

DETECT-IT - STIMULATING SME PARTICIPATION IN FP6  
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*25<sup>TH</sup> – 26<sup>TH</sup> MARCH 2004*

**VENUE:**

**PROCTER & GAMBLE EUROPEAN TECHNICAL CENTRE (ETC)  
TEMSELAAN 100, STROMBEEK-BEVER  
B-1853, STROMBEEK-BEVER, BRUSSELS,  
BELGIUM**

**FOR INFORMATION/REGISTRATION FORMS CONTACT::**

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*<http://www.ebn.be/ebn07.htm#detect-it>*

*This seminar is sponsored by:*

***Procter&Gamble***  
*For further information on P&G*  
*<http://www.eu.pg.com>*

*DETECT-IT is supported within the framework of the “Stepping up Economic and Technological Intelligence” actions of the Sixth Framework Programme.*



# FINAL DRAFT PROGRAMME

## THURSDAY 25<sup>TH</sup> MARCH

9:00 – 11:00	<p><b><u>WORK SESSION 4: “FP6 &amp; SMES – STRATEGY &amp; OPPORTUNITIES”</u></b></p> <ul style="list-style-type: none"> <li>✓ <b>“Welcome to P&amp;G European Headquarters”</b> <ul style="list-style-type: none"> <li>○ <i>Peter A. Smith, Section Head, R&amp;D Global Surface care-P&amp;G</i></li> </ul> </li> <li>✓ <b>Introduction to FP6 SME Strategy</b> <ul style="list-style-type: none"> <li>○ <i>B. Verachtert, Head of Sector: Collective research and promoting SME participation, DG Research</i></li> </ul> </li> <li>✓ <b>Sustainable Energies &amp; Environment</b> <ul style="list-style-type: none"> <li>○ <i>P. Valette/P. Schilled/P. Hansen/C. Frajakis, DG Research*</i></li> </ul> </li> <li>✓ <b>IST</b> <ul style="list-style-type: none"> <li>○ <i>T. Hallantie, DG INFOSOC</i></li> </ul> </li> <li>✓ <b>Food Quality &amp; Safety</b> <ul style="list-style-type: none"> <li>○ <i>W. Kutt, DG Research</i></li> </ul> </li> </ul> <p style="text-align: center;"><u>Questions &amp; answers</u></p>
11:00 – 11:30	Coffee break
11:30 – 12:45	<p><b><u>WORK SESSION 5: “HOW TO DECODE NEW FP6 INSTRUMENTS &amp; MAKE THEM MORE ACCESSIBLE TO SMES”</u></b></p> <ul style="list-style-type: none"> <li>✓ <b>DETECT-IT – Stimulating SME involvement in FP6</b> <ul style="list-style-type: none"> <li>○ <i>Siobhán McQuaid, DETECT-IT Project Manager, EBN</i></li> </ul> </li> <li>✓ <b>SME Support Measures introduced by BEA</b> <ul style="list-style-type: none"> <li>○ <i>Jacques Evrard, Brussels Enterprise Agency (SME-NCP)</i></li> </ul> </li> <li>✓ <b>Involving SMEs in new FP6 Opportunities</b> <ul style="list-style-type: none"> <li>○ <i>Michel Ganoote, ANVAR (SME-NCP - France)</i></li> </ul> </li> <li>✓ <b>SME CASE STUDY(Belgium)</b></li> </ul> <p style="text-align: center;"><u>Questions &amp; answers</u></p>
12:45 – 14:00	Lunch
14:00 – 16:00	<p><b><u>WORK SESSION 6: “CORPORATE-SME CO-OPERATION IN NEW FP6 INSTRUMENTS”</u></b></p> <ul style="list-style-type: none"> <li>✓ <b>Connect &amp; Develop Strategy of P&amp;G - John Walker, P&amp;G</b></li> <li>✓ <b>P&amp;G Success Stories - André Convents, P&amp;G</b></li> <li>✓ <b>BT Brightstar – Speaker to be confirmed, BT</b></li> <li>✓ <b>GDF Entreprendre - Valérie Blanchot-Courtois, Gaz de France</b></li> <li>✓ <b>Gaz de France Spin-off Case study – Jean-Claude Molla, LEMDYF</b></li> </ul> <p style="text-align: center;"><u>Questions &amp; answers</u></p>
16:00 – 16:30	Coffee break
16:30 – 18:30	<p><b><u>WORK SESSION 7: “ACADEMIC, LEGAL &amp; FINANCIAL ISSUES IMPACTING ON SME PARTICIPTION IN FP6”</u></b></p> <ul style="list-style-type: none"> <li>✓ <b>Collaborative Business Development – G. Capart*</b></li> <li>✓ <b>Financial Testimonial – Speaker from i-Source TBC*</b></li> <li>✓ <b>IPR and Legal Issues – Kate Hughes, Director, Auril (UK)</b></li> </ul> <p style="text-align: center;"><u>Questions &amp; answers</u></p>
20.30	<b><u>NETWORKING DINNER</u></b>

## FRIDAY 26<sup>TH</sup> MARCH

9.30 – 11:30	<p><b>“CONCLUDING ROUNDTABLE - STIMULATING SME PARTICIPATION IN FP6”</b></p> <ul style="list-style-type: none"><li>✓ <b>The Finnish experience in IST</b><ul style="list-style-type: none"><li>○ <i>Heidi Huhtamella, Hermia (FI)</i></li></ul></li><li>✓ <b>Stimulating FP6 participation in NAC</b><ul style="list-style-type: none"><li>○ <i>Roman Linczenyi, BIC Bratislava (SL)</i></li></ul></li><li>✓ <b>Wista Presentation - Corporate-SME Co-operation/SME R&amp;D Dvt</b><ul style="list-style-type: none"><li>○ <i>H. Schmitz, Wista Science Park (DE)*</i></li></ul></li><li>✓ <b>Corporate-SME co-operation in R&amp;D</b><ul style="list-style-type: none"><li>○ <i>Dr. Nabil Sakkab, Senior VP R&amp;D, Member of the P&amp;G Board of Directors</i></li></ul></li><li>✓ <b>Presentation of conclusions of Work Sessions 4-7</b><ul style="list-style-type: none"><li>○ <i>T. Arnold, Head of Unit, International Scientific Cooperation Projects, DG Research</i></li></ul></li> <li>✓ <b>Dr. Philippe Busquin, European Commissioner for Research</b><p style="text-align: center;"><u>Questions &amp; answers</u></p></li> <li>✓ <b>Moderator of Concluding Roundtable</b><ul style="list-style-type: none"><li>○ <i>Philippe Vanrie, EBN Managing Director</i></li></ul></li></ul>
12.00	<p><b>OFFICIAL CLOSURE</b></p> <ul style="list-style-type: none"><li>✓ <b>Dr. Derek Harris, Managing Director of Aston Science Park and Birmingham B.I.C. (UK) &amp; EBN President</b></li></ul>

\* Please note that some of the selected speakers are still to be confirmed. The programme will be regularly updated on the “Events” section of the EBN web site: <http://www.ebn.be>

## PRACTICAL INFO

- ↵ **Venue:** The seminar will take place at Procter & Gamble European Technical Centre (ETC) just outside Brussels. The exact address is:  
Temselaan 100, Strombeek-Bever  
B-1853, Strombeek-Bever  
Belgium  
Please find the map in attached document.
- ↵ **Language:** The training session will be held in **English**.
- ↵ **Accommodation:** a block-booking has been made in the following hotel:
- √ *Hôtel Tulip Inn\*\*\*\** (75 rooms booked allocated on a first come first serve basis)  
For further information and access map: <http://www.tulipinnbb.be/>
- For booking at *Hôtel Tulip Inn*, please return the form at the end of this document directly to the fax number indicated on the form.
- ↵ **Shuttle Bus:** -A shuttle bus will be organized from the Hotel Tulip Inn to the Seminar Venue at the times shown below. After the close of the seminar on Friday, the shuttle bus will go directly to the airport and then into the Tulip Inn:
- √ Wednesday 24<sup>th</sup> 2004  
Depart Tulip Inn 10.30a.m Depart P&G ETC 18.45pm
- √ Thursday 25<sup>th</sup> 2004  
Depart Tulip Inn 8.15am Depart P&G ETC 18.45pm
- √ Friday 26<sup>th</sup> 2004  
Depart Tulip Inn 8.45am Depart P&G ETC 12.30 pm for airport and then Tulip Inn
- ↵ **Networking Dinner:** Participants are invited to attend a “networking” dinner on Thursday 25th March in an attractive restaurant located in the centre of Brussels (10 minutes walk from Hotel Tulip Inn):

*Restaurant La Rose Blanche  
Grande Place B-1000 Brussels  
Tel: +32 2 513 64 79*

Please confirm your participation by ticking the appropriate box on the registration form to be returned to EBN. Dinner must be paid in advance to confirm reservation.

## BACKGROUND TO DETECT-IT

In Europe, SMEs generate the majority of radical innovations and technological breakthroughs. Yet, several factors still tend to curb SME innovation/R&D activities and their participation in EC RTD programmes:

- SMEs do not have the necessary in-house knowledge and skills to manage the RTD process;
- They are predominantly inward looking and have short term vision;
- There is a lack of awareness-raising activities about the benefits and opportunities for SMEs in RTD and innovation;
- As a consequence there is a subsequent lack of human resources allocated to RTD activities in SMEs;
- Those SMEs who do participate in EC RTD projects are ill prepared for the administrative and financial burden relating to participation in EC programmes.

DETECT-IT is a European project which aims to tackle some of the problems faced by SMEs in participating in EC R&D projects. The project involves forty-two partners from fifteen countries and hundreds of SMEs from across Europe. A particularly innovative element of DETECT-IT is the involvement of leading corporates from the private sector. Companies like Procter&Gamble recognise the innovative capabilities of SMEs and through DETECT-IT, they are working to identify and establish collaborative research opportunities.

DETECT-IT is supported within the framework of the “Stepping up Economic and Technological Intelligence” actions of the Sixth Framework Programme.

## OBJECTIVES

The overall objective of the DETECT-IT project is to mobilise a network of 30 EC Business Innovation Centres (BICs) incubators to identify and encourage small and medium-sized enterprises (SMEs) to participate in FP6 (sixth framework programme) research. The BIC is the only EC-accredited model for supporting business creation and they also have a mandate to provide innovation services to existing SMEs.

Over the duration of the project over 1000 SMEs from the client base of the BICs will be audited and clustered into the three target industry sectors of **IST, Food Quality & Safety and Environment & Energy**. These clusters grouping SMEs with similar technology profiles and innovation needs will be animated by a BIC with the support and guidance of a corporate mentor, a leading industry player in each sector. A pool of early-stage financial support organisations has also been put in place to support these sub-clusters in recognition of the difficulties SMEs face in financing research activities. The involvement of academic and research institutions in clusters will be encouraged.

The success of the project is also dependent on a group of FP6 experts made up of NCPs, technology brokers and recognised EC experts in each of the three target industry sectors. Over the duration of the project this group will help in the clustering of SMEs and will identify and follow up opportunities for these SMEs in new FP6 instruments, in particular Integrated Projects.

The longer term goal of the project is to develop and refine a sustainable deal-flow mechanism to channel the SME clients of the BICs to the appropriate research opportunity using the intermediary mechanism of the relevant NCP. Stimulating corporate-SME co-operation in the R&D area is also a long term goal. Finally throughout the DETECT-IT project, a particular emphasis is placed on the development of regional networking models for RTD support in the NAC countries.

## WHO SHOULD ATTEND ON 25-26<sup>TH</sup> MARCH?

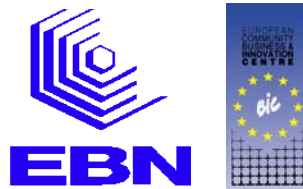
- ↪ FP6 Project Leaders in particular **IP Project Leaders** in the area of IST, Food Safety and Quality and Environment and Energy
- ↪ Other **ETI Project Leaders** in the area of IST, Food Safety and Quality and Environment and Energy
- ↪ **EC Project Officers** responsible for co-ordination of FP6 research activities, in particular concerning SMEs and IST, Food Safety and Quality and Environment and Energy
- ↪ **NCPs, IRCs**, regional support structures with responsibility for SME involvement in RTD
- ↪ Incubators and BIC Managers
- ↪ Research organizations involved in IST, Food Safety and Quality and Environment and Energy
- ↪ Academic institutions involved in research in IST, Food Safety and Quality and Environment and Energy
- ↪ R&D Managers of leading corporate players in IST, Food Safety and Quality and Environment and Energy sectors
- ↪ SME support instruments and regional development players
- ↪ Sectoral representative associations in IST, Food Safety and Quality and Environment and Energy
- ↪ Financial instruments supporting early-stage SMEs
- ↪ EC and regional policy makers in the area of innovation and R&TD

## DETECT-IT PARTNERS

Group	No. of participants	Members
1. Project Co-ordination	1	<ul style="list-style-type: none"> <li>• EBN</li> </ul>
2. FP6 Expert Group	9	<ul style="list-style-type: none"> <li>• ANVAR</li> <li>• Brussels Enterprise Agency</li> <li>• BIC Bratislava</li> <li>• UBIFRANCE</li> <li>• Dr. Paolo Zupa</li> <li>• Centro Sviluppo</li> <li>• PEACRITT</li> <li>• Euroscan</li> <li>• INBIS</li> </ul>
3. Methodological Working Group	6	<ul style="list-style-type: none"> <li>• Brussels Enterprise Agency</li> <li>• BIC Bratislava</li> <li>• Dr. Paolo Zupa</li> <li>• Centro Sviluppo</li> <li>• INBIS</li> <li>• Pronovus</li> </ul>
4. BIC Participants	30	<ul style="list-style-type: none"> <li>• Innotek (BE)</li> <li>• Socran (BE)</li> <li>• BIC Brno (CZ)</li> <li>• BIC Ostrava (CZ)</li> <li>• BIC Plzen (CZ)</li> <li>• Hermia (FI)</li> <li>• Cicom (FR)</li> <li>• Thesame (FR)</li> <li>• BIC Frankfurt Oder (Ger)</li> <li>• Wista (Ger)</li> <li>• BIC of Attika (GR)</li> <li>• Innostart (Hungary)</li> <li>• BIC Dublin (Irl)</li> <li>• SEBIC (Irl)</li> <li>• BIC Lazio (It)</li> <li>• BIC Abruzzo (It)</li> <li>• Promofirenze (It)</li> <li>• Tecnopolis Csata (It)</li> <li>• BIC Twente (Neth)</li> <li>• NET (Port)</li> <li>• BIC Bratislava (SI)</li> <li>• BIC Cassovia (SI)</li> <li>• BIC Euronova (Sp)</li> <li>• Ciudad Real (Sp)</li> <li>• BIC Valencia (Sp)</li> <li>• CIMTEC (Switz)</li> <li>• BIC Birmingham (UK)</li> <li>• TTC Kent (UK)</li> <li>• Pronovus (UK)</li> <li>• Culminatium (FI)</li> </ul>
5. Cluster Animators	10	<ul style="list-style-type: none"> <li>• Socran (BE)</li> <li>• Hermia (FI)</li> <li>• Cicom (FR)</li> <li>• BIC Frankfurt Oder (Ger)</li> <li>• Wista (Ger)</li> </ul>

		<ul style="list-style-type: none"> <li>• BIC of Attika (GR)</li> <li>• Innostart (Hungary)</li> <li>• Promofirenze (It)</li> <li>• BIC Valencia (Sp)</li> <li>• BIC Birmingham (UK)</li> </ul>
5. Corporate mentors	3	<ul style="list-style-type: none"> <li>• British Telecom</li> <li>• P&amp;G European</li> <li>• Gaz de France</li> </ul>
6. Portal development	1	<ul style="list-style-type: none"> <li>• BT Group</li> </ul>

**DETECT-IT is co-ordinated by EBN the representative association of the EC BIC**



**partners:**

**FP Expert and NCP Support & Participation :**



**EuroScan Services ApS**



**Corporate Support & Participation:**



*Procter&Gamble*

**Support from EC supported financial brokerage:**





## ABOUT THE BICs & EBN

European Community Business & Innovation Centres – or EC BICs as they are officially known – are support organisations for innovative small and medium-sized businesses (SMEs) and entrepreneurs. They are recognised by the European Commission through a quality certification scheme, which enables them to obtain the European “EC-BIC” label.

### GLOBAL MISSION

BICs are business and innovation support instruments assisting regional and local economic development. Their role is to support the creation of new innovative firms and to help existing firms to modernise and innovate, throughout a complete set of incubation services within an internationalisation context.

### CORE BUSINESS SERVICES

The pillars of BICs’ services are:

- ↗ the promotion of entrepreneurship;
- ↗ the pro-active detection of innovative projects (individual and collective projects from entrepreneurs, SMEs and researchers)
- ↗ strategic guidance before, during and after start-up phase (incubation and follow-up)
  - during incubation (risk analysis, business planning support, mentoring, access to financing)
  - follow-up after creation (post incubation) with a focus on financial engineering and hands-on strategic guidance and operational support
- ↗ providing innovative firms with physical incubation facilities and related services
- ↗ supporting innovative firms in the internationalisation process
- ↗ providing innovative firms with technological and marketing assistance
- ↗ academic spin-off and industrial spin-out engineering
- ↗ organising training courses for innovative entrepreneurs
- ↗ supporting co-operation (including clustering) between innovative firms
- ↗ sign-posting towards existing service providers and other support organisations, as well as the building of an external talent pool are recommended

### THE EUROPEAN NETWORKING DIMENSION

EC BICs are collectively represented by EBN, the European BIC Network, based in Brussels whose aim is to develop, co-ordinate and promote the growth of the BIC network within and outside the European Union. Since its creation in 1984, EBN has grown substantially and there are now 160 BICs (full members) in 21 countries as well as 60 additional associate members who share the same objective of SME support and development.

## Registration Form

### DETECT-IT – Stimulating SME Participation in FP6

*Brussels (B), 24, 25 & 26 March 2004*

**To be returned to EBN by fax ( + 32 2 772 95 74) or e-mail ([laura.delgado@ebn.be](mailto:laura.delgado@ebn.be))**

**by 10th March**

ORGANISATION NAME:	.....		
NAME :	- Participant 1 :	.....	
	- Participant 2 :	.....	
ADDRESS:	.....		
CITY :	.....	POSTAL CODE :	.....
		COUNTRY :	.....
E-mail : -	- Participant 1 :	.....	Participant 2 : .....
TEL. :	.....	FAX :	.....
		V.A.T. No.	.....

**To confirm the present registration, I agree to pay the following amount (V.A.T. not included\*)  
(Fee covers lunch, refreshments, shuttle bus transfers from Tulip Inn)**

MEMBERS of EBN	OTHERS
150 € for 1 participant <input type="checkbox"/>	200 € for 1 participant <input type="checkbox"/>
200 € for 2 participants <input type="checkbox"/>	250 € for 2 participants <input type="checkbox"/>

**DETECT-IT PROJECT PARTNERS: FREE OF CHARGE (except dinner)**

DATE/TIME of ARRIVAL..... DATE/TIME of DEPARTURE.....

I will attend the networking dinner on Thursday evening (25<sup>th</sup> March)

45 € x ..... participants = ..... €

by credit card (Visa or Eurocard)

<input type="checkbox"/> Visa	<input type="checkbox"/> Eurocard
N°:  _ _ _ _	_ _ _
Expiration date :	_ _ _

To EBN's bank account N° 210-0376689-90 at Fortis Banque, 14 Place du Luxembourg, 1040 Bruxelles – Swift code: GEBABEBB 36 A – IBAN: BE 34 210 0376689 90 - Reference : <DETECT IT Kick off dinner>

by enclosed cheque

**Date :** .....

**Signature:** .....

\*the payment of a 21% V.A.T. is compulsory for Belgian companies, as well as for EU companies which are not liable to V.A.T.

## HOTEL BOOKING FORM

### DETECT-IT – Stimulating SME Participation in FP6 Brussels, 24-26 March 2004 (Belgium)

**PLEASE COMPLETE AND RETURN BEFORE FEBRUARY 18TH TO :**

**RESOTEL – 122, avenue de l'Atlantique – 1150 Brussels - Belgium - Tel : +32.2/779.39.39 –  
Fax : +32.2/779.39.00 – E-mail : [info@resotel.be](mailto:info@resotel.be)**

**Company / Organisation / Local Authority :** \_\_\_\_\_

**Address :** \_\_\_\_\_

**Post Code :** \_\_\_\_\_ **Town :** \_\_\_\_\_ **Country :** \_\_\_\_\_

**Tel. :** + \_\_\_ / \_\_\_ / \_\_\_\_\_ **Fax. :** + \_\_\_ / \_\_\_ / \_\_\_\_\_ **E-mail :** \_\_\_\_\_

<i>Mr - Ms Mrs</i>	<i>Surname</i>	<i>First Name</i>	<i>Date of Arrival</i>	<i>Date of Departure</i>	<i>N° of Night</i>	<i>Single</i>	<i>Doubl e</i>	<i>Arrival Time</i>

*We confirm the reservation at the special prices offered for the above congress in the following hotel:*

<i>HOTEL</i>	<i>SINGLE</i>	<i>DOUBLE</i>	<i>SITUATION</i>
<i>Tulip Inn Boulevard *** Luxe</i>	<i>112.- €</i>	<i>122.- €</i>	<i>Place Rogier The hotel is located in the city centre (10 min. to Grand Place), with immediate access to highways and Northrail station with transfer to the airport, TGV &amp; Eurostar.</i>

*The above quoted prices are in Euros, per room, per night, **including breakfast**, taxes and service.*

**N.B.**

- All rooms must be **imperatively** guaranteed by a credit card :  
Type : \_\_\_\_\_ N° : \_\_\_\_\_ Valid thru : \_\_\_\_\_
- All cancellation of reservation must be done in writing to RESOTEL, at the latest 72 hours before the day of arrival.** If you do not cancel your reservation following this procedure, **the hotel will be entitled to charge you the first night.**
- Reservations must be done before February 18<sup>th</sup>, 2004.** After that date the reservations will be subject to the availability of the hotel.

Date :

Signature :

