

Day 1, October 25

COMMON AGENDA (SMEs and Clusters)

Venue: Hotel Sevilla Palace, Salón Murillo. Av. Paseo de la Reforma, 105. Delegation Cuauhtémoc. Mexico City

09:00 – 09:30	Registration and Agenda
9:30 – 10:00	Welcome <ul style="list-style-type: none"> • Mr. Andrew Standley, Ambassador, European Union Delegation in Mexico • Ms. Susana Duque, Chief of Staff, Promexico • Mr. Luis Enrique Zavala, Director General, ANIERM
10:00 – 10:15	Low Carbon Business Action in Mexico: promoting MEX-EU collaboration in green technologies <ul style="list-style-type: none"> • Mr. David Calvo, Team Leader, Low Carbon Business Action in Mexico European Cluster Collaboration Platform (ECCP) <ul style="list-style-type: none"> • Mr. Mark Spinoglio, European Cluster Collaboration Platform, Sociedade Portuguesa de Inovação
10:15 – 10:25	Event agenda and organisation <ul style="list-style-type: none"> • Mr. Jon Ansoleaga, Communication and Matchmaking Expert, Low Carbon Business Action in Mexico • Ms. Noelia Dosil, European Cluster Collaboration Platform, Sociedade Portuguesa de Inovação
10:25 – 10:45	ELAN European and Latin American Business Network <ul style="list-style-type: none"> • Ms. Marianela Pérez-Frías, Project Manager in Mexico Seeking the increase and diversification of the EU Economy in Latin America <ul style="list-style-type: none"> • Ms. Marisol Fernandez, Expert in Mexico
10:45 - 10:55	European Commission COSME Programme in Support of Cluster International Cooperation <ul style="list-style-type: none"> • Mr José Freitas, Policy Officer, European Commission (DG Internal Market, Industry, Entrepreneurship and SMEs)
10:55 – 11:15	EU-Mexico Cluster Collaboration: Experiences and Tools to Intensify Transatlantic Cooperation <ul style="list-style-type: none"> • Mr Enric Pedrós, International Expert, European Cluster Collaboration Platform, Quatre Partners SL
11:15 – 11:45	Coffee Break
11:45 – 13:00	Elevator Pitch of European Delegation Individual introduction (2 minutes per participant)
13:00 – 14:30	Lunch Break
14:30 – 17:00	C2B and B2B – Meetings 30 minutes-meeting Each individual agenda indicates the EU/MEX interlocutor and the table for the meeting
19:00 – 21:00	Networking Cocktail

Day 2, October 26

B2B Meetings for SMEs

Venue: *Hotel Sevilla Palace, Salón Murillo, Av. Paseo de la Reforma, 105, delegation Cuauhtémoc, Mexico City*

09:00 – 09:30	Registration and Agenda Day 2
09:30 – 10:15	Collaboration Partnership Agreement seminar
10:15 – 10:45	Coffee Break
10:45 – 13:15	B2B-Meetings 30 minutes-meeting Each individual agenda indicates the EU/MEX interlocutor and the table for the meeting

C2C Meetings for SMEs

Venue: *ANIERM, Monterrey No. 130, Col. Roma Norte, Del. Cuauhtémoc, Mexico City*

08:30 – 09:00	Shuttle will transfer participants from Hotel Sevilla Palace to ANIERM
09:00 – 09:30	Registration and Agenda Day 2
09:30 – 10:30	C2C – Meetings 20 minutes-meeting Each individual agenda indicates the EUR/MEX interlocutor and the table for the meeting
10:30 – 10:50	Coffee Break
10:50 – 12:30	C2C -Meetings 20 minutes-meeting Each individual agenda indicates the EUR/MEX interlocutor and the table for the meeting
12:30 – 13:00	Shuttle will transfer participants from ANIERM to Hotel Sevilla Palace

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13:00 – 14:00	Lunch Break <i>Venue: Hotel Sevilla Palace, Salón Murillo</i>
14:00 – 17:00	Field Visits Visit to Labizet - www.labizet.info

Alternative to field visits

Venue: *Hotel Sevilla Palace, Salón Murillo, Av. Paseo de la Reforma, 105. Delegation Cuauhtémoc. Mexico City*

14:00 – 14:45	Latin America IPR SME Helpdesk: How European SMEs can benefit from the Helpdesk? <ul style="list-style-type: none">Ms. Adriana Hernández – Instituto Tecnológico de Monterrey
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Day 3, October 27

COMMON AGENDA (SMEs and Clusters)

Venue: Hotel Sevilla Palace, Salón Murillo, Av. Paseo de la Reforma, 105. Delegation Cuauhtémoc. Mexico City

08:30 – 09:00	How the ECCP cluster members can support their SMEs through the LCBA initiative
09:00 – 11:00	European C2C meeting opportunity
11:00 – 12:00	European Cluster Debriefing Session
11:30 – 12:00	Shuttle will transfer participants from Hotel Sevilla Palace to the Green Expo
12:00	Registration at the Green Expo (From 8:00 a.m.) <i>Venue: World Trade Center – WTC, Mexico City (www.wtcmexico.mx), Montecito 38 Col. Nápoles. Mexico City</i>
12:00 – 17:00	The Green Expo Exhibition Hours: 12:00 to 19:00 hrs. Congress Hours: 8:00 to 18:00 hrs Entrance Fee: Free of charge to European Delegation
17:00 – 17:30	Shuttle will transfer participants from the Green Expo to Hotel Sevilla Palace