

Culture # Cluster # Competitiveness
Euromed @ Change
Conference & Business Forum
30 September 2014, Brussels, Belgium

Draft Agenda

09.00 Registration & Ice-breaking

Business and networking breakfast

Learn how culture shapes business relations – Test yourself in business exchange -
Diaspora at work

10.00 Welcome speech

- **Robert Sanders** - Conference moderator
- **Emmanuel Noutary** - General Delegate, Anima Investment Network

10.15 Political perspectives

11.00 EuroMed@Change

Anima – Project results and methods

- **Emmanuel Noutary** - General Delegate, Anima Investment Network

Case-based results:

- Internationalisation and opportunities
 - **Julien Fayad** - Chief Movement Officer, Shopbuilder
- Cultural challenges and opportunities
 - **Noha Fathi** - Marketing and Management expert, The-Marketer.net
- Clusters challenges and opportunities
 - **Nicolas Rouhana** - Director Business Incubation, Berytech Technological Pole

12.30 Lunch break & networking in the EU-Mediterranean exhibition area

13.30 What's next?

Lessons learned - Presentation of success stories emerging from the diaspora and woman entrepreneurship

14.00 Panel discussions

Based on wealth of experiences gain throughout the project execution the partners are now looking further to capitalise on the positive outcomes

Where do Mediterranean businesses head? How cluster of excellence can positively affect the cooperation and competitiveness? What's the next step to enhance innovation and Euro-Mediterranean exchanges?

- **Nikos Pantalos** - Moderator of the panel
- **Philippe Vanrie** - CEO, EBN
- **Eric Koch** - Project Officer, European Commission (EASME)
- **Basel Roshdy** - Managing Director and Chief Investment Officer, Nile Capital and IT Ventures
- **Reza Zadeh** - Executive Director, European Foundation for Clusters of Excellence
- **Christian Rey** - Director, Marseille Innovation CEEI
- **Vladimir Rojanski** - Programme Manager, Neighbourhood Directorate, EuropeAid, European Commission

15.00 Business forum

Business 2 Business - Networking meetings Business to Business, Business to investors, Business to research and Business to territory connections

Profile yourself and create your connection by joining the Euro-Mediterranean Matchmaking Platform here: <http://www.b2match.eu/euomed/pages/home>

18.00

Cocktail reception / Networking

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<http://euromed.youreuevent.eu/>

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30 SEPTEMBER 2014

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