Agenda

6th INSME Association Annual Meeting

“SME Innovation: Boosting Development and Growth in Times of Change”

10-13 May, 2010
Rio de Janeiro, Brazil
Venue: Hotel Sofitel
Avenida Atlantica, 4240
Copacabana

Sunday, 09 May 2010

15.00 – 19.00  Registration to the 6th INSME Annual Meeting

Monday, 10 May 2010

Morning Working Session

9.30 – 13.00  In parallel:
- Registration to the 6th INSME Annual Meeting
- Institutional Round Tables at the Flamengo Room, Floor “E”, Hotel Sofitel Copacabana - organised by INSME Members (available only upon pre-booking)
- Working language: English only

Round Table I (09.30 – 10.30):
“Open Innovation network, chance for Brazil to join world largest technology transfer and business cooperation network”
Organised by Dr. Raimund BROECHLER, INTRASOFT International, Luxembourg (INSME Vice – President)

Round Table II (09.30 – 10.30):
“We are all in the Service business: how can Innovation bring value to us?”
CANCELLED
Round Table III (11.00 – 12.00):
“Connecting Small and Growing Businesses (SGBs) to Large Enterprises”
Organised by Mr. Ulrich FREI, Executive Director, FUNDES International, Costa Rica (INSME Member)

Round Table IV (11.00 – 12.00):
“From knowledge to market: filling the Gap in Venture Capital industry for knowledge intensive companies”
Organised by Mrs. Lisa OCAMPO, META Group Argentina (INSME Member)

Round Table V (12.00 – 13.00):
“IP Panorama: WIPO-KIPO-KIPA Distance Learning Programme”
Organised by Mr. Marco MARZANO DE MARINIS, Counsellor, SMEs Division – WIPO (World Intellectual Property Organization), Geneva (INSME Observer)

10.30 - 13.00
7th INSME Association Board meeting at the Board Meeting Room, Floor "Mezanino”, Hotel Sofitel Copacabana (for INSME Association Board Members only)

13.00 – 14.30
Networking Lunch Break at the Copacabana Room, Floor "E", Hotel Sofitel Copacabana (for INSME Association Members only)

Afternoon Working Session

14.30 - 18.00
Registration to the 6th INSME Annual Meeting

14.30 – 17.30
6th INSME Association General Assembly at the Rio de Janeiro I Room, Floor "E", Hotel Sofitel Copacabana (INSME Members and invited guests Only)

19.00 – 21.00
Opening Ceremony and Welcome Cocktail (for all registered participants) at the Rio de Janeiro II Room, Floor "E", Hotel Sofitel Copacabana

- Mr. Paolo ANSELMO, INSME Association President, Italy
- Brazilian Authorities

Tuesday, 11 May 2010
International Conference
“SME Innovation: Boosting Development and Growth in Times of Change”
Rio de Janeiro II Room, Floor "E"
Hotel Sofitel, Copacabana

The working language during the event will be English.
Interpretation from English into Portuguese and vice-versa will be provided.

9.30 – 17.30 Exhibition Area with information stands from SEBRAE, INSME, MCT/FINEP, ANPROTEC, INFODEV, RITLA and FUNDES, at the Rio de Janeiro I, Floor "E", Hotel Sofitel Copacabana

Morning Working Session

9.00 – 18.00 Registration to the 6th INSME Annual Meeting

09.30 – 10.50 Panel 1: Innovation and Entrepreneurship
Moderator: Mr. Ary PLONSKI, President of ANPROTEC, Brazilian Association of Science Parks and Business Incubators (about 3 minutes to introduce the panel)

Panellists (about 15 minutes each highlight their own country/institutional experience on main relevant topics):

- Prof. Claire MASSEY, Massey University, Center for SME research, New Zealand: “Innovation in New Zealand: “The double edge of the “Number 8 wire” mentality”

- Mr. Ary PLONSKI, President, ANPROTEC, Brazil: “Innovation in Brazil”


Discussion with the floor

10.50 – 11.10 Coffee Break

11.10 – 12.30 Panel 2: National Innovation Frameworks: a comparative Analysis
Moderator: Mr. Luís Manuel REBELO FERNANDES, President, FINEP – Brazilian Innovation Agency for Research and Projects Financing (about 3 minutes to introduce the panel)

Keynote Speaker: Mr. Charles W. WESSNER, Director, National Academy of Sciences (NAS), Washington, USA: “Accelerating Innovation to Meet Global Challenges” (about 30 minutes)
Panelists (about 15 minutes each to comment on the keynote speech, highlighting their own country/institutional experience, focussing on how a policy framework and its instruments are key):

- Dr. Samir HAMROUNI, Senior Adviser, Science and Technology, Dubai Institute of Technology (DIT) - Dubai TechnoPark, UAE: “Dubai Research Framework”

- Mr. Bram KAASHOEK, Researcher, Dialogic Innovatie & Interactie, the Netherlands: “The Innovation Voucher experience”


Discussion with the floor

12.30 – 14.00 Networking Lunch Break at the Flamengo and Copacabana Rooms, Floor "E", Hotel Sofitel Copacabana

Afternoon Working Session

14.00 – 15.20 Panel 3: Innovation Financing

Moderator: Mr. Paolo ANSELMO, INSME Association President, Italy (about 3 minutes to introduce the panel)

Panelists (15 minutes each to address to their own country/institutional perspective):

- Mme. Marie Florence ESTIMÉ, Deputy Director, Head of SME and Entrepreneurship Division, Centre for Entrepreneurship, SMEs and Local Development (CFE), OECD, France: “The Impact of the Global Crisis on SME and Entrepreneurship Financing and the Way forward”

- Mrs. Gina PALADINO, FINEP, Brazilian Innovation Agency for Research and Projects Financing, Brazil: ”Small Companies & Innovation Financing”

- Mr. Fernando PRIETO, Member of the World Business Angel Association (WBAA), INSME Member: “If you believe you don’t need money… you don’t have innovative ideas”
- Dr. Carlos Alberto DOS SANTOS, Director of SEBRAE Nacional, INSME Board Member, Brazil: “Innovation financing: bringing results to SMEs”

Discussion with the floor

15.20 – 15.40 Coffee Break

15.40 – 17.00 Panel 4: Sustainable innovation and innovation for sustainability
Moderator: Mrs. Maria Ângela DO RÊGO BARROS, President of ANPEI, National Association for Research and Development of Innovative Enterprises, Brazil (about 3 minutes to introduce the panel)

Panelists (15 minutes each to address their own country/institutional perspective):

- Mr. Jakob LAGERCRANTZ, Chairman of the Swedish Association of Green Motorists, Sweden: “Sustainable innovation through individual inspiration - a look behind the scene of Swedish clean technology development”

- Mr. Peter MCFARREN, CEO, Inter-American Culture and Development Foundation (ICDF), USA: "Cultural Industries and Entrepreneurship and their role in SME Development and Sustainability"

- Mr. Frank DE LUCA, CEO, Care-Electric Energia Ltda-EPP, Brazil: “Clean and Renewable Energy: a Brazilian Experience”.

Discussion with the floor

20.00 – 22.30 Welcome dinner at the Porcão Restaurant, Av. Infante Dom Henrique, s/nº, Parque do Flamengo - Rio de Janeiro/RJ (about 25 minutes drive from the conference venue. Transportation will be provided to the participants. Pick up will be at 19:30 at hotels Orla Copacabana and Sofitel. Participants staying in a different hotel should be at 19:30 in the Sofitel lobby)

Wednesday, 12 May 2010

Morning Working Session

09.30 – 10.15 Panel 5 - Open Innovation
Moderator: Prof. Luís Afonso BERMUDEZ, Board Member of ANPROTEC - Brazilian Association of Science Parks and Business Incubators (about 3 minutes to introduce the panel)
Panelists (15 minutes each to address to their own country/institutional perspective):

- Mr. David W. ROBSON, Head of Energy and Environmental Foresight, Scottish Government, UK: “Why Open Innovation is essential in a world of high impact uncertainties”

- Mr. Marko TORKKELI, Professor of Technology and Business Innovations, Lappeenranta University of Technology, and Director of Publications of ISPIM - International Society for Professional Innovation, Finland: “Open innovation in Finland and Portugal: a survey result”

- Mr. Veli-Pekka NIITAMO, Research Director, User Driven Open Innovation, NOKIA IT, Finland: “Innovation Mill: towards SME Incubation with open IPRs validated in Living Labs”

Discussion with the floor

10.15 – 10.30 Coffee Break

10.30 – 12.00 Panel 6 - Innovation Networks

Moderator: Ms. Simona MARZETTI, INSME Association Secretary General, Italy (about 3 minutes to introduce the panel)

Panellists (about 15 minutes):

- Ms. Valerie D’COSTA, Program Manager, InfoDEV Global Network of Business Incubators, USA: "Harnessing Innovation & Entrepreneurship for Development"

- Mr. Maurício GUEDES, Vice-President, IASP - International Association of Science Parks, Brazil “Universities, Incubators and Science Parks creating habitats for innovation”

- Mr. Philippe VANRIE, Managing Director, EBN-European Business and Innovation Centre Network, Belgium, INSME Board Member: “The EC-BIC label, a smart standard for networked innovation-based Incubators, an entrepreneurship tool to challenge recessions”
- Prof. Álvaro OLIVEIRA, President, ENoLL - European Network of Living Labs, Portugal: "ENoLL - A Global Network of User Driven Open Innovation Ecosystems"

Discussion with the floor

12.00 – 12.30

Closing Ceremony
- Ms. Simona MARZETTI, INSME Association Secretary General
- Dr. Carlos Alberto DOS SANTOS, Director of SEBRAE Nacional
- Mr. Paolo ANSELMO, INSME Association President

Family Picture

12.30 – 13.45

Networking Lunch Break at the Flamengo and Copacabana Rooms, Hotel Sofitel Copacabana

Afternoon Programme

14.00 – 17.00

Industrial Technical Site Visit (about one hour drive from the conference venue)

- Rio Tech Park (capacity for about 60 people: requests from foreign delegates will be prioritized)
  Website: [http://www.parquedorio.ufri.br/](http://www.parquedorio.ufri.br/)

Thursday, 13 May 2010

Rio de Janeiro City Tours (optional, on a fee basis for all participants, upon pre-booking)