



## Registration

Please register for the event until **28<sup>th</sup> of September 2020** at:

<https://cutt.ly/9eJlx6X>

For any further information or help, do not hesitate to contact Sabina Šneider from Maribor Development Agency at:

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# Invitation

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## **INTRA (Interreg Europe) project partnership invites You to its final Conference: Efficient internationalisation policy across European regions**

*The Conference invites policymakers, academics, business support organisation and foremost small and medium-sized companies to join us on 29th September 2020.*

The Internationalisation Conference is a joint effort of six European regions: East Slovenia, Abruzzo in Italy, Algarve in Portugal, Extremadura in Spain, South-East Bulgaria and West-Midlands in the United Kingdom that will demonstrate how internationalisation policy can be designed to overcome the barriers that SMEs are facing and fulfil their needs in their business expansion, growth, competitiveness and sustainability.

The INTRA (Interreg Europe) project reflects the need to enhance and exchange knowledge and good practices among the policymakers, foremost the managing authorities, involved in the Cohesion policy. In the three years of Exchange of Experience process, the partners and their regional stakeholders developed Action plans that do contribute to the effectiveness of the internationalisation policy. All Action plans are outputs based on Interreg Europe programme that enabled us to analyse our regional needs, scan other EU regions for possible solutions and propose a project/measure/programme dedicated to experiences, knowledge, or skills transfer between the regions.

The INTRA demonstrated that the Operational Programmes could be aligned to the needs of SMEs only if the process is structured through the cooperation of different local, regional and national stakeholders that shape internationalisation environment.

The Internationalisation Conference goes beyond the demonstration of INTRA achievements. It will place the internationalisation as crosscutting priority within the regional development. It will put in the spot the role of regions and regional development agencies in creating internationalisation framework and governance. It will further provide insights in the role of international organisations such as European Association of Regional Development Agencies (EURADA), Smart Specialisation Platform, Clusters and Networks. More, it will present the role of science and technology transfer offices, technology parks and business incubators in internationalisation of SMEs, start-ups, born global.

All those crosscutting themes will be presented and discussed during the Internationalisation Conference to which You are warmly welcomed!

dr. Amna Potočnik, INTRA (Interreg Europe) Project Manager

<https://www.interregeurope.eu/intra/>

# Final event programme

## Efficient internationalisation policy for SMEs across European regions

29th SEPTEMBER 2020

### PROGRAMME

9.00 - 9.35	<b>WELCOME AND KEYNOTE SPEECHES</b>
9.00 - 9.05	<b>Welcome</b> Mr. Uroš Rozman, Maribor Development Agency, Director
9.05 - 9.15	<b>Green, Creative, Smart internationalisation policy framework in Slovenia</b> mag. Matej Skočir, Ministry of Economic Development and Technology of the Republic of Slovenia, Head of Internationalisation Sector
9.15 - 9.35	<b>Interreg Europe achievements and post-2020 developments</b> Mr Laurențiu David, Interreg Europe Joint Secretariat, Policy Officer
9.35 - 9.45	<b>INTRA (Interreg Europe) ACHIEVEMENTS</b>
9.35 - 9.45	<b>Project INTRA at a glance</b> dr. Amna Potočnik, Maribor Development Agency
9.45 - 11.45	<b>BOOSTING INTERNATIONALISATION ON REGIONAL LEVEL: new measures, new projects, new programmes</b>
9.45 - 10.05	<b>Simplification of the access to funding in East Slovenia</b> dr. Saša Knežević, Ministry of Economic Development and Technology of the Republic of Slovenia and mag. Borut Jurišič, Maribor Development Agency
10.05 - 10.25	<b>Support for internationalization of SMEs in Bulgaria</b> Ralitsa Zhekova, RAPIV, Executive Director
10.25 - 10.45	<b>Boosting e-commerce at Regional Level</b> Ms. Nieves Franco Nestares, Extremadura Avante and Ms. Lucila Castro Rovillard, FUNDECYT-PCTEX
10.45 - 11.05	<b>Algarve Tech Park and the RE START project</b> Mr. Hugo Barros, University of Algarve, Head of Division of Entrepreneurship and Technology Transfer
11.05 - 11.25	<b>Digital Internationalisation Support in the West Midlands</b> Mr. David Hope, Coventry City Council
11.25 - 11.45	<b>The impact of the big Research and Development Projects on Internationalisation in Abruzzo region</b> Mr. Ercole Cauti, Capitank - Chemical and Pharmaceutical Innovation Tank, CEO
12.00 - 13.00	<b>SUPPORT TO INTERNATIONALISATION: From policy to infrastructure, from science to SMEs: moderated panel discussion with public interactions</b> <b>Role of the EURADA, RDAs in internationalisation and smart specialisation and the impact of COVID-19</b> Mr. Esteban Pelayo, EURADA, CEO <b>SME digitalisation</b> mag. Jure Verhovnik, 4PDIH and AREV, International Consultant <b>RIS3 in Algarve</b> Mr. Aquiles Marreiros, CCDR - Algarve Regional Coordination and Development Commission, Head of the Regional dynamics department <b>Role of clusters and networks in internationalisation</b> dr. Stefano Maria Cianciotta, President of Abruzzo Sviluppo, Development Agency of Abruzzo Region
	<b>CONCLUSIONS</b>