

**Barcelona 17<sup>th</sup> -18<sup>th</sup> October 2016**



**17<sup>th</sup> October 2016**

09h00-09h30 *Registration and arrival (Address: ACCIÓ. Passeig de Gràcia, 129)*

**Introduction and general presentation of cluster policies**

Welcome address and presentation of cluster policy approach in Auvergne-Rhône-Alpes and Catalonia

09h30-09h40 Welcome address:

- **Mr. Alberto Pezzi**, Director of Cluster Unit, ACCIÓ

09h40- 09h55 Introduction: Cluster policy and cluster development in Auvergne-Rhône-Alpes

- **Ms. Elisabetta Schena**, International Economic Cooperation Project Manager, Auvergne-Rhône-Alpes Region

09h55-10h10 Introduction: Cluster policy and cluster development in Catalonia

- **Mr. Alberto Pezzi**, Director of Cluster Unit, ACCIÓ

10h10-10h35 Cluster collaboration opportunities Auvergne-Rhône-Alpes - Catalonia: a snapshot

- **Mr. Sébastien Gay**, Head of Europe Bureau – ARDI Rhône-Alpes
- **Ms. Emma Vendrell**, Head of International Projects, ACCIÓ
- **Mr. Joan Guasch**, Coordinator of ERICA project, EURECAT

10h35-10h45 EEN at the service of clusters

- **Mr. Sébastien Gay**, Head of Europe Bureau – ARDI Rhône-Alpes
- **Ms. Marta Casanova**, EEN Project manager, ACCIÓ

**European elevator pitch**

10h45 – 11h45 Pitch your project or your competences to find partners

11h45 – 12h00 *Networking coffee break*

**Working groups**

12h00 – 13h00 Working groups: discussion in small groups on one of the following topics:

Group 1: Share your financing model: Financing sources and services provided

Group 2: Cluster internationalisation: share your strategy

Group 3: Cluster internationalisation: European projects

Group 4: How do you brand your cluster?

Group 5: Hot topic: Circular economy

13h00 -13h20 Sharing key takeaways of the working groups

13h20 – 14h50 *Networking lunch*

**17<sup>th</sup> October 2016**

*Afternoon*

**Learning together: Best practices from Auvergne-Rhône-Alpes and Catalonia**

14h50 – 16h05 Cross-sectoral cooperation: Challenges and Opportunities

Discussion on how cross-clustering is dealt with from the cluster: tools and methodologies

Moderator: **Mr. Joan Martí**, Director of Cluster Development Division, ACCIÓ

Clusters: **Ms. Magali Cordailat-Simmons** (PRI), **Mr. Stéphane Lafarge** (ViaMéca) and **Mr. Michel Deflache** (Tenerdis), **Mr. Joan Puaté** (Digital Cluster) and **Mr. Manel Pretel** (Healthtech cluster)

16h05 – 16h25 *Networking coffee break*

**Business matching**

16h25 – 18h25 Cluster to cluster matchmaking meetings: Pre-organized speed-dating meetings among clusters with potential interest in cooperating

18h25 -18h40 Wrap up session

- **Ms. Elisabetta Schena**, International Economic Cooperation Project Manager, Auvergne-Rhône-Alpes Region
- **Ms. Emma Vendrell**, Head of International Projects, ACCIÓ

18h45 *Departure to cocktail*

19h30 – 21h30 *Networking Cocktail at Restaurant 1881 per Sagardi (Museu d'Història de Catalunya)*

*Address: Plaça de Pau Vila, 3 Barcelona*

**18<sup>th</sup> October 2016**

09h00-14h00 Cluster visits for the Auvergne-Rhône-Alpes clusters (the group is divided in two).

**Group 1:** Visit to Cluster: **Energy Efficiency Cluster**

- 09h20 Pick up at hotel NH Presidente
- 10h00 – 10h30 Presentation of ENERGY EFFICIENCY CLUSTER  
**Mr. Francesc Ribera**, Cluster Manager of Energy Efficiency Cluster  
*Address: Plaça Sant Pol de Mar,1 08030 Barcelona*
- 10:30 – 11:30h Presentation and guided visit to cluster member's facilities: [SIMON LIGHTING](#)  
**Mr. Alejandro Valdovinos**, Business Development Product Manager  
*Address: Plaça Sant Pol de Mar,1 08030 Barcelona*
- 11:45 – 13:00h Presentation and guided visit to cluster member's facilities: [INSTITUT DE RECERCA EN ENERGIA DE CATALUNYA](#)  
**Mr. Manel Sanmartí**, Systems, Buildings and Communities (ECOS) Manager and CEEC's Chair of the Executive Committee  
*Address: Jardins de les Dones de Negre 1, 2<sup>a</sup> pl. 08930 Sant Adrià de Besòs*
- 13h45 End of tour at hotel NH Presidente

**Group 2:** Visit to Cluster: **Beauty Cluster Barcelona**

- 8h45 Pick up at hotel NH Presidente
- 9h00 – 9h45 Presentation of BEAUTY CLUSTER BARCELONA  
**Mr. Ivan Borrego**, Cluster Manager of Beauty  
*Address: Espai Cluster (Milà i Fontanals, 14 Barcelona)*
- 10h30 – 11h30 Presentation and guided visit to cluster member's facilities: [LABORATORI DAU](#)  
**Ms. Anna Cohí**, Director General  
*Address: Calle de la Lletra C, 12-14 - Polígon Industrial Zona Franca - 08040 Barcelona*
- 12h15 – 13h30 Presentation and guided visit to cluster member's facilities: [CARINSA](#)  
**Ms. Denia Martínez**, Fragrance Division Director  
*Address: Pol. Ind. Can Llobet - C/J. Cuatrecasas i Arumí, 2 - 08192 Sant Quirze del Vallès*
- 14h15 End of tour at hotel NH Presidente