

4helix+ project

“Transnational brokerage event”

Kneževa palača, Poljana Šime Budinića 3, 23000 Zadar, Croatia

11 April 2019

PROGRAMME



“TRANSNATIONAL BROKERAGE EVENT”

Zadar, Croatia, 11 April 2019

Kneževa palača

Poljana Šime Budinića 3, Zadar

Event concept

The Transnational Brokerage Event aims at providing an effective matching between Knowledge Providers (Research, Development and Innovation Bodies /RD&I Skilled Enterprises having specific expertise in the fields of Cultural and Creative Industries or Non Institutional New Innovation Agents such as fab labs, maker spaces, co – working spaces, living labs etc.) and SMEs / Start – ups operating in blue growth or blue economy sectors (fishing, aquaculture, coastal and maritime tourism, shipbuilding, blue biotechnologies, etc.). During the one day event that will be organized by the Croatian Chamber of Economy – Zadar County Chamber, the 11th of April 2019, in Zadar, blue sector’s SMEs/Start-ups and Knowledge Providers already registered in 4helix+ KP Gallery will have the opportunity to exchange ideas and explore collaboration opportunities while project partners and experts in blue growth/economy and innovation issues will coordinate meetings among the two categories of participants creating an environment favourable for cross-fertilization. In particular, participants SMEs/Start-ups will be facilitated in finding suitable Knowledge Providers to collaborate with them in solving small innovation problems and possibly drafting innovative projects of new products/services/processes to be presented under the 4helix+ Call for Expression of Interest for Innovation Vouchers.

Brokering is crucial to feasibility of a voucher scheme to minimize the application burden on enterprises and to provide effective matching to suitable KPs. To create the favorable ground where ideas, collaboration, networking activities can be fertilized. Transn. Delegations composed of 4helix+ PPs, Blue SMEs/START-UPS of the 8 MED areas participate on the event. They are selected by PPs thanks to public EoI and winners are awarded with travel fiches. On-line system (MATCHMAKING ENVIRONMENT, hosted by Cyber Space) is organized as central mechanism to favor best matchmaking between Demand (blue SMEs) and Supply (KPs) and it is animated by LICs.

The economic operators involved on the event are: 1.CCIs RD&I skilled firms or bodies, NEW INNOVATION AGENTS (living lab, innovation hub, fablab, contamination lab, etc) of the involved Med areas playing as KPs. 2. SMEs and startup of blue sector playing as potential voucher beneficiaries. They are selected under specific public procurements: KP'S Transnational Expression of Interest for being recorded in the on-line KP's Catalogue and for being awarded with 4 HELIX+ Brokerage Event Travel Fiches; SMES by REGIONAL Expression of Interest for being awarded with 4 HELIX+ Brokerage Event Travel Fiches. Each specific selection procedure follows fixed rules and criteria established and agreed at transnational level, and adopted to national regulation (if needed). All the selection procedures, developed at transnational and regional level, will embrace equal opportunities and non-discrimination principle together with the equality between men and women.

4helix+ Cyber Space realised by UNICAM is equipped with a matchmaking dedicated to permanent brokerage where blue firms and KPs, even beyond those directly involved in PA, can meet and generate blue pjts ideas, etc., animated and coordinated -online- by the CCE. It is opened to blue SMEs-STARTUPS and 4helix+ KPs (these only after registration on the KPs Gallery) from all the MED regions and even outside MED area. It is a long-lasting web facility hosted on the 4helix+ Cyber Space aiming at offering virtual brokerage for blue SMEs/STARTUPS and CCIs+ NEW INNOVATION AGENTS as KPs beyond those ones already directly impacted by the pjt actions.It is constantly animated and coordinated by CCE.

9:00 – 9:40	Welcome drinks and coffee Registration
9:40 – 9:50	Opening and welcome speech <i>Croatian Chamber of Economy – Zadar County Chamber Representative</i>
9:50 – 10:00	4helix+Project presentation by the LP
10:00 – 10:40	Presentation of Innovation voucher call and evaluation criteria <i>CCE LIC</i>
10:40 – 12:00	LICs presentation of participants – by region <i>Each PP LICs present participating SMEs and the KPs from their region (10 minutes each region)</i> <i>SMEs can choose which KPs they want to meet on individual meetings</i>
12:00 – 13:00	Lunch break <i>Catering at the venue</i>
13:00 – 13:45	4helix+ Associated partners presentation
13:45 – 14:45	Fair of SMEs <i>SMEs can present their services and products</i> <i>Recommendation to SMEs: they can prepare flyers or roll-up and other promotional materials</i> Matchmaking tool - suggestion of B2KP meetings generated by the Cyber space (in parallel)
14:45 – 15:15	Coffee break and networking
15:15 – 16:45	Individual meetings <i>SMEs and KPs can meet individually to discuss possible cooperation</i>
16:45 – 17:45	Technical assistance on project application <i>SMEs and KPs can meet individually with PPs and PP LICs to discuss their application</i>
17:45 – 18:00	Conclusion section <i>Cyberspace and matchmaking in future</i>
18.00	Brokerage event closure
18:00 – 19.00	City tour

Practical information:

Venue

Kneževa palača (Rector s Palace), Poljana
Šime Budinića, Zadar

<https://goo.gl/maps/aVztfSnjJdJ2>



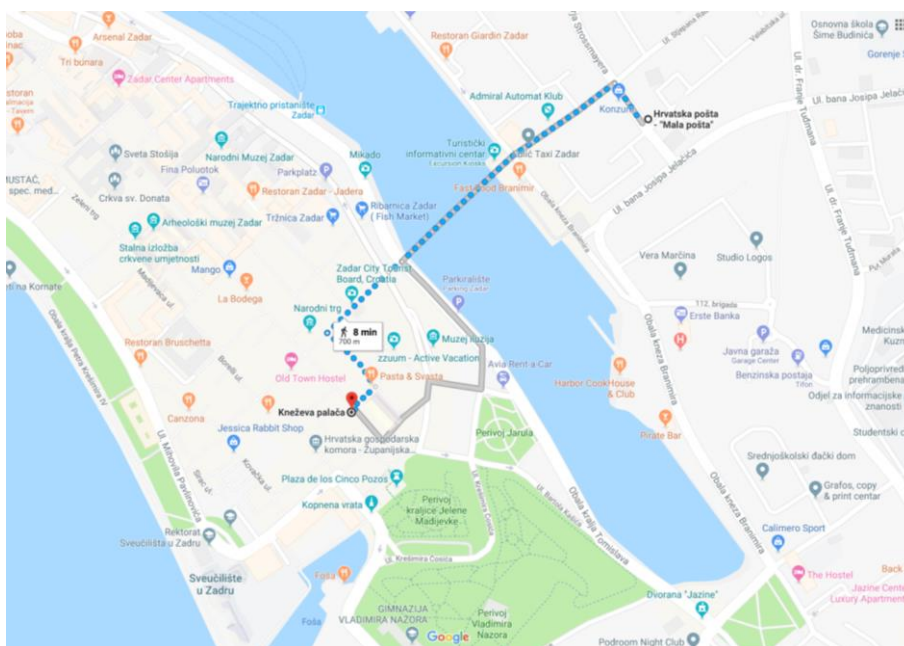
How to arrive

From Zadar airport:

- By taxi
- By bus to the main bus station (Kolodvor)

Event location is in Pedestrian area.

- **By bus** from the main bus station (Direction-Poluotok) to the last bus station
By all other bus lines in direction main bus station (Kolodvor) on station “*Mala Pošta*”
and then 5 minutes walking to the old town.



- **By taxi**

<https://www.zadar.travel/en/journey-planner/taxi-service#.XIJkhUxFyUk>

Suggested hotels in Zadar

Hotel Bastion 4*

<http://www.hotel-bastion.hr/>

ALMAYER Art & Heritage Hotel

<http://almayer.hr/>

Hotel Kolovare 4*

<http://www.hotel-kolovare.com/en/>

Art Hotel Kalelarga 4*

<http://www.arthotel-kalelarga.com/en>

Teatro Verdi Boutique Hotel 4*

<https://www.booking.com/hotel/hr/teatro-verdi-boutique.hr.html>

Club Funimation Borik 4*

<https://www.falkensteiner.com/en/hotel/borik>

Hotel Adriana 4*

<https://www.falkensteiner.com/en/hotel/adriana>

Family Hotel Diadora 4*

<https://www.falkensteiner.com/en/hotel/diadora>

Hotel ZaDar 4*

<http://hotelza-dar.com/en>

Hotel Mediteran 3*

<https://www.mediteran.hr/en/restoran/>

Hotel Delfin 3*

<http://hotel-delfin.com.hr/>



Project Partners



SVIM - Sviluppo Marche S.r.l. (IT)
Lead Partner



University of Camerino (IT)



Central European Initiative (IT)



Thessaloniki Chamber of Commerce
and Industry (GR)



Croatian Chamber of Economy
Zadar County Chamber (HR)



Official Chamber of Commerce,
Industry and Shipping of Seville (ES)



XXI Dinamic Network (PT)



FONDI SHQIPTARË ZHVILLIMIT
ALBANIAN DEVELOPMENT FUND

Albanian Development Fund (AL)



Cambra de Comerç
de Barcelona
Barcelona Official Chamber of
Commerce, Industry,
Services and Navigation (ES)



Chamber of Commerce and Industry
Marseille Provence (FR)

For more information:

Lead Partner

SVIM - Sviluppo Marche S.r.l. / segreteria@svim.eu

Communication

Central European Initiative - CEI / euprojects@cei.int

<https://4helix-plus.interreg-med.eu>