

PROGRAMME

Public-private partnerships for knowledge-based regional development



2007 CONFERENCE
FORUM
EURO-LATINOAMERICANO
DI TORINO

October 24 – 26, 2007
Castello del Valentino, Torino, Italia

PROGRAMME

Wednesday, October 24

08:00 – 08:30	Transportation: Hotel – Venue (Castello del Valentino)			
08:30 – 09:45	Registration			
09:45 – 10:15	<p>Forum and Conference Opening Ceremony</p> <ul style="list-style-type: none"> Mercedes BRESSO, President, Piedmont Region, Italy Francesco PROFUMO, President, Columbus Torino Association, Rector, Politecnico di Torino, Italy 			
10:15 – 11:00	<p>Competitiveness Scenarios: Regions in Knowledge Society</p> <p>Chairman: Francesco PROFUMO, President, Columbus Association, Rector, Politecnico di Torino, Italy</p> <ul style="list-style-type: none"> Mario PEZZINI, Deputy Director, Public Governance and Territorial Development, OECD, Paris, France Gonzalo RODRÍGUEZ VILLANUEVA, Rector, ITSON – Instituto Tecnológico de Sonora, Mexico Antônio Augusto ANASTASIA, Minas Gerais State Vice-Governor, Brazil 			
11:00 – 11:30	Coffee Break			
11:30 – 13:00	<p>The Regions introduce themselves</p> <p>Chairman: Josep ROIG, Secretary General, Metropolis, Barcelona, Spain</p>			
13:00 – 14:15	Lunch			
14:15 – 15:00	<p>Clusters: What they have been and what they should be?</p> <p>Chairman: Pierre EISLER, Studies Director en Economy, Grenoble Region Urbanisme Agency, France and member of the TechnoPolicy Network's Assessment Council.</p> <ul style="list-style-type: none"> Emiliano DUCH, President, Competitiveness, Barcelona, Spain 			
15:00 – 17:15	<p>Simultaneous Sessions</p> <table border="0"> <tr> <td>Working Groups on: Networks in technological areas</td> <td>Working Groups on: Management projects for the improvement of policies and tools</td> <td>Thematic Workshop: Public policies for clusters development</td> </tr> </table>	Working Groups on: Networks in technological areas	Working Groups on: Management projects for the improvement of policies and tools	Thematic Workshop: Public policies for clusters development
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17:15 – 18:45	<p>Coffee Break</p> <p>Visit to the Exposition Area (Institutions' stands) Bilateral meetings</p>			
18:45 – 19:30	<p>Financing Lines</p> <p>Chairman: Antônio DIOMÁRIO DE QUEIROZ, President, FAPESC - Fundação de Apoio à Pesquisa Científica e Tecnológica do Estado de Santa Catarina, Florianópolis, Brazil</p> <ul style="list-style-type: none"> Néstor BERCOVICH, Consultant, ECLAC - Economic Commission for Latin America and the Caribbean, Florianopolis, Brazil Laura FULCI, Head of the European Affairs Office, Politecnico di Torino, Italy 			
19:30	Transportation Venue - Hotel			

Thursday, October 25

08:00	Transportation: Hotel – Technical visit of Biotechnology
09:00	<p>Transportation: Hotel – Technical visits of:</p> <ul style="list-style-type: none"> Support to technological companies Infomobility e-Government Environment Territorial marketing

13:00 – 14:30	Lunch		
14:30 – 16:45	<p>Simultaneous Sessions</p> <table border="0"> <tr> <td>Working Groups on: Networks in technological areas</td> <td>Working Groups on: Management projects for the improvement of policies and tools</td> </tr> </table>	Working Groups on: Networks in technological areas	Working Groups on: Management projects for the improvement of policies and tools
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16:45 – 18:30	<p>Coffee Break</p> <p>Visit to the Exposition Area (Institutions' stands) Bilateral meetings</p>		
18:30	Transportation: Venue – Egyptian Museum or Venue - Hotel (optional)		
19:00 – 20:20	Visit of the Egyptian Museum		
20:00	Transportation: Hotel – Palazzo Reale		
20:20	Walk from the Egyptian Museum to the Palazzo Reale		
20:30	Dinner, in the Galleria Reale at the Palazzo Reale		

Friday, October 26

08:30	Transportation Hotel – Venue
09:00 – 10:30	<p>Working groups presentations</p> <p>Chairman: Rodolfo ZICH, President, Fondazione Torino Wireless, Torino, Italy</p>
10:30 – 11:00	Coffee Break
11:00 – 11:45	<p>Instruments to finance projects on knowledge-based regional development</p> <p>Chairman: Omar Angel PEROTTI, Intendant, Rafaela City, Argentina</p> <ul style="list-style-type: none"> Claudio CORTELLESE, Operations Manager, IBD (Interamerican Development Bank) – MIN (Multilateral Investment Fund), Washington. Claudio BOGLIOTTI, Research - DG, European Commission, Brussels, Belgium
11:45 – 12 :45	<p>Conclusions panel. The promise of the Forum: Matching vision with reality</p> <p>Chairman: Daniel SAMOILOVICH, Executive Director, Columbus Association, Paris, France</p> <ul style="list-style-type: none"> Josep ROIG, Secretary General, Metropolis, Barcelona, Spain Natalino UGGIONI, Superintendent, IEL - Instituto Euvaldo Lodi - Santa Catarina, Brazil Mario CALDERINI, President, Finpiemonte, Torino, Italy Joaquín SÁNCHEZ GARCÍA, S.J, Rector, Pontificia Universidad Javeriana, Bogota, Colombia Carlo FERRARO, Economical Affairs Officer, Division of Productive and Entrepreneurial Development, EULAC – Economic Commission for Latin America and the Caribbean, Santiago de Chile Senén BARRO AMENEIRO, Rector, Universidad de Santiago de Compostela, Spain
12:45 – 13 :00	<p>Forum Agenda 2008 and 2007 Conference Closing Ceremony</p> <ul style="list-style-type: none"> Francesco PROFUMO, President of the Columbus Torino Association and Rector of the Politecnico di Torino, Italy Sergio CHIAMPARINO, Mayor, Comune di Torino, Italy
13:00 – 14:00	Lunch
14:00	Transportation Venue - Hotel
14:00 – 17:00	<p>Constitutive Assembly of the Columbus Torino Association (only for members and observers invited)</p>

Working Groups

Each selected topic follows a clear and shared interest. Participants will exchange information about what they are doing and needing, how to reach the desired results, what kind of collaboration could be established. The aim of each session is to bring about bilateral or multilateral projects or activities. Recommendations on how the Forum will contribute to each topic will be presented at the end of the Conference.

Technological areas have been chosen considering: a) the impact that technological development and commercial cooperation in these areas could have in the productive environment of certain regions, and b) the presence of local and regional scientific and technical resources that could cooperate with their business structure and organization. Concerning Management projects, at least a programme or an instrument with tangible results has been identified.

NETWORKS IN TECHNOLOGICAL AREAS:

- Alternative energies
- e-Government
- Infomobility
- Biotechnology applied to food and health

MANAGEMENT PROJECTS:

- SME Pact
- Supporting innovation management in enterprises
- Universities: Benchmarking club
- Venture capital
- Networking among innovation environments
- International internships: studies + work



NETWORKS IN TECHNOLOGICAL AREAS

Alternative energies

Environment effects by the use of fossil fuels combined with their supply uncertainty have impelled many governments to foster (subsidize) the use of renewable energies and to penalize carbon dioxide emissions.

The European Union has established the goal to generate 21% of electricity from renewable energy sources, by 2012 (15% as of 2002), which has strongly impelled this industry.

An element that must be considered in this global energy scenario, are changes in demand. In European countries and in other industrialized countries, 35-40% of the primary energy is used directly in buildings (heating, hot water, etc.), amount that becomes 50% if consumptions of material construction industry and infrastructure support are considered.

New designs (passive houses) and new materials (thermal isolators, special glasses, intelligent windows, among others) allow reducing consumptions in 75%. These "new buildings" have an additional construction cost of 2-10%. Considering that globally, about 8-10 million new buildings are constructed every year (most of them in developing countries), this new vision for the industry could be significant in terms of energy saving.

From thus, several interest topics for the Forum arise. The solar, wind and geothermal energies, and passive houses industries -as well as pertinent public policies- will find in Europe a lot of world references, while bio-fuels examples are founded in Latin America.

The Forum will be a place to create synergies and to assay the impact of technological innovation and of public policies regarding the alternative energy sources, which will characterize the global energy market of the forthcoming decades.

Coordinator:

Jean-Claude SABONNADIÈRE, Advisor, Tenerrdis Competitiveness Pole and Institut National Polytechnique, Grenoble (France)

Collaborates:

Alessandra CHEVALLARD, Senior Consultant, Competitiveness, Barcelona (Spain)

NETWORKS IN TECHNOLOGICAL AREAS

e-Government

e-Government (known also as digital government) refers to the use of information and communication technologies (ICT) by governments in order to exchange information with, and offer services to citizens, businesses and other government agencies.

e-Government can be applied to the executive, legislative and judicial branches to improve internal efficiency, to deliver public services or processes of democratic government. Global experiences are founded in central governments as well as in regional and local governments.

Benefits expected of e-Government include an increased efficiency, convenience and accessibility in public services. Some studies reveal that the most frequently goals identified in an e-Government project are: to increase citizen satisfaction, to facilitate the access to more information and services during non-office hours, to reduce operational costs, to increase transparency and accountability, among others.

The USA is leader in this matter, followed by Europe Union and its member countries, being the Latin American countries (represented in the Forum) well ranked at international level. Some studies show that there is an increase in the expenditure of countries' governments to implement e-Government projects. The Forum will be a place to share experiences of both continents' regions, which can become in future demand or supply of solutions in this growing market.

The Consorzio per il Sistema Informativo (Consortium for Information Systems - CSI), that has designed and implemented e-Government projects in the Piedmont Region will participate in the Turin Forum among other institutions.

Coordinator:

Laércio A. SILVA, Affairs Superintendent, Fundação CERTI, Florianópolis (Brazil)

Collaborates:

Julien LEHMAN, Consultant, Competitiveness, Barcelona (Spain)





Infomobility

Intelligent Traffic/Transport Systems (ITS) applies information and communication technologies (ICT) to provide solutions for traffic and mobility of people and goods.

Modern world demands mobility, but today's traffic congestion in highways and urban streets limits mobility and, in some times, they absolutely prevents it.

ITS constitute one of the strategic segments of the so-called mobility business, this is, the mobility of vehicles (passengers); the other strategic segment would be goods' mobility, both of them analyzed through different transportation methods. The use of satellite navigation systems is also a useful tool, cross-sectional to both business segments. This group will focus on current needs in optimising local public transportation (LPT), merchandise distribution (city logistics) and traffic management, with proven solutions in different contexts.

The Piedmont Region has some ongoing projects that will be presented, among them:

- Development, monitoring and security for public transportation service.
- Unique e-ticket for LPT and convergence with electronic payment systems for value-added services.
- Optimisation of goods distribution within urban scope.
- New management logics for LTZ (limited-traffic zones).
- New monitoring technologies for traffic conditions with mobile sensors.
- Dynamic navigation solutions through on-board telemetric platforms.

Ideas, needs and solutions confrontations will help to create collaboration opportunities for key players (city governments, research centres, clusters of companies).

Coordinators:

Paolo BALISTRERI, Transport Sector Responsible, Fondazione Torino Wireless, Turin (Italy)
Matteo ANTONIOLA, Project Manager, Fondazione Torino Wireless, Turin (Italy)
Josep ROIG, Secretary General, Metropolis, Barcelona (Spain)



Biotechnology

Biotechnology is an "enabling technology", which may be applied to a great number of sectors, the most relevant and broad known is the human health sector. Nevertheless, there are other sectors of biotechnology application as food and agriculture, environment and industrial processes.

Biotechnology applied to human health is the "sexy" cluster that every region wants to develop. According to a report from the prestigious Brookings Institute, each USA state has or wants to have a biotechnology cluster. However, only 9 clusters, particularly those of Boston and the Silicon Valley, concentrate a real relevant activity related with the creation of enterprises, patent selling and presence in the stock markets. The difficulties of biotechnology applied to human health are a consequence of the long delay for economic return and of the high investments needed, specially when

it concerns drug discovery. There are other areas in the human health sector with less important barriers, as the technical sector dealing with drug delivery, the platforms to improve the discovery processes or some of the diagnosis applications.

Even if the human health is the most important field of application, it is not the one that predominates in all the countries. In some countries, the major applications of biotechnology concern the agricultural sector; while in other cases, the industrial processes and environment are priority. The biotechnology application has to be linked with predominant economical activities. Each region must think about the area in which biotechnology application may have success.

It is also important to mention the opportunities existing in the food area. The big multinational corporations on this sector, which count with important resources for R&D and to penetrate into the world markets, and have the support of biotechnology's SME, are now modelling future markets, which will be dominated by products with increasing medicinal properties. The increasing importance of personalized nutrition, indicates that the innovative products of the future will be conceived for those consumer segments interested in preventing chronic diseases as obesity, diabetes, arthritis and cardiovascular diseases.

The aim of this group is to identify common interest areas for research projects, exploit of research results, creation of enterprises and collaboration between clusters of consolidated enterprises.

Coordinator:

Sergio LOURENÇO, Industry Regional Development Manager, IEL – Minas Gerais (Brazil)

Collaborates:

Elisabet JUAN, Consultant, Competitiveness, Barcelona (Spain)

SME Pact

One of the critical factors for region competitiveness is the capacity of a region's small and medium innovative companies to be developed. SME growth depends to a great extent in having access to markets, beginning by relationships with big companies and the public sector.

Since 2005 exists a mechanism in France which have showed significant results in new contracts for SME with big enterprises: SME Pact. As of today, this mechanism groups 1200 SME and 30 big enterprises (10 from public sector and 20 from private sector.). This programme is aimed to support innovative SME growth and big enterprises competitiveness, with verifiable commitments regarding the elimination of those barriers that inhibits these interactions.

Main approach (core ideas):

- Analysis of the SME Pact experience.
- Evaluate this mechanism applicability in other regions.

Coordinator:

Francisco GATTO, Economist (Argentina)

Collaborates:

Eric JOURDAIN, External Relations Responsible – Pacte PME, Paris (France)





Supporting innovation management in enterprises

Local and regional economic development is based on innovative companies, which requires efficient advisory in innovation management.

Among other experiences, will be discussed IMProve, a platform developed with the support of the European Union, aimed to improve effectiveness of innovation management in high-tech SMEs.

This platform, possess a self-diagnostic instrument that allows identify strengths/weaknesses of innovation management and benchmark them with European best practices. Among invited regions some experiences have been identified that could serve as a base to develop collaborative projects in this area, such as INNOVA V (Minas Gerais, Brazil).

Main approach (Core ideas):

- Valorise innovation management in the high-tech SMEs development.
- Share successful experiences.
- Identify potential projects in this area, with other participant regions.

Coordinator:

Gerard BONNES, European Projects Vice-President, CICOM (France)



Universities: Benchmarking club

In a knowledge society, Universities are called to participate in creating and developing competitive advantages of their regions of influence.

This group will be a space to a structured experiences exchange about University and its relationship with their environment, focused on key processes and achieved results.

What is the Goal of this group?

To create a collaboration network among universities in order to improve their contribution to regional competitiveness.

This contribution is particularly relevant in two axes:

- Technology transfer.
- Qualified human resources training.

How this goal will be achieved?

During the meeting at Turin, 4 moments have been envisioned:

1. Presentation of the most-common barriers for an effective contribution of Universities to their regions' competitiveness. The starting point: Two European surveys: The ProTon Survey (2005) and the Fundación CyD Survey (2006).

2. Prioritisation of those areas in which collaboration is desirable, based on their impact on contribution and ease of introduce short-term improvements (using Metaplan methodology.)
3. Agreement on benchmarking methodology to be used to facilitate joint work and a structured experiences exchange.
4. Agree on metrics to be used to measure the progress and achievements during the project development.

Coordinator:

Daniel SAMOILOVICH, Executive Director, Columbus Paris Association (France)

Collaborate:

Martí PARELLADA, General Coordinator of the CyD Report, Knowledge and Development Foundation – Fundación CyD, Barcelona (Spain)

Nuno SILVA, Intellectual Property Director, Pedro Nunes Institute, Coimbra (Portugal)

Rodolfo ZICH, President, Fondazione Torino Wireless, Turin (Italy)

Venture capital

A decisive phase for high-tech SME's development is the existence of a financial system accordingly with enterprises' requirements (investment funds, venture capital, and angel investors clubs).

The lack of credibility, not much experience in managing knowledge-based enterprises and international businesses, the lack of exit mechanisms for venture capital, scarce development of venture capital industry, among others, are some of the aspects that has limited the development of funding mechanisms in certain regions.

Three key success factors for the proper performance of the venture capital funds are:

- A critical mass of innovative enterprises to assure that funds are invested in business ideas with a high potential of return on investment.
- The support of public funds in starting stages to diminish the risk of private investors.
- The fiscal policies of each country, imposing attractive rates over obtained benefits.

Main approach (core ideas):

- Strengths and weaknesses of venture capital mechanisms in participant regions.
- Relevant experiences related to critical success factors.
- Instruments to develop venture capital mechanisms.
- Evaluate the possibility of joint projects among Europe and Latin-America regions.

Coordinator:

Claudio GIULIANO, Financial Director, Fondazione Torino Wireless, Turin (Italy)

Collaborates:

Pierre EISLER, Studies Director en Economy, Grenoble Region Urbanisme Agency, France and member of the TechnoPolicy Network's Assessment Council





Networking among innovation environments

Supporting knowledge-based business ideas to transform them into start-ups is a fundamental -but not complete- process for any innovative environment.

Having access to internationalisation tools and networks gives to companies more chances for a fast-growing business. This group will discuss and exchange the most effective methodologies to strength the value-chain in creating technology-based companies. The EurOffice Services (EOS) network will be introduced as a concrete example of internationalisation support for worldwide start-ups.

Main approach (Core ideas):

- Fostering entrepreneurial spirit.
- Supporting start-ups creation.
- Incubation best practices.
- Providing access to international markets.
- Dynamic networking at worldwide level.

During the Forum will be encouraged that participant organisations create a proposal of services exchange for company-internationalisation support, going from temporary office spaces to market analysis, mentoring and training activities.

Coordinators:

Federico SARTI, Manager, I3P – Innovative Enterprises Incubator, Politecnico di Torino (Italy)
Carlos Alberto SCHNEIDER, General Superintendent, CERTI, Florianopolis (Brazil)



International internships: studies+work

A Protocol of Intention will be presented in order to be discussed. It is aimed to promote Regions' internationalization and competitiveness, through an international system of Internships and studies, involving universities, enterprises and the university students of the Forum Member regions.

The Protocol takes into account the following aspects:

- The globalization of markets and enterprises.
- The increasing need of human resources of major quality.
- The added value of professionals trained in different cultural contexts.
- The integration between the academic training process and the work market as a pedagogical modality increasingly accepted.

The Euro-Latin American Forum, having a multilateral and multisectoral character, is the appropriate context to promote an Internacional system of internships and studies at a licence, master and doctorate levels.

This system will take into account the following criteria:

- All the student exchanges will include an academic training period in universities and an internship period in enterprises.
- The full student exchange period will be of at least 9 months.
- The academic training period will be of at least an academic trimester and the internship period will be of at least 6 months.

It is proposed to consecrate the first working group session to discuss the objectives and modalities of the mechanism proposed, and the second session to discuss the implementation practical aspects, particularly the role of each of the institutions involved: enterprises, universities, regions and municipalities.

Coordinator:

Armando MOREIRA, Planning, Budget and Management Coordinator de planeamiento, IEL - Parana (Brazil)

Collaborate:

Francesca BRAZZANI, Employment and Internships Department, Politecnico di Torino, Turin (Italy)
Cristina GRECO, Universidad de Belgrano, Buenos Aires (Argentina)

Public policies for the development of clusters



Clusters are groups of companies and institutions co-located in a specific geographic region and linked by interdependencies in providing a related group of products and services. The spatial proximity and the complementarity of their activities allow them to take advantage of positive externalities, which include, for example, specialized human resources, suppliers and clients.

This workshop will help participants to identify common strategies for the development of clusters, on the basis of practical experiences built along 10 years.

The topics that will be cover during the workshop include:

- Sustainability of clusters through time.
- Mechanisms to improve knowledge transfer.
- Factors stimulating cooperation between cluster agents.
- Policies and objectives evaluation versus obtained results.

Coordinators:

Patricia VALDENEBRO, The Competitiveness Institute, Barcelona (Spain)
Carlo FERRARO, Economical Affairs Officer, Division of Productive and Entrepreneurial Development, EULAC – Economic Commission for Latin America and the Caribbean, Santiago de Chile

Technical Visits to Piedmont Institutions

Support for technological companies

- I3P - Innovative Enterprises Incubators, Politecnico di Torino
- Cittadella Politecnica
- Fondazione Torino Wireless
- Istituto Superiore Mario Boella

Infomobility

- 5T - Telematic Technologies for Transport and Traffic in Turin
- CRF - Centro Ricerche FIAT

e-Government

- CSI - Consorzio per il Sistema Informativo
- Comune di Torino
- CSP – Innovazione nelle ICT (s.c.a.r.l.)

Biotechnology

- Bioindustry Park

Environment

- AMIAT – Azienda Multiservizi Igiene Ambientale, Torino S.P.A.

Territorial marketing

- Centro Estero Internazionalizzazione Piemonte
- Camera di Commercio
- Torino Internazionale
- Città di Torino
- Regione Piemonte



con il sostegno della



con la collaborazione del

