

KNOWING



FINAL CONGRESS



SYSTEM OF EXCELLENCE



MAY 22-23, 2013

VALENCIA



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May 22-23, 2013, Valencia

KnowInG Final Congress is the closure of the European Project "**Knowledge Intelligence and Innovation for a sustainable Growth - KnowInG**". The Congress aims to boost creativity and innovation as drivers of the "Knowledge Economy".

KnowInG is funded by European MED Programme and enhances the cooperation of key institutional and economic actors and promotes the "knowledge economy" by launching a transnational dialogue platform on policies, tools and strategies for attracting and creating "innovation". In fact, the general objective of KnowInG is: to promote and support the "knowledge economy" and enhance the cooperation and the encounter among the public institutions, the innovation organizations and the economic actors for the creation of new territorial development policies.

In the created partnership the above said 10 partners are present, coming from 5 countries and operating in 8 regions: 7 MED regions and 1 EU no-MED.

KnowInG Final Congress involves different activities: **Design's Event "System of Excellence"** and **KnowInG Final Conference**.



DESIGN EVENT – SYSTEM OF EXCELLENCE

May 22, 2013, Valencia

“System of Excellence” aims at showing, through the communication and information activities of KnowInG project, the presence at Mediterranean level of artists of craft which can join the Mediterranean traditions with the creativity and the technological innovation.

The event consists in the participation of enterprises of project partners’ region selected focused on *interior design* and *fashion gift design*, creative, innovative and artistic craft products (textile and goldsmith products, ceramic, fashion accessories, ect.).

May 22, 2013:

16:00 to 16:30. Presentation "**New Attitudes and Business Models in Design Sector in Europe**" by **Manuel Martinez Toran**, an expert in the design world and Researcher at the Institute of Design and Manufacturing (IDF) of the Polytechnic University of Valencia (UPV) .

16:30 to 18:00. **Presentations of European Design Companies.**

Participating Companies will make a 3 minute presentation where showcase their design products and their vision of the sector and generate a discussion with the audience

1. Likecork
2. Domanises
3. Payá & Stessens
4. GOTO deco design
5. Raúl Laurí Design Lab, “decafé”
6. Artesanía en vidrio J. Sorribes
7. Sagem ceramics
8. Vandidoo
9. Pedra D´Ouro
10. Muebleate
11. 29CU
12. Embawo
13. Cuve
14. CSO Export Italian

18:00 to 19:30. **Exhibition Area.**

Free visit to the stands of design companies. Informal meeting with a cocktail networking between design firms, audience and specialized press and media.

KNOWING FINAL CONFERENCE

May 23, 2013, Valencia

During Conference will participate Enrique Dans, one of the most prominent Spanish academics innovation specialists in companies, especially in the field of Internet and new economy. Then the Director General of European Funds and Projects of the Generalitat (Valencian Regional Government) will analyze themes concerning the new EU funding period 2014-2020.

Morning session will conclude with a panel discussion in which experts from KnowInG regions explain state of the art of innovation and creativity in KnowInG focuses.

After Lunch KnowInG partners will explain activities undertaken throughout the development of the project based on innovation and creativity in the MED economy.

Morning:

9:30-10:00. Attendees Registration

10:00-10:30. Welcome and Opening

Mr. Joaquín Ríos. Director General of Industry of the Generalitat Valenciana.

Mr. José Antonio Redorat. Secretary General of FVMP.

Mr. Jesús Casanova. General Manager of CEEI Valencia.

10:30-11:30. “Innovation Strategies and Web Social Development”

Mr. Enrique Dans. Professor and Director of Information Systems area at IE Business School. He is the author of several studies on e-commerce and new technologies and their application to the business world.

11:30-11:45. Coffee Break

11:45-12:30. “New Perspectives and Funds on Innovation Policy in the EU”

Mr. Juan Viesca. Director General of European Funds and Projects of the Generalitat Valenciana.

12:30-14:00. Panel Discussion “Innovation around Different Focuses of KnowInG Project”

Ms. Caterina Pratico. Moderator. KnowInG Project Coordinator

Mr. Alfredo Quijano. “Low-Carbon Economy: Smart Energy and Clean Technologies”.

Mr. Rob Toulson. “Cross-Disciplinary Innovation Projects in Cambridge”.

Ms. Valeria Gulotta. “Beautiful and Dell Done: Made in Italy Would Invest More on Itself”.

Ms. Alexandra Gonçalves. “Culture and creativity – New ways for local development”.

Mr. Rodolfo Politi. “Innovation Strategy in Calabria”.

Mr. Antonis Livieratos. “Open Innovation as an Alternative to Support Growth”.

Afternoon:

15:30-17:30. Innovation in KnowInG.

Each KnowInG partner explains innovation and creativity developed in its focus through activities undertaken in the project.

17:30-18:00. Presentation of Global KnowInG Activities

18:00-18:15. Closure

15:30-18:30. B2B Meetings

- Launch of a creative community (Sha.p.e.s.)
- ECO-Innovation Program.

KNOWING PROJECT ACTIVITIES

Afternoon:

15:30-17:30. Innovation in KnowInG.

Each KnowInG partner explains innovation and creativity developed in its focus through activities undertaken in the project.

Ms. Clare Denham. “Creative Vision for Cambridgeshire”

Mr. Nicola Mayerà. “Experience of KnowInG Project in Calabria region”

Ms. Daniela Segreto. “The Sicilian Region experience in the KnowInG Project: objectives, outputs, Ceramics Labs and Time Bank Memorandum of Understanding”

Ms. Eurídice Marcela de Sousa Cristo. “The KnowInG Project in Algarve”

Mr. Assimakis Chadoumellis. “Creative Industries through KnowInG Project”

Mr. Jesús Casanova. “Innovative Initiatives for Sustainable Development of Rural Areas Based on the Intelligent Use of Energy”

17:30-18:00. Presentation of Global KnowInG Activities

18:00-18:15. Closure

In the Afternoon, parallel to the Conference will be a **business to business activity**, in which companies from different project’s regions may carry out networking activities.

This Event is aimed to stimulate the mobility of individuals and enterprises operating in the knowledge economy into and towards the MED area.

15:30-18:30. B2B Meetings

- Launch of a creative community (Sha.p.e.s.)
- ECO-Innovation Program.