



NOVEMBER 21ST

“SPORT AS A DRIVER FOR INDUSTRIAL MODERNISATION AND ECONOMIC GROWTH”

09:00 – 09:15

Registration and coffee

09:15 – 9:30

Opening words

Mr. Alberto Bichi

Co Executive Director EPSI / Moderator

Keynote speaker

- *Mr. Peter Berkowitz*
Head of Unit for Smart and Sustainable Growth, Directorate General for Regional and Urban Policy in the European Commission (DG REGIO), European Commission (TBC)

9:30 – 09:50

Importance of Health Enhancing Physical Activity (HEPA) - Relevance of children

Mr. Renald Lafarge

Managing Director of Nova Child

09:50 – 10:10

Economic Relevance of Sport

Ms. Anna Kleissner

Vice Executive Director and Senior Researcher of SportsEconAustria

10:10 – 10:30

Coffee Break

10:30 – 12:00

How can sport be a driver for industrial modernisation and economic growth?

Speakers

- *Mr. Marc Van der Zande*
Sport and Technology; EU4Sports-ClusterAlliance project
- *Mrs. Montse Centellas*
INDESCAT: Concrete Business cases/ Export groups
- *Mr. Kristof de Mey*
Victoris/UGent: Business from knowledge
- *Mr. Bert Celis*
Flanders Bike valley
- *Startups in the spot light*
(IPOS, FBV, Victoris, ...) (TBC)

Moderator Mr. Rene Wijlens

Co Executive Director of EPSI; Cluster Manager of Sport and Technology

12:00 – 13:00

Lunch Break

13:00 – 13:15

Funding Opportunities for the Sport Sector

[results from scan for calls 2017/2018]

Mr. Jordi Escribà B-Link

13:15 – 13:45

Session innovations in practice

Brief introduction on projects; challenges and chances for the industry coming from the projects



4-5 presenting (innovation) projects: eg

- *IPC project*
Ms. Florence Bongers, S&T
- *EFRD project The vitality living lab*
S&T
- *Nano4 sports project*
Ms. Tine van Lommel, KUL
- *Vital cities Urbact*
Mr. Twan de Bruyn
- *SPORT AHEAD*
Mr. Medardo Chiapponi, Università luav di Venezia
- *Other projects*

13:45 – 14:30

Match making and brokerage events

Coordinated by *René Wijlens*
Co Executive Director of EPSI; Cluster Manager of Sport and Technology

14:30 – 15:00

Regional Development and cross border synergies

Why “ClusSport Partnership” is of importance for the Smart Specialisation for Industrial Modernisation Platform; Political introduction : more regional and private investments for the European sport industry

- *Mr. Marku Markkula*
Vice president Committee of Regions (TBC)

Regional Governors

- *Mr. Mika Riipi*
Lapland Regional Governor
- *Ms. Emma Vendrell*
Head of International Projects, Clusters Unit
- *Mr. Pentti Malinen*
Regional Mayor, Regional Council of Kainuu (TBC)

15:00 – 15:15

Coffee Break

15:15 – 17:45

Technical panel ClusSport Consortium, workshop and closing remarks

- a presentation of the overall concept of interregional cooperation for industrial modernisation;
- the work performed so far (scoping note);
- connection with other EU initiatives such as ongoing INTERREG and Macro Regions projects in the area of sports, and EPSI;
- examples of investment projects taken from the EAC study on structural funds on sports.

Speakers

- *Ms. Kristiina Jokelainen*
Lapland Region
- *Mr. Nikos Pantalos*
DG Grow
- *Ms. Alessandra Lepore*
DG Regio (TBC)
- *Mr. Julien Balsen*
Auvergne Rhône Alpes (Participating Region) (TBC)
- *Mr. Mike Coyne*
partner at CSES
- *Mr. Marc Pattinson*
Inno TSD and ReConfirm
- *Mr. Pierre Padilla*
Senior Consultant at IDEA Consult

Moderator: *Mr. Alberto Bichi*
Co Executive Director of EPSI

*For your information, the EU4Sports Clusters Alliance Final Conference, will be hosted in the same premises on the 22nd November 2017, i.e. the day after. For more information contact assistant1@epsi.eu