

## Congress

# Strategies for innovation and competitiveness in Europe

Dear Sir or Madam,

Innovation is still a key factor for competitiveness of enterprises, research facilities and regions within the European Union. The European Commission endorses these innovation processes through strategies and research programmes: Enterprises for example through the Seventh European Framework research programme (FP 7); actors and regions through Programmes such as the European Territorial Cooperation (ETC). Moreover the world's largest network to support enterprises, the "Enterprise Europe Network", is helping small and medium sized enterprises to improve their cross-border cooperation.

Together with Steinbeis-Europa-Zentrum, the European Commissioner for the Minister of Economics Baden-Württemberg has been supporting organisations from Baden-Württemberg get actively involved in these European Programmes and in transnational technological transfer for the last 20 years.

### The organisers

The CENTRAL EUROPE Programme, the Enterprise Europe Network Baden-Württemberg, Steinbeis-Europa-Zentrum and the Ministry of Economics Baden-Württemberg kindly invite you to participate in the Congress

### Strategies for innovation and competitiveness in Europe

taking place on **14 April 2010**

at **Kultur- und Kongresszentrum Liederhalle** in Stuttgart, Germany

### The participants

With this congress actors involved in the innovation process will get new impulses. The particularity of this is the combination of two innovation axis:

- Knowledge transfer from research to enterprises and
- Transfer of innovation within different European regions.

Mr. Ernst Pfister, the Minister of Economics Baden-Württemberg will open the conference.

### The programme

Four workshops will discuss the issue of innovation from different points of focus:

Workshop 1: Innovation and its regional diffusion (coordinated by the CENTRAL EUROPE Programme)

Workshop 2: Innovation and knowledge transfer with practical examples from the "Small Business Act" and the "Lead Market Initiative" (coordinated by Steinbeis-Europa-Zentrum)

Workshop 3: Innovation and its networks, diversity and women in enterprises and research (coordinated by Steinbeis-Europa-Zentrum)

Workshop 4: Innovation and new markets exemplified by the Lead Market "Sustainable Constructions" (coordinated by the Enterprise Europe Network Baden-Württemberg)

### **Exhibition area**

An exhibition area will be organised during the congress highlighting

- Best practice examples of regional cooperation in the field of cooperation
- Institutions working in the field of innovation transfer
- EU programmes and projects supporting the innovation process through transnational cooperation

### **Professional networking with b2fair**

The b2fair matchmaking forum is the special networking platform at the congress. Use it to make contact with other participants from the world of science, politics and business. Arrange meetings online before the convention and make the most of the event for your personal network.

### **Excursion**

On 15 April 2010 excursions to best practice examples of institutions in the regions of Stuttgart and Karlsruhe are planned. Take part and witness innovating projects at first hand.

Please note the dates for the innovation congress in your calendar today. You will receive the programme and information about registration at the beginning of March. Participation at all parts of the congress is free of charge.

For further information, please contact the event team at Steinbeis-Europa-Zentrum:  
Ms Tracey French or Ms Milena Mikosch under: [events@steinbeis-europa.de](mailto:events@steinbeis-europa.de).

The organisers:  
CENTRAL EUROPE Programme  
Enterprise Europe Network Baden-Württemberg  
Steinbeis-Europa-Zentrum  
Ministry of Economics Baden-Württemberg