



NOVEMBER 21ST

“SPORT AS A DRIVER FOR INDUSTRIAL MODERNISATION AND ECONOMIC GROWTH”

09:00 – 09:15

Registration and coffee

09:15 – 9:30

Opening words

Mr. Alberto Bichi

Co Executive Director EPSI / Moderator

Keynote speaker

- *Mr. Mark Nicklas*
*Deputy Head of Unit, Innovation Policy
and Investment for Growth (DG Grow)*

9:30 – 09:50

Importance of Health Enhancing

**Physical Activity (HEPA) - Relevance of
children**

Mr. Renald Lafarge

Managing Director of Nova Child

09:50 – 10:10

Economic Relevance of Sport

Ms. Anna Kleissner

*Vice Executive Director and Senior
Researcher of SportsEconAustria*

10:10 – 10:30

Coffee Break

10:30 – 12:00

**How can sport be a driver for
industrial modernisation and
economic growth?**

Moderator *Mr. Rene Wijlens*

*Co Executive Director of EPSI; Cluster
Manager of Sport and Technology*

Speakers

- *Mr. Marc Van der Zande*
*Sport and Technology;
EU4SportsClusterAlliance project*
- *Mrs. Montse Centellas*
*INDESCAT: Concrete Business cases/
Export groups*
- *Mr. Kristof de Mey*
*Victoris/UGent: Business from
knowledge*
- *Mr. Bert Celis*
Flanders Bike valley
- *Startups in the spot light*
(IPOS, FBV, Victoris, ...) (TBC)

12:00 – 12:20

**Funding Opportunities for the Sport
Sector**

[results from scan for calls 2017/2018]

Mr. Jordi Escribà B-Link

12:20 – 13:20

Lunch break



13:20 – 13:40

Session innovations in practice

Brief introduction on projects; challenges and chances for the industry coming from the projects

Moderator *Mr. Rene Wijlens*

Co Executive Director of EPSI; Cluster Manager of Sport and Technology

4-5 presenting (innovation) projects: eg

- *IPC project*
Ms. Florence Bongers, S&T
- *EFRD project The vitality living lab S&T*
- *Nano4 sports project*
Ms. Tine van Lommel, KUL
- *Vital cities Urbact*
Mr. Twan de Bruyn
- *SPORT AHEAD*
Mr. Medardo Chiapponi, Università Iuav di Venezia
- *Other projects*

13:40 – 14:15

Match making and brokerage events

Coordinated by *René Wijlens*

Co Executive Director of EPSI; Cluster Manager of Sport and Technology

14:15 – 15:00

Regional Development and cross border synergies

Why “ClusSport Partnership” is of importance for the Smart Specialisation for Industrial Modernisation Platform; Political introduction: more regional and private investments for the European sport industry

Moderator *Mr. Alberto Bichi*

Co Executive Director EPSI

- *Mr. Markku Markkula*
Vice president Committee of Regions

Regional Governors

- *Mr. Mika Riipi*
Lapland Regional Governor
- *Ms. Emma Vendrell*
Head of International Projects, Clusters Unit
- *Mr. Pentti Malinen*
Regional Mayor, Regional Council of Kainuu

15:00 – 15:15

Coffee Break



15:15 – 17:45

Technical panel ClusSport Consortium

Moderator *Mr. Alberto Bichi*

Co Executive Director EPSI

15:15-15:45

Study on the use of structural funds for the sport sector

Mr. Mike Coyne

Partner at CSES

15:45-16:15

ClusSport presentation of the scoping note

Mr. Pierre Padilla

Senior consultant at IDEA Consulting

16:15-16:30

Questions and answers

16:30-17:30

Interactive panel discussion on the relevance of ClusSport for EU business

- *Ms. Kristiina Jokelainen*
Senior adviser at Lapland region
- *Mr. Nikos Pantalos*
DG Grow, European Commission
- *Mr. Krzysztof Mieszkowski*
Smart Specialisation Platform
European Commission - Joint
Research Centre
- *Mr. Luca Businaro*
President and CEO of Novation Tech
S.p.A., President and CEO of Jolly
Scarpe S.p.A., President Assosport
Italy

17:30-18:00

ClusSport next steps

Mr. Marc Pattinson

Inno TSD and ReConfirm

18:00-18:05

Conclusions and end of the conference

*For your information, the EU4Sports Clusters Alliance Final Conference, will be hosted in the same premises on the 22nd November 2017, i.e. the day after. For more information contact assistant1@epsi.eu