



## Bilateral German-Italian Workshop on Innovation



And

Third Meeting of *Osservatorio Innovazione e Credito* of the Milan Chamber of Commerce

on

**Friday, 25.09.2009**

Innovation is one of the most important aspects of economy, and plays a relevant role in nowadays society. German and Italy are putting their efforts together in order to outline the present and future scenarios, and to exchange examples of applications and best practices as well. The two countries also enjoy close co-operation, for example within the Enterprise Europe Network. Against this successful backdrop, the *Institut zur Erforschung Wirtschaftlichen Verhaltens e.V.*, the *Camera di Commercio di Milano* and ZENIT GmbH are staging a bilateral German – Italian Workshop on Innovation.

In the afternoon, the third meeting of the *Osservatorio Innovazione e Credito* chaired by Mrs. Diana Bracco will take place.

### PROGRAMME

**Venue:** Palazzo Giureconsulti, Sala Donzelli, Piazza Mercanti 2, 20122 Milan  
<http://www.palazzogiureconsulti.it/English/Overview.kl>

**Participants:** (Germany) Gerhard Brinkmann, Werner Krämer, Harald Meisner, Cornelia Müller, Wolfgang Pippke, Matthias Schlemper, Kirsten Schnepf-Pesch, Ortwin Schumacher, Peter Wolfmeyer, Heidrun Zimmermann.

(Italy) Permanent Members of "Osservatorio Innovazione e Credito della Camera di Commercio di Milano": Enrico Albizzati, Diana Bracco, Giacomo Burro, Francesco Colotta, Andrea Faragalli, Alberto Morini, Alberto Quadrio Curzio, Giorgio Rapari.

Other Participants: Mario Benassi, Tommaso Buganza, Roberto Calugi, Giuseppe Campanella, Tommaso Caotorta, Marina Del Bue, Denise Di Dio, Guido Dominoni, Luigi Glarey, Gianluca Lanari, Carlo Mango, Attilio Martinetti, Fabrizio Milano D'Aragona, Silvia Pagani, Paola Roveda, Mirano Sancin, Diana Saraceni, Nicola Signorelli, Alessandro Spada, Alberto Trombetta, Marco Vietti.

**Language:** A service of simultaneous interpreting in English will be available throughout the afternoon session.

## **AGENDA**

### **OPENING SESSION**

- 10:15 h Welcome address by the host  
Mr. Alessandro Spada, President Innovhub - Azienda Speciale per l'Innovazione della Camera di Commercio di Milano
- Welcome address by head of German delegation  
Professor Dr. Gerhard Brinkmann, IEWV e.V.
- Introduction to the topic and objectives  
Mr. Peter Wolfmeyer, ZENIT GmbH
- 10:30 h Keynote speech  
*"The Significance of Innovation for the Lombardy Region: main indicators and measures in support of research and innovation"*  
Guido Dominoni, CESTEC SpA, Centre for Technological Development Energy and Competitiveness for the Lombardy Region SMEs
- 10:55 h Brief introduction of participants (all)

### **SESSION 1: Financial Innovation and financing innovation**

- 11:00 h Germany:  
*"Banking 2.0"*  
Professor Dr. Harald Meisner, RFH Cologne
- 11:15 h Italy:  
*"Innovative Finance for high growth companies"*  
Dr. Alberto Trombetta, Investment Manager, Finlombarda Gestioni SGR  
*"Innovative tools for funding research and innovation projects"*  
Mr. Carlo Mango, Head of Scientific Research and TT Department, Fondazione Cariplo
- 11:45 h Discussion

### **SESSION 2: Innovation and SMEs**

- 12:00 h Germany:  
*"Innovations in small and medium-sized enterprises: Consequences of the current financial crisis"*  
Professor Dr. Werner Krämer  
East Asia Institute, Ludwigshafen University of Applied Sciences

*"From university to business – Examples from North Rhine-Westphalia"*

Mr. Peter Wolfmeyer, ZENIT GmbH

12:30 h

Italy:

*"SMEs demand and needs for innovation support services"*

Dr. Tommaso Buganza, Assistant Professor at Politecnico di Milano

*"Cluster policies in the Lombardy Region"*

Dr. Nicola Signorelli, Lombardy Institute for Research (IRER)

13:00 h

Discussion

13:15 h

**WORKING LUNCH AND NETWORKING**

**Third meeting of *Osservatorio innovazione e credito***

14:30 h

Welcome address and introduction to the topic by the President of the Osservatorio Innovazione e Credito of the Milan Chamber of Commerce , Mrs. Diana Bracco

14:45 h

*"Supporting startups: are science and technology parks a viable solution?"*

Mr. Mirano Sancin, Director General Kilometro Rosso Srl

15:10 h

*"Tools for the promotion of technology-based start-ups - Some examples from North Rhine- Westphalia"*

Dr. Ortwin Schumacher, NRW.BANK

15:30 h

*"Venture capital as a tool to promote and support startups"*

Mr. Fabrizio Milano D'Aragona, Annapurna Ventures

15:50 h

**Discussion**

16:30 h

**Conclusions**