



## Tradition Reinvented: how clusters lead resilient, innovative shifts towards a climate-neutral, digital future

18 & 19 June 2024 in Graz, Austria

### DRAFT AGENDA

#### Day 1 – Tuesday, 18 June 2024 (CET)

09:00	<b>Registration of participants and welcome coffee</b>
09:30 – 10:00	<p><b>Setting the scene: Tradition Reinvented: how clusters lead resilient, innovative shifts towards a climate-neutral, digital future</b>  <b>Master of Ceremony: Teodora Jilkova, ECCP team member</b></p> <ul style="list-style-type: none"> <li>• <b>Welcome and introduction by the representative of the host Barbara Eibinger-Miedl, Regional Minister for Economic Affairs</b></li> <li>• <b>Keynote speech –Hubert Gambs, Deputy Director-General DG GROW - Internal Market, Industry, Entrepreneurship and SMEs</b></li> </ul>
10:00 – 10:15	<p><b>Introduction to the regional cluster ecosystem of Styria – Presentation of the ECCP input paper on Styria</b></p> <ul style="list-style-type: none"> <li>• <b>Jan-Philipp Kramer, Head of EU Services, Prognos</b></li> </ul>
10:15 – 10:30	<p><b>Styria's Cluster Strengths – innovation through tradition / collaboration between science and industry</b></p> <ul style="list-style-type: none"> <li>• <b>Michael Liebminger, Clustermanager, Styrian Business Development Agency</b></li> </ul>
10:30– 11:30	<p><b>Panel discussion I – strategic approaches – the role of regional clusters in developing resilient ecosystems</b>  <i>The discussion will center on strategic and theoretical approaches exploring how cluster organisations can bolster resilience within regional innovation ecosystems. The aim of the panel discussion is to glean insights into how policymakers and regional authorities can empower cluster organisations to become catalysts for resilience-building and adaptation.</i></p> <p><b>Moderator: Mariella Masselink, Head of Unit, Industrial Forum, Alliances, Clusters, DG GROW, European Commission</b></p> <ul style="list-style-type: none"> <li>• <b>representative from AVL List Gmbh</b></li> <li>• <b>Antonio Novo, European Clusters Alliance President</b></li> <li>• <b>Thomas Krautzer, Head of Social and Business History Institute, University of Graz</b></li> <li>• <b><i>tbc - international cluster representative</i></b></li> </ul>
11:30 - 11:45	<b>Coffee Break</b>

11:45 – 12:30	<p><b>Pitching session – interregional cooperation as driver of the twin transition</b>  <b>Moderator: Teodora Jilkova, ECCP Team Member</b></p> <p><b>company and organisation pitches</b></p>
12:30 – 13:30	<p><b>Networking lunch</b></p>
13:30 – 14:30	<p><b>B2B meetings organised by the Enterprise Europe Network team of the SFG</b>  <b>20-minute meetings with regional cluster organisations to discuss potential collaborative opportunities</b></p>
(14:30 – 14:45)	<p><b>Coffee break*</b></p>
14:45 – 16:15	<p><b>Interactive "Impuls Camp" [Barcamp] (emphasis on cross-cluster activities, interregional cluster projects, R&amp;D collaborations with industry and research and alignment with S3 Strategy Themes for a resilient ecosystem)</b>  <i>The second discussion will emphasise the practitioner's perspective by inviting cluster managers from both regional and international cluster organisations.</i></p> <ul style="list-style-type: none"> <li>• <i>Participants become speakers themselves ("The stage is yours")</i></li> <li>• <i>Moderator introduces topic blocks</i></li> <li>• <i>Keynote speakers provide brief input (5 minutes) on selected topics</i></li> <li>• <i>Audience can/must actively participate</i></li> <li>• <i>Questions and comments via microphone from the audience (no Slido)</i></li> <li>• <i>Participation directly on the podium =&gt; Presentation of ideas, implemented projects, feedback, etc.</i></li> <li>• <i>Moderator actively engages with the audience to encourage participation</i></li> </ul> <p><b>Moderator: tbc</b></p> <ul style="list-style-type: none"> <li>• <b>Bernhard Puttinger</b>, Managing Director of the Green Tech Valley Cluster</li> <li>• <b>Lejla Pock</b>, Managing Director of the human.technology Styria</li> <li>• <b>Robert Gfrerer</b>, Managing Director of the Silicon Alps Cluster</li> <li>• <b>Alexander Pinter</b>, Managing Director of the Holcluster Styria</li> <li>• <b>Eberhard Schrempf</b>, Managing Director of Creative Industries Styria</li> <li>• <b>Karl Hartleb</b>, Managing Director of ICS Internationalisierungszentrum Steiermark</li> <li>• <b>representative from of AC Styria Mobilitycluster</b></li> </ul>
16:15 – 16:45	<p><b>Regional and EU financial instruments and programmes</b>  <b>Success Story Spitzen!Leistung 2022+ (ERDF)</b></p> <ul style="list-style-type: none"> <li>• <b>Michael Kerschbaumer</b>, Senior Consultant R&amp;D&amp;I; Head of EEN@SFG, Styrian Business Development Agency</li> </ul>
16:45 – 17:00	<p><b>Closing remarks and summary of outcomes Day 1</b></p>
17:00 – 18:00	<p><b>Networking Cocktail including B2B meetings organised by the Enterprise Europe Network team of the SFG</b></p>
from 18:30 onwards	<p><b>Get together and Networking Dinner</b></p>

## Day 2 – Wednesday, 19 June 2024 (CET)

### Site visit

08:30 – 10:00	<b>Graz City Tour</b>
10:00 – ~13:00	<b>Automotive driven</b> <ul style="list-style-type: none"><li>• Site Visit AVL Graz: AVL List GmbH ("AVL") with its headquarters in Graz, is one of the world's leading mobility technology companies for development, simulation and testing in the automotive industry, and in other sectors such as rail, marine, and energy. Based on extensive in-house research activities, the company delivers concepts, technology solutions, methodologies, and development tools for a greener, safer, better world of mobility and beyond. (90 min) <a href="https://www.avl.com/">https://www.avl.com/</a></li></ul> <b>Life-Science driven Tour with 3 Stops:</b> <ol style="list-style-type: none"><li>1. Biobank tour to one of the world's largest biosample collections at the European and Austrian headquarters of biobanking in Graz at the ZWT – Center for Knowledge &amp; Technology Transfer in Medicine. (45 min) <a href="https://en.zwt-graz.at/">https://en.zwt-graz.at/</a></li><li>2. Uniklinikum Graz - Underground &amp; above ground tour from the tunnel system to the heliport. Enjoy the incredible view of the largest hospital complex in Europe from above and learn facts &amp; figures from the premier Styrian hospital operator. (60 Min) <a href="https://www.uniklinikumgraz.at/">https://www.uniklinikumgraz.at/</a></li><li>3. Short Stop im ZWT Accelerator (30min) <a href="https://en.zwt-graz.at/zwt-accelerator/">https://en.zwt-graz.at/zwt-accelerator/</a></li></ol>
after 13:00	<b>Individual Transfer</b>