



# 22<sup>ND</sup> EBN ANNUAL CONGRESS

29 - 31 MAY 2013  
DERRY~LONDONDERRY, NORTHERN IRELAND

*Organised by*



Principal partners





**IRISHBICs**



## 25 YEARS BUILDING HIGH GROWTH START UPS AND IGNITING ENTREPRENEURSHIP

- Project Validation
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- Start & Growth Capital
- Incubation Infrastructure
- Innovation and Internationalisation support

### CONTACT US:

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The European Business & Innovation Centre Network (EBN) was set up in 1984 as a joint initiative of the European Commission, European industry leaders and the first pioneering Business and Innovation Centres. EBN is now the leading non-governmental pan-European network bringing together 200+ Business and Innovation Centres (BICs) and similar organisations such as incubators and entrepreneurship centres across the enlarged Europe.

[WWW.EBN.EU](http://WWW.EBN.EU)



NORIBIC is a not-for-profit EU Business Innovation Centre and a full member of the EBN Network. Incorporated in 1986, it is currently located in Derry~Londonderry. NORIBIC's main objective is to develop, manage and deliver business, innovation and incubation support to micro, small and medium sized enterprises sector in Northern Ireland and across the border into the Border Counties of Ireland.

[WWW.NORIBIC.COM](http://WWW.NORIBIC.COM)



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# EBN Congress Social Media



## Conference App

available on Android, Windows, and computer app.

Download your Conference App here:



## Welcome from



On behalf of the NORIBIC Board and Staff, we are delighted to welcome you to Derry~Londonderry for the 22nd Annual EBN Congress.

Our theme is 'Just say YES' to innovation, to collaboration, to inspiration, to education. We have designed the Congress to allow you to not only participate fully in this event, but to get a flavour of our City, a City of which we are inordinately proud. We have attracted world-class speakers, provided networking opportunities and showcased our local creative and artistic talent.

You are lucky to have chosen to be a delegate at this year's EBN Congress. We aim to be the biggest and best Congress yet. So whether it's being enthralled by our headline speaker Steve Wozniak, inspired by Sir Tim Smit, Dr Richard Florida or Ben Southworth, learning from our parallel workshops, appearing on our You Tube channel, enjoying our musical interludes, revelling in our Gala Dinner and Concert, or chilling out at the EBN After-Party, you are sure to feel that you haven't just been to an EBN Congress, you have been to THE EBN Congress!

We have organised the conference and events within walking distance of each other to enable you to experience our historic city. Take advantage of your proximity to explore our 400 year old walls, our cathedrals and museums, our shops, restaurants and pubs. Above all, have a good time! This is the UK City of Culture so – have fun! And just say 'Yes' to anyone from Derry that you meet – we guarantee they will say 'Yes' right back!



**Dr Bernard Toal**

CEO & Director | NORIBIC



**Clare McGee**

Congress Director | NORIBIC

## Principal Partner • Ilex Urban Regeneration Company



Ilex is the urban regeneration company for Derry~Londonderry. It is sponsored by the Office of the First Minister and deputy First Minister (OFMDFM), to create and promote the co-ordinated regeneration of the Derry City Council area and to secure the economic, social and physical regeneration of Ebrington, the 26 acre former military site connected to the city by the iconic and multi-award winning Peace Bridge.

Chartering the city's future for the next ten years, One City One Plan One Voice was launched on June 23rd 2011, a single framework for economic, social and physical renewal. It focuses on five transformational themes of Employment and the Economy, Education and Skills, Building Better Communities, Health and Well Being, and Sustainable and Connected City Region, towards the principal 'step change' at the heart of transformation – economy and jobs.

We are delighted that the EBN Congress 2013 is in Derry~Londonderry. The Congress will focus on key areas which align with the One Plan, including Digital, Cultural and Social Innovation. Growing the digital economy is a key element of Employment and the Economy within the One Plan, and a major focus of the Congress, bringing together industry leaders, policy makers and academic researchers to support economic growth.

The Creative and Innovation Hub, currently under construction at Ebrington, will provide a unique and supportive environment for growing businesses, concentrating on innovation, growth and knowledge economy. This development will be complemented by the North West Regional Science Park at Fort George, focusing on the commercialisation of research and the creation of high value jobs.



#ebncongress

## Championing economic, physical and social regeneration



Inclusive growth through the One Plan

Footfall of 1 million per annum

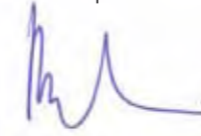


Creative Hub at Ebrington



**Alvaro Simon de Blas**

President | EBN



It is with great pleasure that I welcome you to the 22<sup>nd</sup> EBN Annual Congress in Derry~Londonderry, Northern Ireland.

I would like to extend a special thanks to our local partner NORIBIC with whom we have joined our forces this year, and prepared an exciting collection of inspiring sessions and interactive workshops, intended to reflect on the rapid changes affecting our economy and industry, and the new trends and practices observed, shared and adopted by our network's players and stakeholders. Innovation with a passion for applied innovation and entrepreneurial innovation, an approach which is dear to the EBN network and its 250 members, a theme which has been at the heart of EBN's core action and values for the last 30 years.

An event with a difference at the crossroad between Digital, Social and Cultural innovation. Intertwined strategic matters that are changing the way we imagine new (digital) applications, the way we are (creatively) valorizing cultural assets and the way we are rebuilding our social ecosystems and its embedded human capital.

A unique feature of this congress is the presence of exceptional keynote speakers who will kick-off visionary debates on each building themes of the event (digital, cultural, social):

Steve Wozniak (co-founder of Apple), Professor Richard Florida (the man behind the creative class/cities theories), Sir Tim Smit (founder of the Eden project in Cornwall), and many others from Europe and all over the world, who will invite you to a journey across imagination, ideation, innovation, internationalization, cooperation and action! Action, precisely action! That's where Business Innovation Centres, Innovation-based Incubators, Accelerators, Clusters, and Entrepreneurship Centres express the best of themselves transforming strategies into operations, theories into applications, ideas into projects, projects into start-ups, start-ups into gazelles, forecasts into economic realities: firms, growth, jobs and wealth! This event is also their event, your event, the annual showcase of what you do best at local, regional, national and sometimes even international level, on how to catch fast moving changes that have a strong impact on our economy and social environment, on how to stimulate creativity, boost competitiveness through the exploration of new business and digital models.

We hope that you will value your participation in this exciting conference. Others said "yes, we can", our motto is "just say yes"!

**A warm welcome to all of you!**

## Principal Partner • Invest Northern Ireland



This year's EBN Congress promises to be an inspirational experience and a great opportunity to explore opportunities in the digital arena. It's also the perfect forum for learning more about getting involved in Europe-wide collaboration on research and development.

There are obvious benefits from working with other businesses or organisations to carry out R&D. It can be more cost-effective, especially for small companies, it opens doors to international markets and it develops valuable partnerships. There are also attractive funding support packages available for collaborative R&D.

Information about this funding will be given in the Preparing for Horizon 2020 Workshop which Invest Northern Ireland is delighted to be sponsoring. Horizon 2020 is part of the EU's new programme for research and innovation which will run from 2014 to 2020 and have a €70 billion budget. The Workshop will introduce the network of EU R&D experts who will be available to guide businesses through Horizon 2020 when it officially launches in January 2014. There will also be business people there who will give some insight into their experience and the benefits of participating in EU R&D and innovation programmes.

The digital sector is an important driver of economic growth and one that Invest NI supports as part of the creative industries, which also include music, films, animation, TV, and gaming. As well as working in partnership with the Department for Culture, Arts and Leisure to support the wider creative industries agenda, we offer both financial and advisory support to help companies to get established and take advantage of growth opportunities.

If you would like to find out more about Invest NI support call us on 0800 181 4422 or go to [www.investni.com](http://www.investni.com)

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www.ilex-urc.com

 [www.facebook.com/ilex.derrylondonderry](http://www.facebook.com/ilex.derrylondonderry)

 @ilexlive



# BOOSTING BUSINESS

through R&D

## “ R&D has helped us expand our product range by 70 per cent.”

Whale is world-renowned for its groundbreaking pump systems. The Bangor company designs and creates innovative systems across the marine, caravan, shower and industrial sectors - exporting worldwide and winning countless awards. It has worked with Invest Northern Ireland on various research and development projects, growing its business and expanding its product range by 70 per cent.

Managing Director, Patrick Hurst explains how Invest NI helped:

“Invest NI provided us with advice and additional funding for research and development. We invest 11 per cent of our turnover in R&D, which is extremely high – but it’s essential to our business and something we did even throughout the

recession. We felt it was the best way to grow in the long-term and the proof is in the pudding. With Invest NI’s support, we have also expanded our product offering to include water and space heater products and latest wireless technology. The company has grown by 50 per cent in the last three years.”

Whale is one of the many local companies that have accessed the support available under Invest NI’s Boosting Business campaign and have taken positive action to succeed in these difficult times.

“The support has helped us accelerate our time to market - and, in this day and age, that’s what makes the big difference.”

Why not join the 18,000 who have already looked to Boosting Business for advice under its five key themes: jobs, skills, exports, technology and research and development.

Find out how Invest NI can help you boost your business:

Call **0800 181 4422**

Text **BOOST** to **78886**

Visit **boostingbusinessni.com**



## Rationale about the Congress



When thinking about innovation many people directly think about Silicon Valley or the USA. Yet looking closer to it, the UK has always been a hotbed of technical innovation and it is rapidly becoming a place where entrepreneurs can succeed. Derry~Londonderry has a dynamic business environment with various links to the UK, USA and Europe. Thanks to its growing IT sector it is now home to a cluster of high technology businesses.

The world is going digital in every aspect of our lives. Even in these times of crisis the majority of people in Europe have access to digital technologies to get informed about cultural, educational and knowledge content or to socially connect with others. Cultural and creative industries are sectors employing more than 8 million people in Europe. The social needs generated by the economic challenges, the growing and ageing population; and the global environmental crisis have seen the urge to create behavioral changes. Innovation in these three areas is more than ever a factor for success and job growth in Europe.

This congress addresses these themes through the testimonials of world class successful performers and pioneers in these fields and through workshops presenting best practices developed within BICs and partner organisations.

Different innovation villages -digital, social, cultural- have been created for you to meet with like-minded people who share similar interests. Network, and create collaborations while attending impromptu presentations, informal project planning sessions and exhibitions from businesses and organisations operating in a particular field of expertise.

The World Village enables you to connect directly with non-EU networks and international players in USA, Brazil, Russia, Taiwan, Mexico, Israel, South Africa, Chile, Canada and China.

*And at last, add fun to your learning experience through a unique cultural event!*

## Principal Partner • The Department of Culture, Arts and Leisure



### Creative approaches to economic and social innovation

Creativity generates new and novel ideas and helps to find solutions by looking at problems from different perspectives. Creativity connects things not previously connected. This can apply to ideas, people and organisations here and across Europe and beyond.

The Department of Culture, Arts and Leisure has responsibility in the north of Ireland for a diverse portfolio which ranges across the arts, museums, libraries, sport, inland waterways and fisheries, linguistic diversity and public records.

This is a cultural infrastructure of people, organisations, venues and programmes which stimulate a more creative economy and wider social innovation. Our cultural strengths are strategic assets for the region which can inspire new commercial products and services. They can also play a vital role in tackling poverty and social exclusion and help to catalyse new partnerships and solutions to other challenges in health, education and the environment.

Derry’s term as City of Culture 2013 is showcasing our region’s creative strengths and the opportunity to stimulate step changes in equality, good relations, social cohesion and in generating new jobs and new skills to build a sustainable and shared future.

The top priorities of government here are to grow the economy and tackle disadvantage. But we cannot expect to successfully do this unless we develop new ideas and approaches that can deliver effective solutions. By working together we can promote a wider creativity agenda to share ideas and make connections delivering lasting social and economic impact.

As Albert Einstein once said, “creativity is contagious. Pass it on”.



**EBN Soft Landing Programme** is a co-incubation service for innovation-led companies looking to explore new markets and go international. The **SL Club** is EBN's network of BIC's, incubators & clusters offering easy and practical business solutions at a selection of global locations. Currently the Club counts +80 Member Organisations and relies on their trust, knowledge and positive collaboration!

**INFORMATION:**  
[www.ebnsoftlanding.org](http://www.ebnsoftlanding.org) | Vera Egreja Barracho: [vba@ebn.eu](mailto:vba@ebn.eu)



**EU PROJECTS SUPPORTED BY SOFT LANDING CLUB:**  
 Make it Global aims to support 250 **women-led SMEs** in London to internationalise and will contribute for sustainable global business growth through the realisation of women-led business potential, capabilities and opportunities.

**INFORMATION:**  
[www.uel.ac.uk/makeitglobal](http://www.uel.ac.uk/makeitglobal) | [makeitglobal@uel.ac.uk](mailto:makeitglobal@uel.ac.uk)  
 @UELCEWE or #UELMakItGlobal | LinkedIn UEL Friends of Women's Entrepreneurship | [Makeitglobal.wordpress.com](http://Makeitglobal.wordpress.com)



**New dynamics for SME and cluster internationalization** between Europe and 4 targeted partner countries: **Morocco, Tunisia, Egypt, Lebanon**. The project offers business development actions (market studies, matchmaking events...), Euro-Med task forces (talents, women entrepreneurs, investors...) and supporting actions (IP trainings, Soft Landing services) to companies from both rims of the Mediterranean around high-growth sectors (renewable energies, urban services, agro-food, creative industries...).

**INFORMATION:**  
 Applications for 1st EuroMed@Change Soft Landing Call:  
[www.ebnsoftlanding.org](http://www.ebnsoftlanding.org) - [vba@ebn.eu](mailto:vba@ebn.eu)



TESLA supports growth and development of early stage High Potential Start-up (HPSU) companies in Ireland, Wales, Germany, France, Belgium and the Netherlands through a transnational innovation pilot programme. The project aims to provide access to market intelligence, product development opportunities and identify new sources of finance for HPSU development. Companies can receive tailor-made business support packages and soft landing services.

**INFORMATION:**  
[www.teslaproject.eu](http://www.teslaproject.eu) | Twitter: @NWETeslaProject  
[www.facebook.com/NWETeslaProject](https://www.facebook.com/NWETeslaProject) - Contact: [laura.lecci@ebn.eu](mailto:laura.lecci@ebn.eu)

# Summary of programme

## 29 May 2013

14:00 - 17:15	International Incubation Lab: Dynamic and Collaborative ways to think and act global (PRIVATE)	Danske Bank Studio
17:15 - 18:00	Official opening of the World Village (PRIVATE)	World Village
18:00 - 19:30	Early registration - get your badge and conference pack early !!	Main Entrance
19:30 - 21:30	Welcome Cocktail sponsored by Derry City Council	Craft Village

## 30 May 2013

08:30 - 09:30	Welcome & Registration	Piazza area
09:30 - 11:00	Congress Opening	Auditorium
11:00 - 11:30	Coffee, Networking and village exploration	Piazza area
11:30 - 12:45	Plenary / Social Innovation	Auditorium
13:00 - 14:00	Lunch	Piazza area
14:00 - 15:15	Plenary / Digital Innovation	Auditorium
15:15 - 15:45	Coffee, Networking and village exploration	Piazza area
15:45 - 17:00	Plenary / Cultural Innovation	Auditorium
17:00 - 18:30	Digital Innovation Village, Cultural Innovation Village, Social Innovation Village & World Village: open spaces for meetings, networking... with surprising activities!	
19:00 - 01:00	Gala dinner Pre-dinner drinks provided at The Venue by Bushmills	The Venue @ Ebrington Place

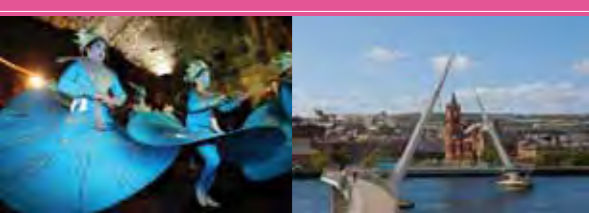
## 31 May 2013

09:00 - 10:30	W1 - Digital Innovation - DIGIBIC	Danske Bank Studio
09:00 - 10:30	W2 - Social innovation	East Wall Bar
09:00 - 10:30	W3 - Cultural innovation & the creative industries	Millennium Room
09:00 - 10:30	W4 - BIC 2013: Incubation 2013, an international perspective: incubation systems compared	Encore
10:30 - 11:00	Coffee, Networking and village exploration	
11:00 - 12:30	W5 - SMART Specialisation: Digital Innovation as a driving force that enables the exploitation of economies of scale and differentiation for the creation of economic value	Danske Bank Studio
11:00 - 12:30	W6 - Social Innovation: Social Dojo	East Wall Bar
11:00 - 12:30	W7 - A Cultural Blueprint: Maximising the potential of Culture as a vehicle for economic development	Millennium room
11:00 - 12:30	W8 - Incubation 2020: the future of the incubation industry from the practitioners' perspective	Encore
11:00 - 12:30	W9 - Preparing for Horizon 2020 in Northern Ireland - Invest NI Workshop	Auditorium
12:30 - 13:30	Closing & Award Ceremony	Auditorium
13.30 - 15.00	Networking lunch	Piazza area
20:00 - 23:00	EBN After Party hosted by CultureTECH	CCA Gallery (Derry~Londonderry)



## Why partner with Derry ~ Londonderry?

- ~ The 2013 UK City of Culture
- ~ UK and Ireland's first Super Connected City
- ~ Proven track record delivering EU projects
- ~ Partners across 30 European locations



**Derry City Council  
 Economic Development Section  
 98 Strand Road  
 Derry  
 BT48 7NN**

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 Website: [www.derrycity.gov.uk](http://www.derrycity.gov.uk)  
[www.investderrylondonderry.com](http://www.investderrylondonderry.com)  
[www.cityofculture2013.com](http://www.cityofculture2013.com)



## Smart Specialisation Sectors include:

- ~ Digital Economy
- ~ Life and Health Sciences
- ~ Knowledge Intensive Business Services
- ~ Clean Technologies & Energy
- ~ Creative and Cultural
- ~ Tourism

## Research Excellence in

- ~ North West Regional Science Park
- ~ University of Ulster
- ~ Intelligent Systems Research Centre
- ~ C-TRIC



14:00 - 17:15  
International Incubation Lab:  
Dynamic and Collaborative ways to think and act global  
Danske Bank Studio



**Speakers  
Session 1**

**Prof. Dr. h.c.  
Wolfgang Kniejski**  
Chairman, INI-Novation,  
Germany

**Michael O'Connor**  
CorkBIC CEO, Ireland  
**Brendan O'Driscoll**  
Soundwave CEO, Ireland

**Anne Chaize**  
ERAI Advisor to the President,  
France

International business incubation is all about encouraging start-ups to think globally from the outset. This smart way of thinking is the pre-requisite for international business development, and in particular helping to connect entrepreneurs to markets by providing access to finance, enhancing technology and business capacity development through mentoring, training and links to business networks. Bottom-up micro-economic initiatives – enterprise creation and development based on innovation and collaboration – can significantly and positively affect international and decentralised business growth. The speakers in this session will discuss the international mission of EC-BICs and innovation-based incubators (IBI's) and provide insights on business internationalisation tips, tools and services offering growth packages to globally focused entrepreneurs and businesses.

**BICs and incubators:**

Key players in international business support  
Philippe Vanrie, EBN CEO

**Speakers  
Session 2**

**Sheila Oliveira Pires**  
ANPROTEC Executive Director,  
Brazil

**Thomas Strodtbeck**  
NBIA Director of International  
Programs, USA

**Brendan O'Driscoll**  
Soundwave CEO, Ireland

**Ching Yao Huang**  
Chairman of Chinese  
Business Association, Taiwan

**Michael Eilan**  
I-Biz Senior Consultant, Israel

**Sergei Yushko**  
AIRR representative &  
Innovative Technopark IDEA  
Director, Russia

**Zheng Li**  
JAST Director of International  
Department, China

**SESSION 1**

**SHOWCASING INTERNATIONAL SUCCESS STORIES**

**Moderator:**

Robert Sanders, EBN Head of International Projects

**SESSION 2**

**WHAT ARE THE TRENDS OUTSIDE EUROPE? TIPS FOR EU ENTREPRENEURS**

**AND GOOD PRACTICES**

**Moderator:**

Vera Egreja Barracho, EBN Network Development Manager

15:30 - 16:00 Coffee-break



**Speakers  
Session 3**

**Jacques Amara**  
Le Monde @ CEO, Italy

**Pietro de Martino**  
BIC Liguria Director, Italy

**Charlene Lambert**  
TGN Chairman, Taiwan

**Driss Alioui**  
Zernike Group  
International Project  
Manager & Coordinator of  
Internationalisation-SME  
Project, The Netherlands

**SESSION 3**

**PITCHING SESSION FOR «GO GLOBAL» BUSINESS SUPPORT TOOLS**

**Moderator:**

Giordano Dichter, EBN Head of Quality & Technical Assistance

17:15 - 18:00  
Official opening of the World Village (Private)  
World Village



18:00 - 19:30  
Early registration  
Get your badge and conference pack early!  
Main Entrance

19:30 - 21:30  
Welcome Cocktail  
sponsored by Derry City Council  
Craft Village



08:30 - 09:30  
Welcome & Registration  
Piazza Area

09:30 - 11:00  
Congress Opening  
Auditorium

Headline Speaker



**Steve Wozniak**  
Co-founder of Apple  
Computer Inc.

Congress Moderator

Peter Woodward

Opening Speeches

Alvaro Simon de Blas, President, EBN

Dr Bernard Toal, CEO, NORIBIC

David Harmon, member of the cabinet, Commissioner Maire Geoghegan-Quinn, DG Research, Innovation and Science, European Commission

Just say Yes!

11:30 - 12:45  
Plenary / Social Innovation  
Auditorium



Keynote Speaker



**Sir Tim Smit KBE**  
Chief Executive, Development  
and co-founder of the Award  
winning Eden Project, UK

Across the world, there is a growing interest in the potential of Social Innovation to address some of our most pressing social and economic challenges. Social innovation includes new ideas – products, services, models and systems – that simultaneously meet social needs and enhance society's capabilities. Whether as a new technology to support older people to remain independent, new schools to develop the skills of a digital generation or new approaches to meet the challenges of a resource constrained world, social innovation is critical to achieving a more sustainable, productive and inclusive world.

Moderator

Peter Woodward

Challenger

Bill Liao, co-founder CoderDojo Movement, Australia

14:00 - 15:15  
Plenary / Digital Innovation  
Auditorium



Keynote Speaker



**Benjamin Southworth**  
Deputy CEO and Head of  
Community for Tech City  
Investment Organisation, UK

From manufacturing to publishing, through education and healthcare provision, digital innovation is revolutionising the way we do business and live our lives today. In a world of mobile internet, policymakers and governments across Europe and beyond have woken up to the potential of digital technologies to support job creation and economic growth, hence the proliferation of funding and support initiatives for digital entrepreneurs. Are such support initiatives enough or must we do more to foster a culture in which digital innovation can thrive?

Moderator

Peter Woodward

Challengers

Jacqueline Russell, Next Generation Audiences Lead, Microsoft Western Europe

Timothy Brundle, Business Executive Technology investor and innovation advisor Director, Invest Northern Ireland

15:45 - 17:00  
Plenary / Cultural Innovation  
Auditorium



Keynote Speaker



**Dr Richard Florida**  
Professor at University of  
Toronto and NYU; Senior  
Editor the Atlantic, USA

All regions have their own unique culture. This creates a business opportunity that can be used to considerable economic advantage. We will discuss how businesses can identify opportunities arising from culture to derive their own USP. We will explore:

- What innovative approaches can be taken by the BICs towards ensuring that cultural activities can be made sustainable?
- Can traditional businesses adopt cultural innovation processes to drive forward their businesses?
- Provision of case studies of innovative processes adopted by BICs in their support of Cultural businesses and successful business exemplars. Examples of Cultural-Traditional business crossover models.

Moderator

Peter Woodward

17:00 - 18:30  
Digital Innovation Village, Cultural Innovation Village, Social Innovation Village & World Village: open spaces for meetings, networking... with surprising activities!

19:00 - 01:00  
Gala dinner  
Pre-dinner drinks provided by Bushmills  
The Venue @ Ebrington Place (cross the Peace Bridge!)





Parallel workshops – part 1 from 9:00 to 10:30

09:00 - 10:30  
**W1 - Digital Innovation – DIGIBIC**  
 Danske Bank Studio



**Speakers**

**Mikolt Csap**  
 Creativity Unit, DG Connect, EC

**Dr. Joshua D. Reiss**  
 Queen Mary University of London (QMUL)

**Digibic winners nominees**



The road between a discovery generated from basic research to a commercial product or process is a long and winding one, with many discoveries getting lost in the so-called «Valley of Death» between basic research and commercialisation.

The EU-funded DigiBIC project has addressed this through:

- The creation a network of European leaders in research, innovation support, industry and finance, working together to deploy the latest technology and tools to digital and creative industries;
- The development of an online matchmaking platform and technology catalogue for research centres and SMEs.

This workshop will take the form of a pitching session featuring some of the most promising SMEs and research centres who have deployed technologies through the DigiBIC platform.

The best pitch will be the overall winner of the 2013 DigiBIC award.

**Moderator**

Jeremy Davenport, Chair DigiBIC High Level Advisory Board, UK

**DIGIBIC Award Jury**

Jeremy Davenport, Chair DigiBIC High Level Advisory Board, UK

Dr. Joshua D. Reiss, Queen Mary University of London (QMUL)

Juliane Schulze, Senior Partner at Peacefulfish, Media Consulting Company, Berlin

John Phelan, Dublin BIC & Halo Business Angel Partnership, Ireland

09:00 - 10:30  
**W2 - Social Innovation: Social Dojo**  
 East Wall Bar



**Speakers**

**Glen Mehn**  
 Managing Director at Social Innovation Camp, UK

**Bill Liao**  
 Co-founder of Coderdojo Movement, Australia

**Roger Warnock**  
 Jumpstart NI and Department Enterprise, Trade & Investment, Northern Ireland

Experience the social attitudes of Social Innovation Camp and Coderdojo as they outline their unique approach to tackling the innovation needs of the 21st century. Visionary in their style and tactics these unique organisations demonstrate how a local approach to developing innovation has taken on global dimensions. Learn how you can embrace this philosophy and become part of these social innovation revolutions or create your own!

**Moderator**

Philippe Vanrie, CEO, EBN

09:00 - 10:30  
**W3 - Cultural innovation & the creative industries**  
 Millennium room



**Speakers**

**Franz Glatz**  
 Managing Director, Gate Garching, Germany

**Michael John Gorman**  
 Founding Director of Science Gallery, Trinity College Dublin, Ireland

**Jean-François Aguinaga**  
 Head of Unit, Textile, Fashion, Design & Creative Industries, DG Enterprise & Industry, EC

**Alessandro Danielis**  
 New Technology Division Researcher, ENEA, Italy

**Pia Areblad**  
 Director Strategic Alliances, TILLT, Sweden

Culture is at the heart of our attitude to life and is a catalyst for economic development. In order to respond to the fast pace of growth in our globalized world, culture needs to bring together the spirit of creativity and the innovation of science in order to be transformed into fresh business ideas and new way of thinking.

The workshop, starting from the experience of KiiCS project, will address the following questions:

- Is the dialogue between culture/creativity and technological innovation possible? In which form?
- How can science serve cultural heritage? And how can culture promote science innovation?
- How can we transform creative ideas into creative industries?

The workshop will bring together actors from the art, science, and business triangle, which will demonstrate the impressive results emerging from their interaction.

**Moderator**

Valeria Fascione, Director IDIS - Citta della Scienza, Italy

09:00 - 10:30  
**W4 - BIC 2013**

Incubation 2013, an international perspective: incubation systems compared

**Encore**

How different are incubation systems worldwide? As incubators (in the largest sense of the word)

share the common objectives of start-up and job creation, are there specific peculiarities and characteristics which if properly identified could be of mutual benefit? Panellists will provide a local analysis of the impact and results achieved in the recent past dissecting the reasons behind successes and failures and indicating possible innovation that might need to quickly take place within the incubation industry at large.

**Speakers**

**Marie-Alice Lahorgue**  
 General Director at Instituto Decker and representing ANPROTEC, Brazil

**Peter Harman**  
 CEO, UKBI

**Johnny Yeh**  
 Director General, SMEA, Taiwan

**Jasper Welch**  
 President & CEO, NBIA, USA

**Hang Si**  
 JAST representative & Wuxi China Europe International Director, China

**Moderator**

Giordano Dichter, Head of quality department, EBN



11:00 - 12:30  
W5 - SMART Specialisation:

Digital Innovation as a driving force that enables the exploitation of economies of scale and differentiation for the creation of economic value

Danske Bank Studio



**Speakers**

**Bryan Keating**  
Chair of MATRIX, the  
Northern Ireland Science  
Industry Panel, NI

**Nuno Gomes**  
Vice-President of National  
Network of Portuguese BICs

**Colm McColgan**  
General Manager, ERNACT  
(European Regions Network  
for the Application of  
Communication technology),  
Ireland

Smart specialisation is a policy framework combining industrial, innovation as well as educational policies (including their design, implementation, and evaluation) in order to promote new growth opportunities based on innovation and knowledge. The workshop aims to explore how Digital Innovation as a SMART specialisation has impacted upon economic growth strategies at different levels of government and policymaking throughout the EU. It will help explore how digital technologies can underpin innovative approaches and solutions when it comes to tackling business and societal challenges, in turn making a positive contribution and resulting in tangible impact.

**Moderator**

Prof. Jim McLaughlin, Professor at University of Ulster and Director of NORIBIC, NI

11:00 - 12:30  
W6 - Social Innovation

East Wall Bar



**Speakers**

**Joe Greaney**  
Director, West-BIC, Ireland

**Anna Meroni**  
Polytechnico Millan, Italy

**Susana Seabra**  
Senior Consultant, SPI,  
Portugal

**Louise Pulford**  
Head of SIX Global Social  
Innovation Network, UK

Particularly in an economic recession, the opportunity for start-ups can be limited by many factors – market, finance, staff or customer base. By thinking innovatively, business models can be transformed from a traditional profit-only model, to one where success is also measured by a positive social outcome. Doing good can also be «good business».

- What innovative approaches can be taken by the BICs towards supporting social innovation and social enterprises?
- Can traditional businesses adopt social innovation processes to drive forward their businesses whilst keeping shareholders satisfied?
- How can social cohesion be promoted through the adoption of social innovation?
- The workshop will highlight case studies of innovative processes adopted by BICs in their support of social businesses and successful business exemplars, together with examples of sustainable Social Enterprises.

**Moderator**

David Tee, EBN Senior Consultant & Editor of The Business Incubator

11:00 - 12:30  
W7 - A Cultural Blueprint:

Maximising the potential of Culture as a vehicle for economic development

Millennium room



**Speakers**

**Vittorio Simoncelli**  
BIC Sviluppo Basilicata, Italia

**Dermot McLaughlin**  
Chairman of the Irish  
Traditional Music Archive,  
Ireland

**Mark Nagurski**  
Director, CultureTECH  
Festival, Derry-Londonderry,  
Northern Ireland

Every region has its own unique culture, flavour and accent. This lends itself to the potential for creating a localised product in many sectors – Tourism, Food, Music, Art, Craft and Sport. This workshop will examine how to exploit the uniqueness of region for commercial gain. Examples will be drawn from past EU Capitals of Culture and urban regeneration schemes that have proven to be sustainable models of economic success.

**Moderator**

Stephen McGowan, Head of Creative Industries, Department of Culture, Arts and Leisure (DCAL), NI

11:00 - 12:30  
W8 - Incubation 2020

The future of the incubation industry from the practitioners' perspective

Encore

**Speakers**

**Marie-Alice Lahorgue**  
General Director at Instituto  
Decker and representing  
ANPROTEC, Brazil

**Bernd Reichert**  
Head of Unit, SMEs, DG  
Research and Innovation, EC

**Bruno Wattenbergh**  
Director, Brussels Enterprise  
Agency, Belgium

**Pim de Bokx**  
Chairman, Dutch incubation  
professionals,  
The Netherlands

**Ricardo Marvão**  
Co-founder & board member,  
Beta-i, Portugal

**Desmond Fahey**  
CEO, Dublin BIC, Ireland

The incubation industry is constantly on the move. While the objective of supporting the creation of innovative start-ups remains the same, the surrounding reality is changing fast, calling for the industry itself to be innovative. The fast pace with which new actors delivering more tailored and specialized services, with different business models, are appearing in the incubation scene is both, the result of the changing local eco-systems and the answer to existing market gaps. Panellists in this workshop will therefore discuss the changing service value-chain and the role of the specific service providers with the effort to answer the question: are we competing, cooperating or... something in between?

**Moderator**

Giordano Dichter, Head of quality department, EBN

11:00 - 12:30

## W9 - Preparing for Horizon 2020 in Northern Ireland Invest NI Workshop

Auditorium

### Speakers

**Simon Grattan**

NI Horizon 2020 Manager,  
DETI

**Chris Nikkel**

Producer/Director,  
360 Production

**Lydia Lepecuchel**

European Research Manager,  
Queen's University Belfast

**Hugh Wiseman**

Director,  
Redburn solutions Ltd.

**Siobhan McQuaid**

European Business Network  
(EBN)

**Richard Osterhus**

Derry City Council,  
Funding Unit Manager

**Andy Millar**

Enterprise Europe Network

**Lisa O'Reilly**

Collaborative R&D Executive

Invest NI will introduce you to the network of EU R&D experts who will be available to guide your business through Horizon 2020 when it officially launches in January 2014.

Workshop panel members include Simon Grattan, Northern Ireland's Horizon 2020 Manager, who will be responsible for coordinating the services of a range of specialists known as Northern Ireland Contact Points (NICPs).

These specialists will be available to all local researchers based in industry, academia and the public sector. They will provide advice and guidance on developing high quality applications to increase the chances of accessing the €70 billion Horizon 2020 funding.

Andy Millar, from the Enterprise Europe Network, will tell you how the Network can help you develop your business in new markets, source or license new technologies, access EU finance and EU R&D funding, and find new business or R&D partners.

You will also hear from local businesses who will give insight into their experience and the significant benefits of participating in EU R&D and innovation programmes.

**Moderator**

Dr Joanne Coyle, Head of Collaborative R&D at Invest Northern Ireland

12:30 - 13:30

## Closing & Award Ceremony

Auditorium

### Speakers

**Patrick Vlaskovits**

Author of the book «The lean  
entrepreneur», USA

**Pascal Goergen**

Secretary General, Assembly  
of European Regions (AER)

**DigiBIC Award - €5000 in cash prizes for one winner and two-runners up!**

The DigiBIC Award recognises the impact of successful technology deployment on the growth and development of individual companies in the Creative Industries.

Three finalists will receive a cash prize and an expenses-paid trip to pitch to an audience of investment, innovation and business incubation specialists at the 2013 EBN Annual Congress in Derry-Londonderry.

**Moderator**

Peter Woodward



13:30 - 15:00

## Networking lunch

Piazza area

20:00 - 23:00

## EBN After Party hosted by CultureTECH

CCA Gallery, Artillery Street (Derry~Londonderry)

**Join us for a chilled out evening showcasing local music talent, for drinks and light snacks. Then after meet here for details of the After After Party...**

Please register via: <http://ebnafterparty.eventbrite.com>





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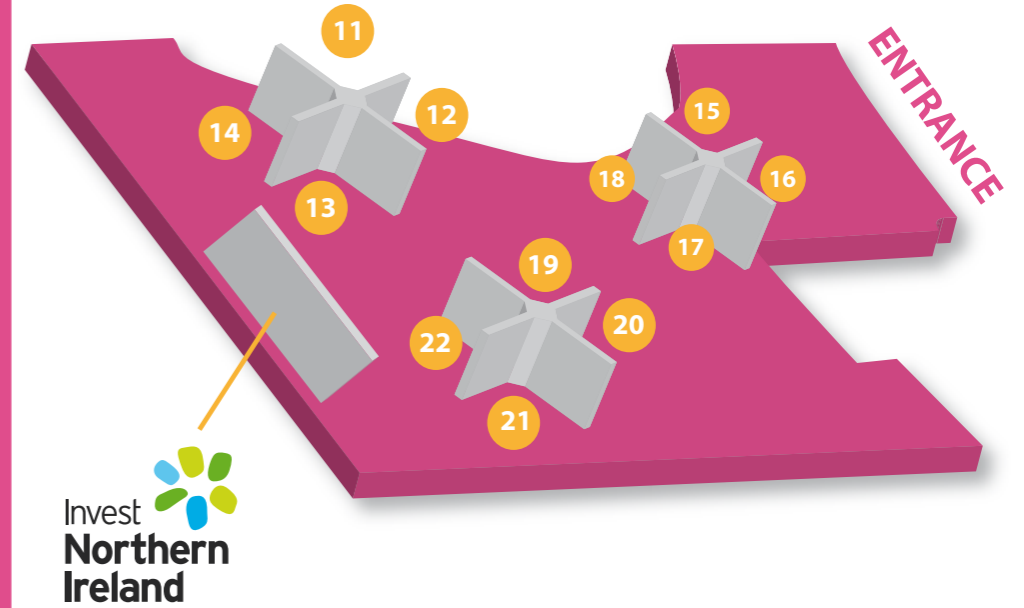
**FUTURE  
CLASSROOMS** 2013



## Digital village

**DIGITAL VILLAGE**

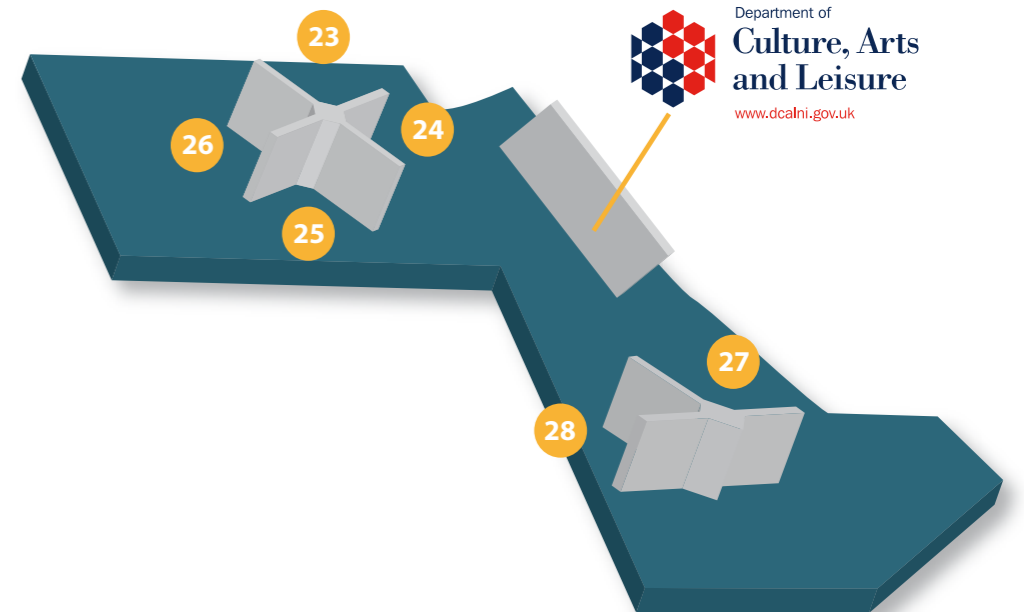
11. DIGIBIC
12. PI COMMUNICATIONS
13. NERVE CENTRE
14. NORTHERN WEST REGIONAL SCIENCE PARK
15. SEUPB / TG4NP
16. C-TRIC
17. MATRIX
18. BELFAST MET
19. DETI - ERDF
20. LEARNING POOL
21. iFactory - Troll Inc/Comprized
22. DERRY CITY COUNCIL



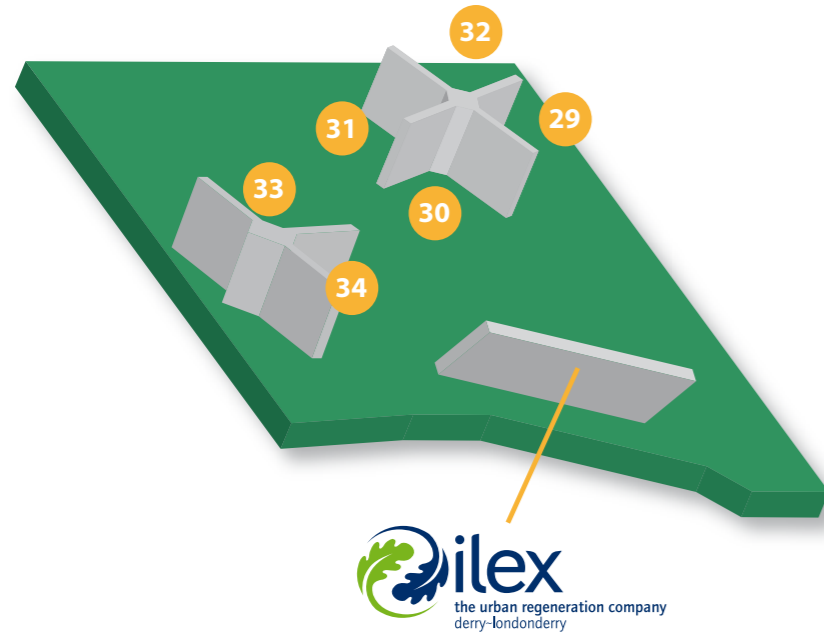
## Cultural village

**CULTURAL VILLAGE**

23. CULTURE COMPANY
24. CISNET PROJECT
25. DERRY VISITOR CONVENTION BUREAU
26. UNIVERSITY OF ULSTER
27. CULTURETECH
28. i-FACTORY Uproar/Awakin



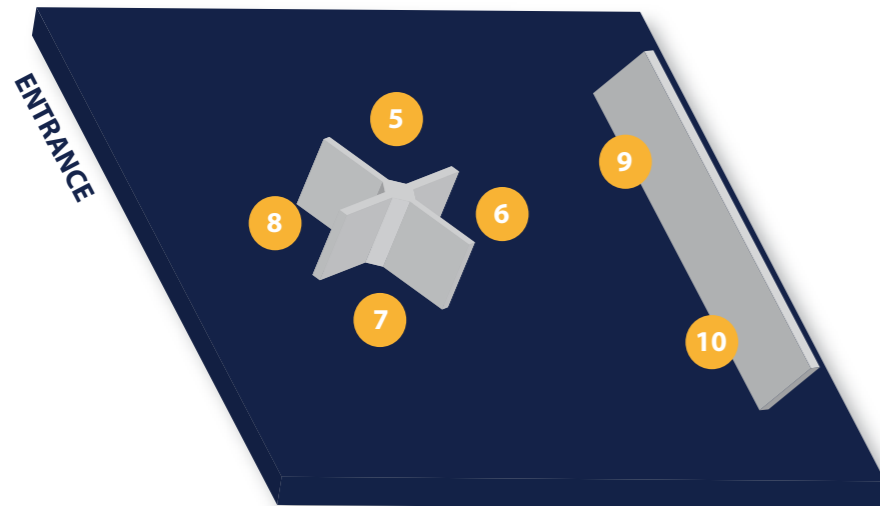
# Social village



**SOCIAL VILLAGE**

- 29. SEUPB / CINERGY
- 30. SOCIAL ENTERPRISE NI
- 31. ERNACT
- 32. DRD
- 33. I-FACTORY - Stem Aware/View
- 34. DOE NI ENERGY

# World village



**WORLD VILLAGE**

- 5. INNOMATNET
- 6. TESLA & START UP EU
- 7. MAKE IT GLOBAL
- 8. INT - SME
- 9. SOFT LANDING
- 10. BELFAST CC - NIERF



Special EU Programmes Body  
Foras Um Chláir Speisialta An AE  
Boord O Owre Ocht UE Projects

## SPECIAL EU PROGRAMME BODY

### EU INTERREG IVA Supporting Local Enterprise

The EU's INTERREG IVA Programme (2007-2013), which is managed by the Special EU Programmes Body, has allocated approximately €30 million worth of support to various programmes and initiatives designed to develop local enterprise. This assistance is provided on a cross-border basis and is being used to support the growth of a more entrepreneurial culture throughout the region.

One of the core objectives of the INTERREG IVA Programme is to develop the economy by encouraging innovation in enterprise and business development. Many hundreds of different businesses have been supported to date which will create a sustainable and lasting legacy for the European Union assistance that has been provided.

Key amongst this assistance has been the granting of £12 million for the North West Science Park, which will involve the construction of a 50,000 sq ft science park facility at Fort George and a 20,000 sq ft extension to the CoLab facility at the Letterkenny Institute of Technology. Other elements of support have focused on particular areas including incubator units for business start-ups and investments in specific sectors such as the creative industries and financial and customer services.

Informations:  
[www.seupb.eu/](http://www.seupb.eu/) / [info@seupb.eu](mailto:info@seupb.eu)

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### Derry Visitor and Convention Bureau

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# DigiBIC

DELIVERING NEW TECHNOLOGIES  
FOR CREATIVE INDUSTRIES

## Benefit from the DigiBIC network:

- ① join the network as associate partner,
- ① access DigiBIC innovation support tools and services,
- ① use our technologies,
- ① receive focused technology training,
- ① use DigiBIC to promote and deploy your technologies.



[www.digibic.eu](http://www.digibic.eu)

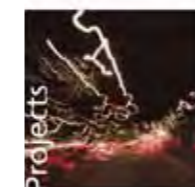


The DigiBIC project is supported by the Seventh Framework Programme of the EU



## THE EBN ORGANISATION: A PLATFORM FOR INSPIRATION, SERVICES AND OPPORTUNITIES!

EBN is a Brussels-based team delivering a full range of services, which includes a comprehensive set of accreditation & networking services to the BICs, as well as the deployment and coordination of EC-projects in relevant areas. EBN membership services are available upon the payment of an annual membership fee, and are classified in 5 categories:



**Policy support & EU representation:** policy watch, tender watch, position papers, public sector visibility, participation to consultations & working groups

**Quality & technical assistance services:** accreditation, benchmarking & statistics, case-studies, feasibility studies & on-site consultancy, study tours

**Networking activities & events:** annual congress, conferences, workshops, thematic working groups/sub-networks, strategic partnerships

**Projects & thematic networking development:** partner search, bid writing, contract/project coordination, EC-projects dissemination, guidance, training

**Promotion activities:** websites, newsletters, publications, public relations, media support

EBN's professional and integrated platform of services contributes to the rapid growth of the BICs' industry, in quality and in quantity, across Europe, and beyond. This expertise is recognized as unique by both public and private sectors, at international national, regional and local levels.



# Thank you !

## Principal partners



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# And see you next year !