Rationale

The Trio Presidency Estonia-Bulgaria-Austria identified investments in research, innovation and human capital as key priority areas for boosting jobs and growth, particularly in the context of digital economies. At the same time, EU support towards the Western Balkans remains on the agenda with a special focus on fostering progress, inclusive regional cooperation and promoting socio-economic development.

The proposed conference will consider the opportunities and challenges for Europe, notably South-East Europe, in research, development, education, employment and innovation and in particular, the process of skills creation, knowledge and technology. This conference underlines the importance of evidence informed policy-making – notably for an efficient allocation of resources – embodied in the strategic concept, methodology and application of “Smart Specialisation,” an approach extensively applied in the EU’s regional and cohesion policies. In addition, knowledge and technology transfer is recognised as proven enabling operational tools for boosting local and regional economic and social impact.

Designing comprehensive innovation strategies together with local stakeholders provides a coherent framework for prioritising public investments in economic domains that are relevant for transforming and modernising regional economies. Choosing the right instruments to achieve this transformation is a second key step. Finally, governments need to monitor and adjust activities based on performance to ensure an effective use of public investments.

The Directorate-General Joint Research Centre (DG JRC) of the European Commission, with the Bulgaria Presidency of the Council of the EU, will provide a platform to discuss and commit to place-based innovation as a priority for Europe, with a focus on South-East Europe, including the Western Balkans, and an arena for constructive dialogue between institutions and businesses. After setting the scene and presenting the facets of the innovation landscape in Europe, policymakers, scientists, businesses, regional authorities and universities will engage in a debate on good practices and key success factors to inspire countries, regions and stakeholders willing to reap the potential of Smart Specialisation. On this basis and building on a variety of examples from the EU, participants will have the opportunity to dig into the policy mix needed to connect actors from the quadruple helix (businesses, academia, government and civil society). This will take place through two parallel streams focusing on: (i) the four challenges to regional innovation outlined by the European Commission in its July 2017 Communication on Smart Specialisation; and (ii) technology transfer and the digital economy. These exchanges will highlight the ingredients to make the most of innovation ecosystems and make Smart Specialisation a success story.
# SMART SPECIALISATION AND TECHNOLOGY TRANSFER AS INNOVATION DRIVERS FOR REGIONAL GROWTH

**Thursday 3 May 2018**

## Overview

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00 - 09:15</td>
<td>Opening and Welcomes</td>
</tr>
<tr>
<td></td>
<td>+ Vladimir Šucha, Director-General, Directorate-General Joint Research Centre, European Commission</td>
</tr>
<tr>
<td></td>
<td>+ Yordanka Fandakova, Mayor of Sofia, Bulgaria</td>
</tr>
<tr>
<td></td>
<td>+ Alexander Manolev, Deputy Minister of Economy, Bulgaria</td>
</tr>
<tr>
<td>09:15 - 10:15</td>
<td>Opening statements: Innovation - a response to Europe's challenges</td>
</tr>
<tr>
<td>10:15 - 11:30</td>
<td>Panel discussion: The innovation landscape in the EU - Main actors, initiatives, tools and outcomes</td>
</tr>
<tr>
<td>11:30 - 12:00</td>
<td>Coffee break</td>
</tr>
<tr>
<td>12:00 - 13:00</td>
<td>Sharing experiences I: Innovation in places - Making smart specialisation a success story</td>
</tr>
<tr>
<td>13:00 - 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 - 15:00</td>
<td>Sharing experiences II: Success factors in R&amp;D and innovation - How businesses cooperate with academia</td>
</tr>
<tr>
<td>15:00 - 15:30</td>
<td>Coffee break</td>
</tr>
<tr>
<td>15:30 - 16:45</td>
<td>Parallel sessions</td>
</tr>
<tr>
<td></td>
<td>+ Smart Specialisation</td>
</tr>
<tr>
<td></td>
<td>+ Technology Transfer</td>
</tr>
<tr>
<td></td>
<td>+ Watify Inspire</td>
</tr>
<tr>
<td>16:45 - 17:45</td>
<td>Strengthening Research and Innovation in Bulgaria</td>
</tr>
<tr>
<td>18:00 - 19:30</td>
<td>Official opening of “Putting science at the heart of EU policymaking” exhibition, hosted by</td>
</tr>
<tr>
<td></td>
<td>+ Vladimir Šucha, Director-General, Directorate-General Joint Research Centre, European Commission</td>
</tr>
<tr>
<td></td>
<td>+ Patricia Reilly, Deputy Head of Cabinet, Commissioner Navracsics</td>
</tr>
</tbody>
</table>
OPENING STATEMENTS
INNOVATION, A RESPONSE TO EUROPE'S CHALLENGES

Thursday 3 May
From 9:15 to 10:15

Chair: Vladimir Šucha, Director-General, Directorate-General Joint Research Centre, European Commission

Tomislav Donchev, Deputy Prime Minister, Bulgaria
Mariya Gabriel, European Commissioner for Digital Economy and Society
Ivan Dimov, Deputy Minister of Education and Science, Bulgaria
Markku Markkula, Vice-President of the Committee of the Regions
Julian Revalski, President of the Bulgarian Academy of Sciences

Place-based innovation policies have moved centre stage in the EU priorities for jobs, growth and investment. The EU’s new industrial policy strategy and the Communication on Strengthening Innovation in Europe’s Regions outline what needs to be done to harness the benefits of globalisation. It will be critical to enhance the effectiveness of research, development, education and innovation both in the EU and in enlargement countries. This high-level opening session will highlight those common challenges from the speakers’ different perspectives and outline how they see this conference contributing to the contemporary debate on innovation policy and what they expect as outcomes from the discussions.
PANEL DISCUSSION
THE INNOVATION LANDSCAPE IN THE EU -
MAIN ACTORS, INITIATIVES, TOOLS AND
OUTCOMES

Thursday 3 May
From 10:15 to 11:30

Moderator: Charlina Vitcheva, Deputy Director-General, Directorate-General
Joint Research Centre, European Commission

Rudolf Niessler, Director, Directorate-General for Regional and Urban Policy,
European Commission

Slawomir Tokarski, Director, Directorate-General for Internal Market, Industry,
Entrepreneurship and SMEs, European Commission

Patricia Reilly, Deputy Head of Cabinet, Commissioner Navracsics

Iliyana Tsanova, Deputy Managing Director of the European Fund for Strategic
Investments at the European Investment Bank

The EU has arguably one of the most complex and sophisticated research and
innovation systems in the world. A plethora of actors, initiatives and tools are
working towards the common goal of increased competitiveness and societal
well-being. When designing and implementing policies in this context, evidence
informed policy-making and involvement of key stakeholders are cornerstones
for legitimate and sound innovation policies. The panellists will discuss key
achievements and how they came about. Important lessons will be drawn also for
enlargement countries.
Making the intervention logic work for a holistic innovation policy
Jurgita Petrauskienė, Lithuanian Minister of Science and Education

Lessons learned from the early stages in Serbia
Viktor Nedović, Assistant Minister, Serbian Ministry of Education, Science and Technological Development

Key ingredients of place-based innovation policies
Peter Berkowitz, Head of Unit, Directorate-General Regional and Urban Policy, European Commission

The economic rationale for Smart Specialisation in the Western Balkans
Hugo Hollanders, University of Maastricht, Advisory Board Member of the Global Innovation Index

Competing models and low-hanging fruits
Slavo Radosevic, UCL London

Success stories from transition economies can provide inspiration and send positive messages concerning the potential of Smart Specialisation for economic transformation. In this context, panellists will present both academic insights and the practitioners’ perspective of managing these processes in different types of territories, discussing specific challenges in place-based innovation policy.
Innovation policies must properly address real business needs. To identify these changing needs, iterative processes are needed. Smart Specialisation puts special emphasis on demand-driven policies and programmes and flexible approaches for implementation. Successful businesses will discuss key factors that governments can take into account.
PARALLEL SESSION

Thursday May 3
From 15:30 to 16:45

Smart specialisation
Reforming of Research and Innovation Systems: stakeholder mobilisation

Moderator: Manuel Palazuelos Martínez, Leader of the Smart Specialisation platform, Directorate-General Joint Research Centre, European Commission

Creating coherent strategies together with stakeholders
Gorazd Jenko, Secretary at Slovenian Government Office for Development and European Cohesion Policy

Involving all relevant actors: The role of academia and universities in smart specialisation
Nikolay K. Vitanov, Vice Director of Institute of Mechanics, Plovdiv University, Bulgaria

Beyond the EU: Preparing the grounds for Smart Specialisation in enlargement countries
Alexander Kleibrink, Directorate-General Joint Research Centre, European Commission

Mobilising innovation partnerships
Karolina Lipinska, Pomorskie Region plus representative from Pazardzhik, Bulgaria

In the EU, more than 120 strategies for Smart Specialisation were designed and assessed by the European Commission. Over EUR 40 billion is invested until 2020 in the priority domains defined in these strategies. As a prerequisite for cohesion policy investment, Smart Specialisation has contributed to putting in place reforms in about half of the Member States and helped to address many research and innovation challenges. Panellists will build on this vast experience and present how Smart Specialisation has changed innovation policy-making in their countries and regions.
The aim of this session is to explore the different types of areas of innovation and consider the role that various stakeholders, both private and public, can play to generate a virtuous circle that can promote technology transfer, accelerate local economic development and drive regional competitiveness.
PARALLEL SESSION

Thursday May 3
From 15:30 to 16:45

Watify Inspire
Boosting technological transformation in Europe

Moderator: Ian Andersen, Participatory Leadership Adviser, European Commission

Stijn Switten, De Trog
Nerea Sopelana, Trimek
Michael Behr, Bächer Bergmann
Spas Kerimov, Printivo
George Dimitrov, Evrotrust

Andrei Bunis, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission for Watify

Watify is an awareness-raising campaign that stimulates the modernisation of European industry. The campaign focuses on the technological transformation of traditional SMEs, promotion of regional digitisation and uptake of advanced technologies – notably Key Enabling Technologies. Watify seeks to boost the rate of European industrial modernisation through increased productivity and efficiency, resulting in improved competitiveness and job creation.

This session, organised in an innovative way to give an inspiring image, aims to pass sound messages on the modernisation of industry through digital transformation and advanced technologies, creativity and innovation.
PLENARY
STRENGTHENING RESEARCH AND INNOVATION IN BULGARIA

Thursday May 3
From 16:45 to 17:45

Moderator: Giancarlo Caratti, Head of Unit, Directorate-General Joint Research Centre, European Commission

Specific Support to Bulgaria under the Horizon 2020 Policy Support Facility
Luc Soete, on behalf of Directorate-General Research and Innovation, European Commission

Diagnostic Study for Sofia Tech Park
Stephen Taylor, Director, Innovation and Complex Systems Department, Area Science Park & Todor Mladenov, Sofia Tech Park

Fund of funds instruments to advance innovation
Svetoslava Georgieva, Executive Director, Fund of Funds, Bulgaria

From 18:00
Ground floor - Room 1

Vladimir Šucha, Director-General, Directorate-General Joint Research Centre, European Commission, and Patricia Reilly, Deputy Head of Cabinet, Commissioner Navrascics, will open the JRC exhibition, "Putting science at the heart of EU policymaking".
## Overview

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 - 09:00</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00 - 10:30</td>
<td>Statements on Opportunities and Challenges in the Region: The Innovation Roadmap</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Coffee break and group photo</td>
</tr>
<tr>
<td>11:00 - 12:15</td>
<td>Parallel sessions</td>
</tr>
<tr>
<td></td>
<td>+ Smart Specialisation</td>
</tr>
<tr>
<td></td>
<td>+ Technology Transfer</td>
</tr>
<tr>
<td></td>
<td>+ Digital Economy</td>
</tr>
<tr>
<td>12:15 - 13:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:00 - 14:15</td>
<td>Parallel sessions</td>
</tr>
<tr>
<td></td>
<td>+ Smart Specialisation</td>
</tr>
<tr>
<td></td>
<td>+ Technology Transfer</td>
</tr>
<tr>
<td></td>
<td>+ Digital Economy</td>
</tr>
<tr>
<td>14:15 - 15:30</td>
<td>Final Plenary Panel discussion: Coordinating processes and synergies – Bringing multiple initiatives together</td>
</tr>
<tr>
<td>15:30</td>
<td>Closing remarks</td>
</tr>
</tbody>
</table>
STATEMENTS ON OPPORTUNITIES AND CHALLENGES IN THE REGION
THE INNOVATION ROADMAP

Friday 4 May
From 09:00 to 10:30

Moderator: Christian Danielsson, Director-General, Directorate-General for Neighbourhood and Enlargement Negotiations, European Commission

Genka Georgieva, Director for Policies and Institutions of the EU of the Ministry for Foreign Affairs, as representative of the Bulgarian Presidency

Ciprian-Ion Preda, Secretary of State, Ministry of Research and Innovation, Romania

Viktor Nedović, Assistant Minister, Ministry of Education, Science and Technological Development, Serbia

Besa Shahini, Vice-Minister of Education, Sports and Youth, Albania

Sanja Damjanović, Minister of Science, Montenegro

Jasna Šafhauzer, Counsellor, Embassy of Bosnia and Herzegovina to the Republic of Bulgaria

Marjan Gjorchev, Ambassador, Embassy of Former Yugoslav Republic of Macedonia to the Republic of Bulgaria

Arber Geci, Deputy Minister of Education, Science and Technology of Kosovo*

For Western Balkans, Smart Specialisation is not an ex ante conditionality like it is for the EU Member States. It is, however, an increasingly popular innovation policy concept spreading worldwide. Starting early to transform research and innovation (R&I) systems is an important precondition for success. Those just starting their Smart Specialisation process could benefit from a sound and objective analysis of their economic potentials, similar to what the European Commission has been doing in Serbia. To assess relative performance and potentials, a comparative analysis of the entire region is necessary. This discussion will underline the importance of cooperation in economic, innovation and research policies that benefits partners from the Western Balkans and EU Member States and regions that can deliver positive economic effects and help integration processes.

*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence
PARALLEL SESSION

Friday 4 May
From 11:00 to 12:15

Smart specialisation
Increasing Transnational Cooperation for Innovation Investments

Moderator: Nikos Pantalos, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Thematic platforms (industrial modernisation, energy, agrofood) - Representatives from lead/participating regions
Ilari Havukainen, Bioenergy partnership

Vanguard Initiative
Wim De Kinderen

The Role of Clusters in Smart Specialisation in Transition Regions
Bianca Dragomir, General Manager Cluster AVAESEN, Valencia

Smart Specialisation has a fundamental role in driving a more effective innovation policy and pushing interregional cooperation in new cross-border value chains. To help European regions upscale Smart Specialisation investments and achieve critical mass, the European Commission launched three Smart Specialisation thematic platforms focusing on interregional innovation activities. This session will build on this example and on the experience of the Vanguard Initiative to generate a debate about the importance of exploiting inter-regional and cross-border complementarities to build and reshape EU-wide value-chains.
PARALLEL SESSION

Friday 4 May
From 11:00 to 12:15

Technology Transfer
From Lab to Market: How to commercialise innovations

Moderator: Elena Andonova, Directorate-General Joint Research Centre, European Commission

Henric Rhedin, President, ASTP Proton
Barbara Diehl, UCD, Ireland
Steffen Preissler, Fraunhofer Society
Andrea Basso, EU4TECH
Dragan Soljan, European Investment Bank
Nina Anticic, Zagreb University

This session covers various aspects relating to technology transfer models and processes for the development of innovative products and services. Issues to be discussed involve opportunities, such as access to international excellence, and challenges such as funding, intellectual property management, and cultural differences of the university-industry interface.
PARALLEL SESSION

Friday 4 May
From 11:00 to 12:15

Digital economy

Digital Transformation: Setting the Scene

 Moderator: Alessandro Annoni, Head of Unit, Directorate-General Joint Research Centre, European Commission

The Digital Single Market and Artificial Intelligence
Cécile Huet, Deputy Head of Robotics & Artificial Intelligence Unit, Directorate-General for Communications Networks, Content and Technology, European Commission

Better Use of ICT to leverage the competitiveness of companies in the Industry 4.0 era
Valerio Alessandroni, EFCC Estonian Fieldbus Competency Centre and WATIFY Ambassador

Platform Economy
Nestor Duch Brown, Directorate-General Joint Research Centre, European Commission

Economic governance of data-driven markets
Daniel Castro, Center for Data Innovation

Digital transformation refers to the profound changes taking place in the economy and society as a result of the uptake and integration of digital technologies in every aspect of human life. It has a pervasive impact and all sectors will be affected.
PARALLEL SESSION

Friday 4 May
From 13:00 to 14:15

Smart Specialisation
Leveraging Research and Innovation in Less Developed and Industrial Transition Regions

Moderator: Marek Przeor, Directorate-General for Regional and Urban Policy, European Commission

Implementing Smart Specialisation in less developed regions
Marina Ranga, Directorate-General Joint Research Centre, European Commission

Doing Smart Specialisation at the local level
Desislava Koleva, Head of Economic Development Department - Municipality of Gabrovo

Smart Specialisation from the perspective of knowledge actors
Atanas Kocov, Faculty of Mechanical Engineering, University St. Cyril and Methodius Skopje, Former Yugoslav Republic of Macedonia and DG JRC Board of Governors Member

While Smart Specialisation is relevant to all regions, less developed regions and industrial transition regions face specific challenges. In this session, policy-makers and experts in this area will discuss about how to best address these challenges to make the most of their innovation capacity and move up the value chain.
PARALLEL SESSION

Friday 4 May
From 13:00 to 14:15

Technology Transfer
Harnessing Synergies between EU Policies and Instruments for Financing

Moderator: Elena Andonova, Directorate-General Joint Research Centre, European Commission

Yordan Zarev, NEVEQ Capital Partners

High impact in deep science tech transfer investment
Almudena Trigo Lorenzo, BeAble Capital

Early stage investment gaps
Luigi Amati, Business Angels Europe

Financing eco-system development
Anwar Aridi, World Bank

The Venture Capitalist’s point of view
Robert Bush, Investor and advisor to technology companies

In this interactive session, there will be opportunities to hear about existing funding schemes for technology transfer projects and the perspectives of early stage investment funds, such as Proof of Concept vehicles and venture capital funds. The session will also touch upon the Commission’s initiatives related to bridging the ‘valley of death’ and relevant technical assistance.
Friday 4 May
From 13:00 to 14:15

Digital economy
Going deeper into Digital Transformation

Moderator: Alexander Kotsev, Directorate-General Joint Research Centre, European Commission

The Digital Transition Partnership and Digital City Challenge
Vladimir Danailov, Sofia Investment Agency

New challenges and opportunities for the ICT industry
Ognyan Trajanov, Bulgarian Association of IT Companies

Data-driven innovation in the Western Balkans
Darko Vucetic, Republic Geodetic Authority of Serbia

Artificial Intelligence can change our world now
Martin Pecar, OmniOpti

The Impact of Blockchain goes beyond Financial Services
Georgios Petropoulos, Bruegel

This session will present the Digital Transition Partnership and will provide a closer look at some of the main technologies shaping the Digital Transformation: Artificial Intelligence, Blockchain and Robotics. Special attention will be given to their global, cross-sector and cross-technology nature.
FINAL PLENARY PANEL DISCUSSION
COORDINATING PROCESSES AND SYNERGIES – BRINGING MULTIPLE INITIATIVES TOGETHER

Friday 4 May
From 14:15 to 15:30

Moderator: Andrey Novakov, MEP

Building an Action Plan for Smart Growth in the Western Balkans
Lucian Brujan, Speaker of the Joint Science Conference of the Berlin Process,
German National Academy of Sciences

Smart Growth as a Corner Stone of the WB6 Multi-Annual Plan of the Regional Economic Area
Gazmend Turdiu, Deputy Secretary General, Regional Cooperation Council

Evidence-based policies: analytical support for successful strategies in the Western Balkans
Marzena Kisielewska, Head of Division, Organisation for Economic Co-operation and Development (OECD)

Smart Specialisation and the circular economy in the Western Balkans and South-East Europe: upgrading international cooperation
Christophe Yvetot, UN Industrial Development Organisation

Multiple initiatives already co-exist in South-East Europe. The European Commission and the international community are committed to continue looking for synergies and value added in the policies they design and implement. The invited panellists will discuss selected initiatives and how they can be better coordinated for increased impact.
Notes