



## Agenda

### 6<sup>th</sup> 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 6<sup>th</sup> INSME Annual Meeting

#### Monday, 10 May 2010

##### Morning Working Session

9.30 – 13.00

In parallel:

- **Registration** to the 6<sup>th</sup> 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?”*

Organised by **Mr. Aleardo FURLANI**, Managing Director, INNOVA S.p.A. , Italy (INSME Board Member)

**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      **7<sup>th</sup> 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 6<sup>th</sup> INSME Annual Meeting

14.30 – 17.30      **6<sup>th</sup> 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 6<sup>th</sup> 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. **Aleardo FURLANI**, Managing Director, **INNOVA S.p.A.**, Italy : ***“Innovative or risk adverse? The true dilemma for the entrepreneur”***
- Mr. **Marco MARZANO DE MARINIS**, Counsellor, SME Division, **WIPO** (World Intellectual Property Organization), Geneva: ***“Intellectual Property and Entrepreneurship”***

Discussion with the floor

10.50 – 11.10      **Coffee Break**

11.10 – 12.30      **Panel 2: National Innovation Frameworks: a comparative Analysis**  
Moderator: Mr. **Luiz Antônio RODRIGUES ELIAS**, Executive Secretary, Brazilian Ministry of Science and Technology (*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”***
- Mr. **Keabecoe (Kaybee) David MOTLHOIOA**, Executive Manager, Corporate Services - SEDA – Small Enterprise Development Agency, South Africa: ***“National Innovation Frameworks : A comparative analysis - South Africa, An overview”***

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*)

Panelists (*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.ufrj.br/>

**Thursday, 13 May 2010**

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