



**Enterprise Europe Network Newcomers training
Brussels, 22-24 October 2008 *DRAFT***

Wednesday 22 October 2008, 9:00-12:30 Plenary Session

Registration: 8:00 – 9:00 (European Parliament, Rue Wiertz 60, Altiero Spinelli building)

9:00-12.30: Plenary Session (European Parliament, room A5-G2)

<u>Schedule</u>	<u>Subject</u>	<u>Speakers</u>	<u>Description</u>
9:00 - 9:10	Welcome	Patrick Lambert, Director of the EACI	Welcome and presentation of Executive Agency for Competitiveness and Innovation
9:10 - 9:25	Training objectives	Fabrice Pourceau and Valentina Pierantozzi, Training Team, EACI	Network's training programme and training objectives. Some practicalities about the event.
9:25 – 10:15	The Enterprise Europe Network and the role of the EACI	Hussein Sattaf (Head of Sector, EACI), Daniel Gassman (Head of Sector, EACI), Nathalie Oghlian (Head of Sector, EACI), Claire Tombeux (Head of Sector, EACI), Muriel De Grande (Head of Sector, EACI)	An overview of the Enterprise Europe Network and the role of the EACI. Presentation of people, activities and many reasons to stay in contact with us!
10:15 - 10:25	The Graphic Charter	Nathalie Oghlian, Head of Sector, EACI	Presentation of the Enterprise Europe Network graphic Charter
10:25-10:30	Questions and answers	The floor is open to everybody.	
10:30 – 11:00 Networking Break			
11:00 - 11:30	The role of DG Enterprise & Industry	Istvan Nemeth, European Commission, DG Enterprise and Industry	The role of DG Enterprise and Industry in the management of the Enterprise Europe Network. The involvement of SMEs in the policy making process. The collection of feedback from SMEs.
11:30 - 12:20	Sharing knowledge and experience: a view from two Network partners	Max Maupoix, Enterprise Europe Network / Swerea IVF AB and Caroline Gray-Stephens, Enterprise Europe Scotland	A practical view from two more experienced Network partners: challenges, tips and tricks.
12:20-12:30	Questions and answers	The floor is open to everybody	

Lunch Break 12:30 - 14:30

Participants have access to the European Parliament's canteen. Participants should count 30 minutes to reach the venues of the afternoon's sessions)

Wednesday 22 October 2008, 14:30-18:00 (Breydel Building, Avenue d'Auderghem, 45)

Session I: Introduction to the IT Tools of the Enterprise Europe Network , 14:30-18:00, room Breydel 8/180

<u>Schedule</u>	<u>Subjects</u>	<u>Speakers</u>	<u>Description</u>
14:30-14:35	Welcome and Introduction	Jean- François Le Roux, EACI	
14:35- 15:15	Introduction to FirstClass and the "Events - BEMT" module	Jean- François Le Roux, EACI	Introduction to the FirstClass messaging and conferencing system; management of events, including brokerage events, registration of participants and company profiles.
15:15-16:00	The Bulletin Board Service (BBS)	Erwan Le Guen, EACI	Use of the Bulletin Board Services (BBS) for technological partnerships
16:00-16:30 Coffee Break			
16:30 - 17:15	The Business Cooperation Database (BCD)	Virginie Perron, EACI	Use of the Business Cooperation Database (BCD) for commercial, financial and production partnerships
17:15 - 18:00	Exercises on BBS and BCD	Erwan Le Guen, Virginie Perron EACI	Practical exercises on the computer

Session II: The Market Access strategy and the business cooperation services, 14:30-18:00, room Breydel 5B

<u>Schedule</u>	<u>Subjects</u>	<u>Speakers</u>	<u>Description</u>
14:30 – 14:35	Welcome and Introduction	Pascale Gaucher (EACI)	
14:35 – 15:15	The market access strategy and its instruments	Martin Pilsner, European Commission, DG Trade	SMEs access to third countries market, presentation of the Market Access Database (MADB) and of the MADB Complaint Register
15:15 - 16:00	The Export Help Desk	Maryse Coutsouradis, European Commission, DG Trade	Presentation of the Export Help Desk on-line service
16:00-16:30 Coffee Break			
16:30 – 18:00	The Enterprise Europe Network's Business cooperation services	Elena Palavrova, EIIRC-BG -Plovdiv, Enterprise Europe Network	Presentation of the international business co-operation process and good practices. Practical exercise with the participants.

Session III: Introduction to the Seventh Framework Programme, 14:30-18:00 room Breydel 5A

<u>Schedule</u>	<u>Subject</u>	<u>Speakers</u>	<u>Description</u>
14:30 – 14:35	Welcome and Introduction	Gordana Popovic (EACI)	Introduction
14:35-15:30	Structure of FP7, relevant Sources of Information and funding schemes	Thomas McKinlay, European Commission, DG Information Society and Media	FP7 Structure, relevant information sources, FP7 funding schemes (objectives, size, team-partners, budget).
15:30-16:00	IPR in FP7	Lucia Sirera, IPR-Help Desk	IP management in FP7
16:00-16:30 Coffee Break			
16:30-17:15	SME dimension in FP7+Research for the benefit of SMEs	Henrik Dam, European Commission, DG Research	Opportunities for SMEs in the Seventh Framework Programme
17:15-18:00	Experience, tips and tricks from an NCP and Network Partner	Karsten Lemke, ZENIT, Enterprise Europe Network	The role of the National Contact Point Network, tips and tricks

18:00-19:00 Cocktail offered by the EACI(Breydel, cafeteria 16th floor)

Session I: Introduction to the IT Tools of the Enterprise Europe Network , 9:00-12:30, room Breydel 8/180

<u>Schedule</u>	<u>Subjects</u>	<u>Speakers</u>	<u>Description</u>
9:00-09:05	Welcome - Introduction	Jean- François Le Roux, EACI	
9:05-9:45	Introduction to FirstClass and the "Events - BEMT" module	Jean- François Le Roux, EACI	Introduction to the FirstClass messaging and conferencing system; management of events, including brokerage events, registration of participants and company profiles.
9:45-10:30	The Bulletin Board Service (BBS)	Erwan Le Guen, EACI	Use of the Bulletin Board Services (BBS) for technological partnerships
10:30-11:00 Coffee Break			
11:00-11:45	The Business Cooperation Database (BCD)	Virginie Perron, EACI	Use of the Business Cooperation Database (BCD) for commercial, financial and production partnerships
11:45-12:30	Exercises on BBS and BCD	Erwan Le Guen, Virginie Perron EACI	Practical exercises on the computer

Session II: How to Get Familiar with Important Community Policies and European Programmes? 9:00-12:30 room Breydel 12A

<u>Schedule</u>	<u>Subject</u>	<u>Speakers</u>	<u>Description</u>
9:00 – 9:05	Welcome - Introduction	Pascale Gaucher, EACI	
9:05 – 10:30	Where to find information on EU policies and legislation?	Pascale Gaucher, EACI	Main sources of information on EU policies and legislation, how to exploit them. Tips & tricks.
10:30-11:00 Coffee Break			
11:00 – 12:30	Where to find information on EU programmes?	Daniel Gassmann, EACI	Main sources of information on EU programmes, how to exploit them. Tips and tricks.

Session III: Life Cycle of a Transnational Technology Transfer (TTT) Agreement. An Introduction to Intellectual Property Rights, 9:00-12:30, room Breydel 5A

<u>Schedule</u>	<u>Subjects</u>	<u>Speakers</u>	<u>Description</u>
9:00 – 9:05	Welcome and Introduction	Raquel Fernandez Horcajada, EACI	
9:05 - 10:30	The Transnational Technology Transfer Cycle (I)	Max Maupoix, Enterprise Europe Network / Swerea IVF AB	How to recruit innovative companies, company visits, technology audits, brokerage events, management of Eols, negotiating PA Techno agreements, formalising PA Techno agreements, measuring the socio-economic impact of the agreement reached
10:30-11:00 Coffee Break			
11:00-11:30	The Transnational Technology Transfer Cycle (II)	Max Maupoix, Enterprise Europe Network / Swerea IVF AB	
11:30-12:30	Introduction to Intellectual Property Rights	Jeremy Philpott, European Patent Academy	Introduction to Intellectual Property Rights issues, their relevance for SMEs and legal protection strategies.

Session I: Introduction to the IT Tools of the Enterprise Europe Network , 14:00-17:30, room Breydel 8/180

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14:45-15:30	The Bulletin Board Service (BBS)	Erwan Le Guen, EACI	Use of the Bulletin Board Services (BBS) for technological partnerships
15:30-16:00 Coffee Break			
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Session III: Introduction to Internal Market and Public Procurement principles, 14:00-17:30, room Breydel 12A

<u>Schedule</u>	<u>Subject</u>	<u>Speakers</u>	<u>Description</u>
14:00 – 14:05	Welcome - Introduction	Pascale Gaucher, EACI	
14:05 - 14:45	Introduction to the free movement of goods	Jacques McMillan, European Commission, DG Enterprise and Industry	Principles of free movement of goods, mutual recognition principle, Community harmonisation of rules, the New Approach and the New Legislative Framework
14:45 – 15:30	Towards a genuine Internal Market for Services: the Services Directive	María Canal Fontcuberta, European Commission, DG Internal Market and Services	Basic principles of the free movement of services, objectives and content of the 'Services' Directive.
15:30-16:00 Coffee Break			
16:00-16:45	The EU legal framework on public procurement	Ákos Nagy, European Commission, DG Internal Market and Services	What is public procurement: key elements on the subject; legal framework; importance of the subject for companies, in particular SMEs
16:45 -17:30	The TED database	Willem Van Heesen, OPOCE/A4	Presentation of the database and practical advice on how to use it.

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9:00 – 9:05	Welcome - Introduction	Pascale Gaucher, EACI	
9:05 – 10:30	Where to find EU information in general?	Pascale Gaucher, EACI	Main sources of information on EU legislation and policies, how to exploit them. Tips & tricks.
10:30-11:00 Coffee Break			
11:00 – 12:30	Where to find information on EU programmes?	Daniel Gassmann, EACI	Main sources of information on EU programmes, how to exploit them. Tips and tricks.

Session III: Access to finance for SMEs 9:00-12:30, room Breydel 12A

<u>Schedule</u>	<u>Subjects</u>	<u>Speakers</u>	<u>Description</u>
9:00 – 9:05	Welcome and Introduction	Vally Fidelman, EACI	
9:05 – 9:35	European Union support programmes for financing SMEs	Vesa Vanhanen, European Commission, DG Enterprise and Industry	Financing opportunities available to SMEs at European level
9:35 – 10:30	EIF for the instruments: venture capital & guarantee schemes	Patrice Liauzu, European Investment Fund	The role of the European Investment Fund and its debt and risk financing to SMEs.
10:30-11:00 Coffee Break			
11:00 – 12:30	EIB & DG Research specific loans	Anna Krzyzanowska, European Commission, DG Research.	Financing of projects resulting from Research programmes (RSFF)