

## EU-TAIWAN CLUSTER MATCHMAKING EVENT 2019

in the context of the GLOBAL INDUSTRIE Trade Show (Lyon, 6-8 March 2019)

A preparatory webinar for the EU and Taiwanese clusters that will participate in this Event is planned for 20<sup>th</sup> February at 10.00h CET.

6 March 2019 morning   INTERNATIONAL CONFERENCE ABOUT INDUSTRY 4.0	
<b>Organiser:</b> Auvergne-Rhône-Alpes Entreprises	
9:30-10:30	Plenary – Keynotes: <i>Industry 4.0 today... and tomorrow</i>
10:30-12:30	Plenary - Panel discussions with 4 regional and international speakers
12:40-13:30	Lunch break



Special for  
clusters!

6 March 2019 afternoon   EU-TAIWAN CLUSTER COOPERATION SEMINAR	
<b>Organiser:</b> European Cluster Collaboration Platform (ECCP) and Chinese National Federation of Industries (CNFI)	
13:30 – 14:00	<b>Registration of participants</b>
14:00 – 14:45	<b>Welcome and opening remarks</b>
	<p><i>The officials and/or representatives from the EU and TW will have the opportunity to offer a short speech focused on the EU-Taiwan cooperation.</i></p> <ul style="list-style-type: none"> <li>- Mr. Slawomir TOKARSKI of Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW, European Commission)</li> <li>- Mr. William LIU, Deputy Director General of the Taiwan's Bureau of Foreign Trade (BoFT, Ministry of Economic Affairs)</li> <li>- (TBC) Representative of French Ministry for Economy and Finance</li> <li>- Mr. Mark CHANG, General Manager of Meridian Paint and representative of the Chinese National Federation of Industries (CNFI)</li> </ul> <p><i>(10 min each + group photo)</i></p>
14:45 – 15:15	<b>Session 1. Understanding EU and Taiwan cluster business and research collaboration</b>
	<p><i>This session will focus on how cooperation among companies and between companies and research centres takes place between the EU and Taiwan, as well as to highlight opportunities</i></p> <ul style="list-style-type: none"> <li>- Representative of Conseil régional Auvergne-Rhône-Alpes or Auvergne-Rhône-Alpes Entreprises</li> <li>- Mr. Jim CHUNG, Industry, Science and Technology International Strategy Center (Industrial Technology Research Institute)</li> </ul> <p><i>(15 min each)</i></p>

15:15 – 16:00	<p><b>Session 2. Initiatives supporting EU - Taiwan cluster and business cooperation</b></p> <p><i>This session will serve to introduce EU and Taiwan initiatives that promote the bilateral cooperation and, therefore, are useful instruments for clusters and their members.</i></p> <ul style="list-style-type: none"> <li>- Services of the European Cluster Collaboration Platform (ECCP). Ms. Noelia Dosil, <i>ECCP</i></li> <li>- Services of the Chinese National Federation of Industries (CNFI). Mr. Wei-Cheng YEN or Mr. Mike LIN, <i>CNFI</i></li> <li>- Services of the IPR SME Helpdesk. Mr. Edouard LEONET, <i>IPR SME Helpdesk</i></li> <li>- (TBC) Services of Taiwan External Trade Development Council (TAITRA) as EEN contact point in Taiwan</li> </ul> <p><i>(10 min each + 5 min Q&amp;A)</i></p>
16:00 – 16:20	<p><b>Break</b></p>
16:20 – 16:55	<p><b>Session 3. Building global value chains through clusters in smart manufacturing: trends &amp; challenges</b></p> <p><i>This session aims to provide an overview on how clusters work at local and global level, strengthening and facilitating their participation in global value chains. This session also presents the business opportunities.</i></p> <ul style="list-style-type: none"> <li>- European expert in smart manufacturing</li> <li>- Ms. Chin-An WANG, <i>Smart Machinery Promotion Office</i></li> </ul> <p><i>(15 min each + 5 min Q&amp;A)</i></p>
16:55 – 17:30	<p><b>Session 4. Good practices and experiences on EU-Taiwan cluster collaboration</b></p> <p><i>This session aims to showcase 2 cooperation examples between the EU-Taiwan, focusing on the lessons learnt.</i></p> <ul style="list-style-type: none"> <li>- Ms. Ségolène LELOUTRE, <i>International relationships director of Cosmetic Valley</i></li> <li>- Mr. Eric TAI, <i>Secretary General of Taiwan Beauty Valley</i></li> </ul> <p><i>(15 min each + 5 min Q&amp;A)</i></p>
17:30 – 18:30	<p><b>Session 5. Roundtable presentations</b></p> <p><i>This session will focus on presenting the EU and TW delegates, by shortly introducing their organisation (name and activity) and presenting the objectives that they wish to achieve through the event.</i></p> <ul style="list-style-type: none"> <li>- Introductions of European cluster delegates</li> <li>- Introductions of Taiwanese cluster delegates</li> </ul> <p><i>(approx. 1.5 min each)</i></p>
Evening	<p>Networking cocktail (TBC)</p>

### 7 March 2019 morning | C2B AND B2B MATCHMAKING

9:00 – 13:00	Cluster to Business (C2B) and Business to Business (B2B) matchmaking in the context of the brokerage event of the European Enterprise Network <i>Organiser: Auvergne-Rhône-Alpes Entreprises (EEN)</i>
TBC	Guided visit to fair (TBC)
13:00 – 13:45	Lunch break



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### 7 March 2019 afternoon | EU-TAIWAN C2C MATCHMAKING

<b>Organiser:</b> European Cluster Collaboration Platform (ECCP)	
13:50 – 14:00	Welcome remarks - <i>Mr. Christophe GUICHARD, Team leader, Cluster Internationalisation, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW, European Commission)</i> - (TBC) Taiwanese representative (5 min each)
14:00 – 17:30	EU-Taiwan Cluster Matchmaking (C2C) - (7 rounds of 30 min) <i>Organiser: European Cluster Collaboration Platform (ECCP) and Chinese National Federation of Industries (CNFI)</i>
17:30 – 18:30	Debriefing session (for European cluster delegation)
Evening	Networking cocktail (TBC)

### 8 March 2019

TBC	Field visits
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