Boston (individual travel)



THURSDAY 18th MAY BOSTON

ALL DAY

Cluster visits (*details will be confirmed later*)

For EU clusters only

FRIDAY 19th MAY BOSTON

MORNING

Cluster visits (*details will be confirmed later*)

For EU clusters only

AFTERNOON (14.00-16.00)

Debriefing session on the cluster visits

Flight back to Europe from Boston (starting 7pm)

