



## EU - South MED Cluster Matchmaking Event & TechDays

*In the context of the LOGISMED Fair*

### TENTATIVE AGENDA

#### Day 1 – Tuesday, 9<sup>th</sup> April 2019

*Venue: Logismed (Foire Internationale de Casablanca)*

Time	Activity
09.00 – 09.30	Arrival and registration of participants at Logismed
10.00 – 11.00	Logismed Opening
11.00 – 12.30	Guided tour to Logismed

*Venue: Hotel Palace D'Anfa*

Time	Activity
12.30 – 14.00	Lunch
14.00 – 14.30	<b>Opening of EU-South MED Cluster Matchmaking Event &amp; TechDays</b> <ul style="list-style-type: none"> <li>- Ms. Ulla Engelmann, <i>Head of Unit Advanced Technologies, Clusters and Social Economy, Directorate General Internal Market, Industry, Entrepreneurship and SMEs, European Commission</i></li> <li>- Ms. Ingrid Schwaiger, <i>Deputy Head of Unit for Regional Programmes Neighbourhood South, Directorate General for Neighbourhood and Enlargement Negotiations, European Commission</i></li> <li>- Mr. Youssef Elbari, <i>Secretary General of the Ministry of Industry, Investment, Trade and Digital Economy</i></li> <li>- <i>Representative of European Union Delegation to Morocco (TBC)</i></li> </ul>
14.30 – 15.30	<b>Cluster Introductions</b> (1 minute per participant)
15.30 – 17.00	<b>Case Study on MASCIr (1<sup>st</sup> round)</b> <i>Three workshops in parallel</i> Through its world-class expertise and state-of-the-art technology in nanomaterials & nanotechnology, biotechnology and microelectronics, MASCIr thrives to find innovative solutions to market needs in the wide fields of environment, energy & health.
	<b>Cluster Training: Technology brokering &amp; innovation in clusters (1<sup>st</sup> round)</b> This training sessions focuses on how to boost innovation by stimulating the emergence of joint R&D projects within cluster initiatives and the importance of strengthening the links between the business sector and education institutions and technology institute.
	<b>Workshop “How to do business between Europe and South MED”: The 7 main things about South MED countries to develop a successful C2C cooperation (1<sup>st</sup> round)</b> Alain Tubiana has a broad experience of the South Med countries where he has conducted several various missions the past ten years. He is cluster expert for The Next Society project and has participated to the south med cluster selection



Logismed



@Clusters\_EU

Time	Activity
17.00 – 17.30	Coffee break
17.30 – 19.00	<p><b>Case Study on MASCIr (2<sup>nd</sup> round)</b></p> <p><i>Three workshops in parallel</i></p> <p>Through its world-class expertise and state-of-the-art technology in nanomaterials &amp; nanotechnology, biotechnology and microelectronics, MASCIr thrives to find innovative solutions to market needs in the wide fields of environment, energy &amp; health.</p> <p><b>Cluster Training: Technology brokering &amp; innovation in clusters (2<sup>nd</sup> round)</b></p> <p>This training sessions focuses on how to boost innovation by stimulating the emergence of joint R&amp;D projects within cluster initiatives and the importance of strengthening the links between the business sector and education institutions and technology institute.</p> <p><b>Workshop “How to do business between Europe and South MED”: The 7 main things about South MED countries to develop a successful C2C cooperation (2<sup>nd</sup> round)</b></p> <p>Alain Tubiana has a broad experience of the South Med countries where he has conducted several various missions the past ten years. He is cluster expert for The Next Society project and has participated to the South Med cluster selection.</p>
20.00 – 22.30	Networking dinner at Restaurant La Sqala

## Day 2 – Wednesday, 10<sup>th</sup> April 2019

Venue: Hotel Palace D’Anfa

Time	Activity
09.00 – 09.30	Registration of participants
09.30 – 09.45	<p><b>Opening of the matchmaking session</b></p> <p>Ms. Natalia Martínez Páramo, <i>Head of Unit COSME, Executive Agency for Small and Medium-sized Enterprises, European Commission</i></p>
09.45 – 10.05	<p><b>Activities and services of the European Cluster Collaboration Platform (ECCP)</b></p> <p>Ms. Noelia Dosil, <i>consultant of Sociedade Portuguesa de Inovação, European Cluster Collaboration Platform</i></p>
10.05 – 10.25	<p><b>Activities and services of THE NEXT SOCIETY project</b></p> <p>Ms. Raphaële Cohen, <i>Innovation Project Manager, ANIMA Investment Network, THE NEXT SOCIETY</i></p>
10.30 – 12.30	Bilateral meetings
12.30 – 14.00	Lunch
14.00 – 17.00	Bilateral meetings
17.00 – 17.30	Coffee break
17.30 – 18.30	Debriefing session



### Day 3 – Thursday, 11<sup>th</sup> April 2019

Time	Activity
09.00 – 11.30	Visit to MASCiR – Moroccan Foundation for Advances Science, Innovation & Research (RABAT)
12.00 – 13.00	Lunch break
13.30 – 14.30	Visit to ESITH – École Supérieure des Industries du Textile et de l'Habillement (CASABLANCA)
15.00 – 16.00	Visit to CTI – Centres Techniques Industriels Marocains (CASABLANCA)

DRAFT