



## Policy Dialog Event

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## 11<sup>th</sup> Forum for Innovation

24<sup>th</sup> – 25<sup>th</sup> May 2018

Bucharest, Romania

**Venue:** University “Politehnica” Bucharest  
**Address:** Splaiul Independentei no. 313, sector 6, Bucharest,  
**Hall:** Central Library (<http://www.library.pub.ro/>)  
**Room – no 2.1**

*Innovation and entrepreneurship -  
Paving the way for enterprises with great added value and competitiveness*

**Motto:**

*It is not enough to know  
Have and apply  
It is not enough to want  
Have and do*

*A theory must be checked  
A fact to be proved  
A truth must be lived!*

*Make it simple but not simplistic!*

*Johann Wolfgang von Goethe*

*Alan Spence*

*Albert Einstein*

**Made in Danube** is a strategic project implemented by the INTERREG Danube Transnational Programme eco-financed by European Union funds (ERDF, IPA). Its objective is to promote Bioeconomy in the Danube Region by supporting 3 viable innovation hubs in the field of forestry, agriculture and biofuel. Innovation and technological progress are driving forces for strengthening competitiveness of enterprises. It makes an economy able to rapidly adapt to changing market conditions.

For creating economic value and social prosperity, production research has to generate knowledge sensitive to society’s needs and transferable “just in time” to the economic environment by innovative solutions for products and processes.

The goal of the **event** is to discover, develop and disseminate best practices, robust, accessible, applied theory in the areas of innovation and general management. We judge our success by our ability to shape debate and to make a difference in the lives of general managers by bringing useful new approaches to bear on their most critical growth and innovation challenges, to put together research and business environments to find solutions.

Our goal is not so much to teach our community what to think, but rather to continually better understand how to think.

## DRAFT AGENDA

May 24, 2018

09.30– 10.00	<b>Arrival and Registration</b>
10.00 – 11.00	<p style="text-align: center;"><b><u>Welcome speeches</u></b></p> <p><i>Moderator:</i>  <b>Gabriel Vladut</b>, Director, SC IPA CIFATT Craiova, Romania  <b>Viorel Vulturescu</b>, Director Relații Internaționale și Europene, Ministerul Cercetării și Inovării, Romania</p> <ul style="list-style-type: none"> <li>• <b>Dr. Nicolae Burnete</b>, Minister, Ministry of Research and Innovation Romania</li> <li>• <b>Eva Baltar</b>, Intellectual Property and Technology Transfer, Joint Research Centre</li> <li>• <b>Dr. Judit Schrick-Szenczi</b>, Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany</li> <li>• <b>Dr. Mihnea Costoiu</b>, Rector, University Politehnica Bucharest, Romania</li> <li>• <b>Oana Bara</b>, Projects Department Manager, National Council of Private Small and Medium Enterprises in Romania</li> </ul>
11.00 – 12.00	<p style="text-align: center;"><b><u>Panel 1</u></b></p> <p style="text-align: center;"><b>Innovation and technological progress, driving force for strengthening competitiveness of enterprises</b></p> <p><i>Moderators:</i>  <b>Miljana Cosic</b>, Project Manager, Steinbeis-Europa-Zentrum, Made in Danube Project Coordinator, Germany  <b>Oana Bara</b>, Projects Department Manager, National Council of Private Small and Medium Enterprises in Romania</p> <p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• <b>EU Strategy for the Danube Region and Priority Area 8 “Competitiveness of Enterprises”</b>  <i>Dr. Judit Schrick-Szenczi</i>, Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany</li> <li>• <b>Innovation and Entrepreneurship – policies and resources</b>  <i>Marius Mitroi</i>, Co-director, Founder Institute Bucharest, Romania</li> <li>• <b>DTIC – Danube Transnational Innovation Cooperation e-tool, support for technology transfer and competitiveness of enterprises</b>  <i>Dr. Gabriel Vladut</i>, Director, SC IPA CIFATT Craiova, Romania  <i>Marcel Beldean</i>, Technical University Cluj-Napoca, Romania</li> <li>• <b>Working Group “Innovation and Technology Transfer”, Danube Transfer Center (DTC) Network</b>  <i>Daniela Chiran</i>, Senior Project Manager, Steinbeis-Europa-Zentrum, Germany  <b>Development of DTCs in Romania</b>  <b>DTC Cluj-Napoca:</b> <i>Dr. Gabriel Vladut</i>, Director, SC IPA CIFATT Craiova, Romania  <b>DTC Bucharest:</b> <i>Prof. Dr. Alexandru Marin</i>, University Politehnica of Bucharest</li> </ul>

12:00 – 12:30	Coffee Break	
	<p style="text-align: center;"><b><u>Parallel Event</u></b>  <b>Priority Area 8 “Competitiveness”</b>  <b>Cross-fertilisation Innovation and Technology Transfer Workshop</b>  <b>With thematic focus on Tourism and Digitalization</b>  <b>In co-operation with Priority Areas 3 “Culture &amp; tourism” &amp; 7 “Knowledge Society”</b></p> <p><b><u>Venue: Room 2.2</u></b></p> <p><i>Moderator:</i>  <b>Dr. Judit Schrick-Szenczi</b>, Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany</p>	
12:30 – 16:00	12:30 – 13:10	<p><u>Presentations:</u></p> <p><b><u>Introduction of Priority Area 8 “Competitiveness”, EUSDR</u></b>  <b>Dr. Judit Schrick-Szenczi</b>, Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany</p> <p><b><u>Capitalisation in the field of the Working Group Innovation and Technology Transfer Priority Area 8 and Pole 1 of the Interreg Programme</u></b>  <b>Daniela Chiran</b>, Priority Area 8 “Competitiveness”, Coordinator of Working Group Innovation and Technology Transfer and Leader of Pole 1 Interreg DTP, Steinbeis-Europa-Zentrum, Germany</p> <p><b><u>Priority Area 8 – Working Group Danube Digital</u></b>  <b>Prof. Dr. Dieter Hertweck</b>, Priority Area 8 “Competitiveness”, Coordinator of Working Group Danube Digital, Reutlingen University, Germany</p> <p><b><u>Capitalisation in the field of Pole 3 of the Interreg Danube Transnational Programme (DTP)</u></b>  <b>Gilda Niculescu</b>, Member of Pole 3 Entrepreneurial Learning Systems of the Interreg DTP on behalf of Mária Baracsi, Pole Leader, Regional Development Agency South Muntenia, Romania</p> <p><b><u>Introduction of Priority Area 7 “Knowledge Society”</u></b>  <b>Mladen Kraljić</b>, Member of Priority Area 7 “Knowledge Society” Coordinator of Working Group Information and Communication Technologies, University of Maribor, Slovenia</p> <p><b><u>Introduction of the Interreg DTP project Excellence-in-ReSTI</u></b>  <b>Gábor Szüdi</b>, Lead Partner of the Interreg DTP project Excellence-in-ReSTI, Centre for Social Innovation, Austria</p>

	13:10 – 13:30	<u>Interactive Workshop (Part I)</u> <b>Daniela Chiran</b> , Senior Project Manager, Steinbeis-Europa-Zentrum, Germany
	13:30 – 14:30	<u>Lunch</u>
	14:30 – 15:15	<u>Interactive Workshop (Part II)</u>
	15:15 – 15:45	<u>Presentation of results</u>
	15:45 – 16:00	<u>Conclusions &amp; next steps</u> <b>Dr. Judit Schrick-Szenczi</b> , Coordinator Priority Area 8 “Competitiveness”, Ministry of Economic Affairs, Labour and Housing Baden-Württemberg, Germany  <b>→ Attendance at the Parallel Event is by nominal invitation only!</b>

12.30- 13:30	<p style="text-align: center;"><b><u>Panel 2</u></b></p> <p style="text-align: center;"><b>Accelerating technology transfer in the region/policies in the field of Bioeconomy as priority in RIS and European Funding Schemes (Horizon2020, INTERREG)</b></p> <p><i>Moderator:</i> <b>Elisabeth Denk</b>, Director of research support, innovation and technology transfer, University of Natural Resources and Life Sciences– Vienna, Austria</p>
	<p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• <b>Technology Transfer and Smart Specialisation in support to lagging regions</b> <i>Eva Baltar</i>, Intellectual Property and Technology Transfer, Joint Research Centre</li> <li>• <b>S3 Strategy implementation in Croatia</b> <i>Mateo Ivanac</i>, Head of Innovation Factory, Centre for Industrial Development (CIRAZ), Croatia</li> <li>• <b>Accelerating technology transfer in the regions – a priority in RIS</b> <i>Magda Lungu</i>, Head of Regional Programming and ROP Monitoring Department, Romania <i>Marilena Alecu</i>, Head of Regional Policy and Communication Department, South West Oltenia Regional Development Agency, Romania</li> <li>• <b>Technology Transfer in European R&amp;I Programmes</b> <i>Elisabeth Denk</i>, Director of research support, innovation and technology transfer, University of Natural Resources and Life Sciences – Vienna, Austria</li> </ul>
13:30 – 14:30	Lunch
14:30 – 15:45	<p style="text-align: center;"><b><u>Panel3</u></b></p> <p style="text-align: center;"><b>Innovation for Development and Competitiveness through Clusters in the field of bio-economy</b></p> <p><i>Moderators:</i> <b>Dr. Daniel Ács</b>, President, Union of Slovak Clusters, Slovakia <b>Costin Lianu</b>, General Manager, USH Pro Business, former Director, Ministry of Economy, Romania</p>
	<p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• <b>Role of Clusters in S3 (the Europe’s contribution on the new industrial and innovation policy)</b> <i>Dr. Radu Gheorghiu</i>, Foresight Expert, UEFISCDI, Romania</li> <li>• <b>Sustainable wood industry for bio based regional value chains - The Case of PRO WOOD</b> <i>Andrea Sulyok-Pál</i>, Communication Expert, FORESDA Project, PRO-WOOD Cluster, Romania</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Innovation in organic farming, case study: Bio Danubius Cluster, Tulcea, and Bio Concept Valea Prahovei Cluster, Ploiesti</b> <i>Costin Lianu, General Manager, USH Pro Business, Romania</i> <i>Corina Gudei, Director of CTT Pro Transfer, USH Pro Business, Romania</i></li> <li>• <b>IND-AGRO-POL Competitiveness Pole</b> <i>Cornelia Muraru-Ionel, Vice-President, Clustero, Romania</i> <i>Vergil Marian Muraru, INMA-ITA, Romania</i></li> <li>• <b>Danube S3 Cluster – Promoting transnational cluster cooperation on Agro-Food in the Danube region</b> <i>Gilda Niculescu, Head of Development Department, South Muntenia Regional Development Agency, Romania</i></li> </ul>
15:45 – 16:15	<b>Coffee Break</b>
16:15 – 17:15	<p style="text-align: center;"><b>Implementation of Local Action Plans within Made in Danube Project and INTERREG DTP Capitalization Strategy</b></p> <p><u>Moderator:</u> <b>Maria Ludmilla Schallar</b>, Research Support, Innovation &amp; Technology Transfer, University of Natural Resources and Life Sciences– Vienna, Austria</p> <p><u>Presentations:</u></p> <ul style="list-style-type: none"> <li>• <b>LAP on Biofuels, vision of capitalization strategy</b> <i>Prof. Dr. Milan Martinov, Chair of Bio-System Engineering, Faculty of Technical Sciences, University of Novi Sad, Serbia</i></li> <li>• <b>LAP on Smart and Innovative Precision Farming: Key Issues, Implementation and Actual Situation</b> <i>Stefan Mihina, Associate Professor, Transfer Center University of Agriculture Nitra, Slovakia</i></li> <li>• <b>LAP for Competence Centre – Wood Sector</b> <i>Vedrana Džoić, Head of Department for General and Economic Affairs, Vukovar-Srijem County Development Agency, Croatia</i></li> <li>• <b>Implementation of LAPs and Capitalization Strategy within EcoInnDanube Project</b> <i>Iliana Philipova, EcoInnDanube Project, Executive Director, Chamber of Commerce and Industry, Vratsa, Bulgaria</i></li> </ul>
17.15 – 17.30	<b>Summary</b> <b>Gabriel Vladut</b> , Director, SC IPA CIFATT Craiova, Romania
17.30	<b>End of First Day's Event</b>

May 25, 2018

09:30 – 10:00	Arrival and Registration
10:00 – 11:15	<p style="text-align: center;"><b><u>Panel 1</u></b></p> <p style="text-align: center;"><b>Success Stories in the field of bio-economy and innovations - Synergies between projects</b></p> <p><i>Moderators:</i>  <b>Dr. Gabriel Vladut</b>, Director, IPA CIFATT Craiova, Romania  <b>Gilda Lidia Niculescu</b>, Head of Development Department, South Muntenia Regional Development Agency, Romania</p>
	<p><i>Presentations</i></p> <ul style="list-style-type: none"> <li>• <b>Success Stories in the field of bio-economy and innovations within EcoInnDanube Project</b> <i>Iliana Philipova</i>, EcoInnDanube Project, Executive Director, Chamber of Commerce and Industry, Vratsa, Bulgaria</li> <li>• <b>Success Stories in the field of bio-economy and innovations within InnoHPC Project</b> <i>Tamara Valič</i>, Coordinator InnoHPC Project, Faculty of Information Studies, University of Novo Mesto, Slovenia</li> <li>• <b>ROSEWOOD - European network of regions on sustainable wood mobilization (H2020)</b> <i>Dr. Ivan Ambros</i>, Chief Operating Officer, Competence Centre Ltd. Vukovar, Croatia</li> <li>• <b>Success Stories in the field of bio-economy and innovations in Austria</b> <i>Elisabeth Denk</i>, Director of research support, innovation and technology transfer, University of Natural Resources and Life Sciences– Vienna, Austria</li> <li>• <b>Mobilization of a plurality of voices and mutual learning to accelerate the Bio-based sector (H2020 project)</b> <i>Iuliana Mihalcea</i>, Frontier Management Consulting, Bucharest, Romania</li> </ul>
11:15 – 11:45	Coffee Break

11:45 – 13:15	<p style="text-align: center;"><b>Panel 2</b></p> <p style="text-align: center;"><b>Innovative start-ups in the field of bio-economy, along the Danube Success Stories</b></p> <p><i>Moderators:</i>  <b>Dr. Gabriel Vladut</b>, Director, IPA CIFATT Craiova, Romania  <b>Peter Alešnik</b>, University of Maribor, Slovenia</p>
	<p><i>Presentations:</i></p> <ul style="list-style-type: none"> <li>• <b>Successful Experience of Paludiculture cluster creating as an innovative clearing house in the Lower Danube</b>  <i>Prof. Oleg Rubel</i>, Senior Researcher, Institute of market problems and economic-ecological researches of NAS Ukraine</li> <li>• <b>Synthesis technology for polyester resins by capitalizing PET waste using a reactor with an unconventionally heated exterior ceramic</b>  <i>Adrian Apolzan</i>, Daily Sourcing &amp; Research S.R.L., Romania  <i>Sorin Axinte</i>, Director, Daily Sourcing &amp; Research S.R.L., Romania</li> <li>• <b>Measurement system for the simultaneous determination of electric parameters from group power plant</b>  <i>Amza Ghorghie</i>, Termopower Plant Turceni, Romania  <i>Petre-Marian Nicolae</i>, University of Craiova, Romania  <i>Ionut Daniel Smarandescu</i>, University of Craiova, Romania  <i>Livia-Andreea Dina</i>, University of Craiova, Romania</li> <li>• <b>Kefirko way – how start-ups can collaborate with university researchers and successfully engage worldwide community with Kickstarter campaign</b>  <i>Marko Borko</i>, Managing Director, Borgla Ltd, Maribor, Slovenia  <i>Peter Alešnik</i>, University of Maribor, Slovenia</li> <li>• <b>Solar-powered trees - "We create experiences that transform habits, grow efficiency and make people's lives better"</b>  <i>Andrei Vaida</i>, Owner, VTree Energy, Romania</li> <li>• <b>Intelligent plant wall monitoring system</b>  <i>Nistor Cristian Rares</i>, Project Manager, Leaf Wall srl, Romania</li> </ul>
13:15– 14:15	Lunch



<b>Brokerage Event</b>	
<b>14.15 – 16.15</b>	<p><u>Moderators:</u></p> <p><b>Dr. Gabriel Vladut</b>, Director, IPA CIFATT Craiova, Romania</p> <p><b>Dr. Daniel Ács</b>, President, Union of Slovak Clusters, Slovakia</p> <p><b>Katalin Kurucz</b>, Head of Department Trends and Outreach, Bay Zoltán Nonprofit Ltd. for Applied Research, Hungary</p>
	<p>Face-to-face meetings (for 30 min) to create partnerships for bioeconomy, knowledge transfer, innovation, European projects business, etc.</p>
<b>16:15</b>	<b>End of the Event</b>



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