



An initiative of the European Union

# CLUSTERS MEET REGIONS

# BARCELONA

SPAIN | 14 · 16  
DECEMBER 22

BOOSTING TALENT AS A KEY DRIVER FOR  
A FUTURE SUSTAINABLE COMPETITIVENESS



**ACCIÓ**  
Catalonia's  
Trade & Investment

**Generalitat de Catalunya**  
Government of Catalonia

**NEXT  
GEN  
EU**

## Agenda

### 14 December 2022

#### 14:00 – 19:30 SITE VISITS

**Meeting point: Agència per a la Competitivitat del'Empresa (ACCIÓ)**

**Introduction: Mr. Alberto Pezzi**, Senior Manager, Cluster Unit

All three itineraries showcase how Catalonia is tackling the transition towards sustainability in three of its main industrial ecosystems. The itineraries include selected site visits that contextualise Catalonia's transition efforts. While focusing on a broad industry, the itineraries will present the current state of play and the main players, and, look towards the future.

#### **The concept for the food itinerary**

This itinerary takes the “alternative protein” as the flagship example of the strategic change process of a mature industry. It will include a briefing on Catalan food actors' mapping and context and two or three on-site visits: a pilot plant, a thriving start-up and a point of sale.

#### **The concept for the energy itinerary**

This itinerary takes bioenergy as the flagship example of a strategic industry. It will include a briefing on Catalan energy actors' mapping and context and two on-site visits with cross-industry examples: the use of bioenergy in the wine industry, and a shared value initiative where the industry is promoting social inclusion.

#### **The concept for the mobility itinerary**

This itinerary focuses on the mobility of the future, particularly on actors not previously included in the traditional ecosystem. It will include a briefing on Catalan energy actors' mapping and context and two or three on-site visits to: a company working on new mobility business models and two public transport operators to showcase their most recent innovations, for example, the new MaaS (mobility as a service) platform.

## 15 December 2022

**Venue:** Palau Pedralbes

**Address:** Avinguda Diagonal, 686, 08034 Barcelona

<b>08:45 – 9:45</b>	<b>MATCHMAKING EVENT (BREAKFAST)</b>
<b>10:00 – 10:15</b>	<b>CLUSTERS MEET REGIONS Opening Session:</b> <ul style="list-style-type: none"><li>- <b>Mr. Roger Torrent</b>, Catalan Minister for Enterprise and labour</li><li>- <b>Ms Ulla Engelmann</b>, Head of “Industrial Forum, Alliances, Clusters” unit, European Commission (DG GROW)</li></ul>
<b>10-15:45-11:15</b>	<b>SETTING THE SCENE</b> <ul style="list-style-type: none"><li>- Introducing “Clusters meet regions”. <b>Ms Marta Batalla Masana</b>, Policy Officer of “Industrial Forum, Alliances, Clusters” unit, European Commission (DG GROW)</li><li>- Input paper for Catalonia. <b>Dr. Jan-Philipp Kramer</b>, Head of EU Services, Prognos</li><li>- Overview of Catalonia’s Cluster Policy and the approach towards talent <b>Mr. Joan Martí</b>, Director of Business Strategy Unit</li></ul>
<b>11:15-12:45</b>	<b>CLUSTERS AS TOOL TO ATTRACT, TRAIN AND RETAIN TALENT</b> <p>Panel discussion, moderator: <b>Mr. Reza Zadeh</b>, Executive Director, European Foundation for Cluster Excellence)</p> <ul style="list-style-type: none"><li>• <b>Mr Andrei Bunis</b>, Policy Officer, European Commission (DG GROW)</li><li>• <b>Ms. Sandra Sundbäck</b>, CEO Paper Province</li><li>• <b>Mr. Joaquim Solana</b>, Cluster Manager of CENFIM)</li><li>• <b>Ms. Eva Lluch</b>, Co-owner of Lluch Essence and President of the Beauty Cluster</li><li>• <b>Ms. Patricia Valdenebro</b>, CEO, TCI Network</li></ul>
<b>12:45 – 13:00</b>	<b>SLIDO POLLS</b>
<b>13:00 – 14:30</b>	<b>Networking Lunch</b>

<b>14:30 – 14:45</b>	<b>SNAPSHOT OF FUNDING OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>- <b>Ms. Pilar Maza</b>, Coordinator of the JS</li> </ul>
<b>14:45 – 15:45</b>	<b>PITCHING SESSION for collaborative projects on Catalan regional priorities:</b> <ul style="list-style-type: none"> <li>- Energy</li> <li>- Food</li> <li>- Mobility</li> <li>- Resilience</li> </ul>
<b>15:45 – 16:15</b>	<b>Coffee Break</b>
<b>16:15 – 17:15</b>	<b>CLUSTER DRIVEN INTERREGIONAL COLLABORATION IN THE FRAMEWORK OF THE PRIORITIES OF CATALONIA</b> <p><b>Moderator: Mr. Alberto Pezzi</b>, Senior Manager, Cluster Unit</p> <ul style="list-style-type: none"> <li>- <b>Energy:</b> <u>Ebro Hydrogen corridor</u> (interregional collaboration within Spain) <b>Mr. Juan Manuel Fernández</b>, Energy efficiency and Sustainability Area, Energy Agency of the Basque Government</li> <li>- <b>Food:</b> <u>Aumenta</u> (COSME Go International project) <b>Ms. Ira Racina</b>, Head of International Cooperation, Latvian IT cluster</li> <li>- <b>Mobility:</b> <u>Electric and Hydrogen Mobility</u> (European network) <b>Mr. Stefan Büchele</b>, Head of International Cooperation, e-mobil BW</li> </ul>
<b>17:15 – 17:30</b>	<b>MAIN TAKEWAYS</b> <ul style="list-style-type: none"> <li>- <b>Ms. Emma Vendrell</b>, Team Leader of International Projects, Business Strategy Unit, ACCIÓ</li> </ul>

## 16 December 2022

**09:30 – 13:00**

**Venue:** World Trade Centre

**Address:** 1st floor Building east, Moll de Barcelona, 08039 Barcelona

### Catalonia Cluster Day

**Celebration of the 30th anniversary of cluster policy in Catalonia** with **Dr. Christian Ketels** (Harvard Business School) & **Mr. Emiliano Duch** (World Bank) as keynote

speakers on the future of competitiveness and the role clusters can play in an uncertain scenario.

All participants of the Cluster Meet Regions event are invited to take part in the celebration of Cluster Day on 16th December.



An initiative of the European Union

