

28 – 29 May 2019, Prague, Czech Republic



Sustainable Transformation of the Danube Region and the Future of the Bioeconomy-based Competitiveness

The Final Conference of the DanuBioValNet project and Danube Competitiveness in Practice Event

organized by

**INTERREG Danube Transnational Programme (DTP)
DanuBioValNet project and the Priority Area 8 of the
EU Strategy for the Danube Region (PA8 EUSDR)**

The desired transition towards higher sustainability and competitiveness of the Danube Region affects the society as a whole and needs the commitment and integration of all economic sectors to address today's challenges, such as demographic change, climate change and digital revolution. To support the transformation processes, macroregional strategies and programmes set the framework for practitioners to implement their projects based on the actual needs of the regions.

The Joint conference of the INTERREG Danube Transnational Programme (DTP) DanuBioValNet project and the Priority Area 8 of the EU Strategy for the Danube Region (PA8 EUSDR) brings together both worlds, exploring the future development potential for a competitive Danube Region and the role of regions, cities, clusters and companies in an increasing complex economic ecosystem.

Coordinators of PA8 EUSDR:

Ministry for Economic Affairs, Labour and Housing Baden-Württemberg
and Ministry of Economy, Entrepreneurship and Crafts of the Republic of Croatia



Baden-Württemberg

MINISTRY OF ECONOMIC AFFAIRS, LABOUR AND HOUSING



MINISTRY OF ENTREPRENEURSHIP
AND CRAFTS CROATIA

CONFERENCE PROGRAMME

DAY 1 – Competitive Transformation

Date: 28 May 2019

Venue: Hotel Grandium Prague, Politických vězňů 913/12, 110 00, Prague 1, Czech Republic

The Future of Competitiveness – Transformation of Regions and future role of clusters

This event day focuses on the future of competitiveness of the Danube Region in times of regional transformation. It highlights the future role of regions in terms of providing better framework conditions for innovation and transformation. The interplay between national and regional level as well as the role of clusters to support SMEs to better cope with the upcoming challenges will be discussed.

12:00 – 13:00 Registration & Lunch

13:00 – 13:30 WELCOME AND OPENING REMARKS:

Supporting Transformation – About Programmes, Strategies and Projects

Nirvana Kapitan Butković, Coordinator of PA8 of the EUSDR - Ministry of Economy, Entrepreneurship and Crafts, Croatia

Marian Piecha, Ministry of Industry and Trade of the Czech Republic

Jitka Savin, Ministry of Industry and Trade of the Czech Republic

Pavla Břusková, National Cluster Association of the Czech Republic

The Interplay between Regions and Clusters

13:30 – 14:00 KEYNOTE LECTURE:

The role of regions and clusters in times of transformation

Alberto Baldi, Cluster Manager of bioPmed Piemonte Healthcare Cluster, Italy

14:00 – 14:15 Towards new regional cooperation models – How regional developers, policy makers can build new partnership in times of industrial transformation

Dr. Besnik A. Krasniqi, Adjunct Professor, Maastricht School of Management, Netherlands

14:15 – 15:00 Clusters and their impact on regional transformation

Daniel Cosnita, President of Clustero, Romania

Petko Georgiev, Chairman of the ICT Cluster – Burgas, Bulgaria

Questions & Answers

15:00 – 15:15 Coffee Break and Networking

The New Approach in Regional Innovation Strategy

15:15 – 15:30 Policies supporting regional transformations – The Bioeconomy Strategy of Baden-Württemberg

Dr. Dominik Patzelt, BIOPRO Baden-Württemberg GmbH, Germany

15:30 – 16:30 Panel discussion: Key features of a perfect regional innovation strategy

INTRODUCTORY LECTURE AND MODERATION:

Lukas Nögel, ClusterAgentur Baden-Württemberg, Germany

PANEL DISCUSSION PARTICIPANTS:

Alberto Baldi (Italy), **Dr. Besnik A. Krasniqi** (Netherlands), **Daniel Cosnita** (Romania), **Petko Georgiev** (Bulgaria), **Jiří Herínek** (Czech Republic),

Dr. Dominik Patzelt (Germany)

Questions & Answers

16:30 Official end of the event

CONFERENCE PROGRAMME

DAY 2 – Bioeconomic Transformation

Date: 29 May 2019

Venue: Old Town Hall, Staroměstské náměstí 1/3, 110 00 Staré Město, Prague, Czech Republic

DanuBioValNet

Cross-clustering partnership for boosting eco-innovation by developing a joint bio-based value-added network for the Danube Region

The transition of a fossil-based to a circular-bio-based industry addresses some of the main challenges identified in the Danube Region. If implemented in a holistic way, this transition can contribute to achieve the climate change targets and will support regional development through diversification of the regional economy. The development of new bio-based value chains from primary production to consumer markets needs to be done by connecting enterprises from different regions and industries. The second day highlights the multi-level impact of the DanuBioValNet project. By design, the project followed a multi-level stakeholder approach (Policy level – Business Support Organisations – SMEs – Higher Education and Research).

9:00 – 9:30	Registration
09:30 – 10:00	WELCOME SPEECHES: <i>Vít Šimral</i> , Councillor of the City of Prague <i>Petr Kalaš</i> , Chief Advisor to Minister, Ministry of Environment of the Czech Republic <i>Iva Blažková</i> , Ministry of Agriculture of the Czech Republic <i>Pavla Břusková</i> , National Cluster Association of the Czech Republic
10:00 – 10:30	The competitive potential of the cross-regional bio-based value chains <i>Dr. Dominik Patzelt</i> , BIOPRO Baden-Württemberg GmbH, Germany
10:30 – 11:00	From a project to added-value reality - Seeds of a bioeconomy network in the Czech Republic <i>Pavla Břusková</i> , National Cluster Association, Czech Republic
11:00 – 11:30	Coffee Break
11:30 – 11:50	A new cluster policy strategy for a sustainable bioeconomy <i>Gregor Švajger</i> , Ministry of Education, Science and Sport, Slovenia
11:50 – 12:10	The cluster tool box - Transformative activities for everyone <i>Daniel Cosnita</i> , Romanian Cluster Association, Romania
12:10 – 13:00	Lunch
13:00 – 13:30	The competitive Cross-cluster partnership across the Danube Region <i>Mateja Dermastia</i> , Anteja ECC, Slovenia
13:30 – 14:00	DanuBioValNet - The systematic approach to develop new partnership in bioeconomy <i>Prof. Dr. Ralf Kindervater</i> , BIOPRO Baden-Württemberg GmbH, Germany
14:00 – 15:20	From experience towards a macro-regional strategy for Danube Region PANEL DISCUSSION: <i>Prof. Dr. Kindervater</i> (Germany), <i>Gabriela Pirvu</i> (Romania), <i>Daniel Ács</i> (Slovakia), <i>Gregor Švajger</i> (Slovenia), <i>Iva Blažková</i> (Czech Republic) Moderator: <i>Genoveva Christova-Murray</i> , Association of Business Clusters, Bulgaria
15:20 – 15:30	Closing the event and networking Prof. Dr. Ralf Kindervater

The conference of Sustainable Transformation of the Danube Region and the Future of the Bioeconomy-based Competitiveness is held under the auspices of

Office of the Government
of the Czech Republic



Andrej Babiš, the Prime Minister of the Czech Republic,

Ministry of the Environment
of the Czech Republic

Richard Brabec, the Minister of Environment of the Czech Republic,



MINISTRY OF INDUSTRY AND TRADE
OF THE CZECH REPUBLIC

Ministry of Industry and Trade of the Czech Republic,



MINISTRY OF AGRICULTURE
OF THE CZECH REPUBLIC

Miroslav Toman, the Minister of Agriculture of the Czech Republic,



Vít Šimral, the Councillor of the City of Prague.

About PA8 EUSDR:

The main objective of PA8 is to support the competitiveness of enterprises and strengthen the capacities of SMEs for cooperation and trade, by fostering cooperation and exchange of knowledge between SMEs, academia and the public sector in areas of competence in the Danube Region. PA8 is also strongly focused on the improvement of the framework conditions and competitiveness of rural areas and in particular of the agricultural sector. PA8 is one of the three PAs of the pillar „Building prosperity in the Danube Region“. This pillar focuses on innovation, information society, competitiveness of enterprises, education, labour market and marginalised communities. The overall objective is to improve the prosperity of the Danube Region. This can be done by improved cooperation in order to reduce the pronounced divide across the Region in many of the fields covered by these actions. www.danube-competitiveness.eu

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Conference organiser:

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DanuBioValNet

www.interreg-danube.eu/danubiovalnet