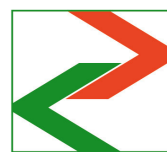


PROGRAMME

AEBR ANNUAL  
CONFERENCE

# Innovation and Research – Cross-Border Regional Development through Public-Private Partnership



RZESZÓW

11-14 SEPTEMBER 2014

Host:

Association of the Carpathian  
Euroregion Poland

## Main subject

Innovation in cross-border cooperation. The role of small and medium-sized enterprises.

## Target Group

Professionals and stakeholders dealing with cross-border cooperation, decision-makers from regional, national and European levels

## Venue

Hotel Prezydencki  
Podwisłocze Street 48  
35-309 Rzeszów  
Tel.: 0048 17 860 65 00  
[repcja@hoteleprezydenckie.pl](mailto:repcja@hoteleprezydenckie.pl)  
<http://hoteleprezydenckie.pl>

## Working languages

Simultaneous interpretation: English, German, Polish, French, Spanish

## Registration

You can register for the AEBR events online under following link:  
[https://docs.google.com/forms/d/14Huq8Q84XETuc8ScDZ\\_8DzzlwEmq26iEe8U5Fcljrqw/viewform](https://docs.google.com/forms/d/14Huq8Q84XETuc8ScDZ_8DzzlwEmq26iEe8U5Fcljrqw/viewform)

## Conference Secretariat

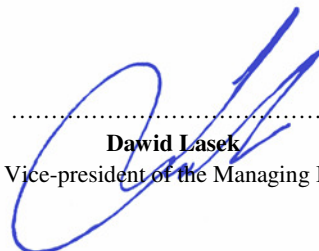
In order to get additional information please contact the team of the AEBR Secretariat General in Gronau: Tel: +49-2562-70219, Fax: +49-2562-70259, email: [info@aebr.eu](mailto:info@aebr.eu) , homepage: [www.aebr.eu](http://www.aebr.eu)

**Dear Members and Friends of AEBR,**

This year, the **Association of the Carpathian Euroregion Poland** has the pleasure to host **the AEBR's General Assembly and Annual Conference**. We are convinced that this event, integrated into the third edition of the largest fair-conference event in the Carpathian Euroregion —**the Alpine-Carpathian Cooperation Forum**—, will be an excellent opportunity for all participants to learn about our activities and provide an unforgettable experience of the visit in the Podkarpackie Province.

We hope that during several days of stay in Rzeszów, Poland, you will be convinced of the fact that the Carpathian Euroregion is a modern territorial cooperation structure and an international institution with a leading position in the Carpathians. We want to show you our professionalism and potential supported by the determination of our partners from the public, private and non-governmental sectors. As potential partner, we guarantee you'll get access to the resources of socio - economic Carpathian Euroregion. We are ready for multi-sectoral and international cooperation and our Carpathian Brand, created with the support of Swiss partners, will be a mechanism that will allow us to welcome tourists and foreign investors with international standards.

We are delighted that after more than 20 years since its establishment, the Carpathian Euroregion will be your host, and we invite all to get involved in the realization of our mission: to create a common space of socio - economic on the Carpathian area!



.....  
**Dawid Lasek**  
Vice-president of the Managing Board



.....  
**Józef Jodłowski**  
President of the Managing Board

# Programme

## Wednesday, 10<sup>th</sup> September 2014

-Arrival of participants to Rzeszów

-Accommodation:

- Hotel Prezydencki
- Hotel Rzeszów

-Dinner for hotel guests at both hotels from 07.00 pm on.

(Free evening: PLEASE SEE PRACTICAL INFO AND POSSIBILITIES TO ENJOY RZESZÓW: restaurants, terraces, **bowling from 08.00 pm** (venue: Hotel Grand, ul. Dymnickiego 1a), music, etc.)

## Thursday, 11<sup>th</sup> September 2014

**Venue: Hotel Prezydencki**

08.30 - 09.00 h	Registration of Executive Committee members and registration for the General Assembly (the latter will be open until 10.30)
09.00 - 10.00 h	<b>AEBR Executive Committee Meeting</b> (only AEBR Executive Committee members)
10.00 - 10.30 h	Press conference
10.00 - 10.30 h	Coffee break
10.30 - 12.30 h	<b>AEBR General Assembly and AEBR Election 2014</b> (only AEBR members in good standing and those successfully registered before 31 <sup>st</sup> August)
12.30 - 14.00 h	<b>Lunch</b>
13.30 - 14.00 h	Registration of participants for the conference
	<b>ANNUAL CONFERENCE:</b>
	<b>INNOVATION AND RESEARCH - cross-border development through public-private partnership</b>
14.00 - 14.10 h	<b>Opening of the Annual Conference</b> <i>“Changing paradigms in cross-border cooperation: Innovation through public-private partnership”</i> <b>Karl-Heinz Lambertz</b> , President of AEBR, German-speaking Community of Belgium

14.10 - 14.50 h	<p><b>Greeting and introductory speeches:</b></p> <p><b>Józef Jodłowski</b>, President of Carpathian Euroregion  <b>Catarina Segersten Larsson</b>, Committee of the Regions, 2<sup>nd</sup> Vice chair ECOS Commission  <b>Roman Holzer</b>, Vice-President of the city of Rzeszów  <b>Jacek Pilawa</b>, Assembly of European Regions, Region of Lower Silesia</p>
14.50 – 14:55 h	Musical performance
14.55 – 15.00 h	Presentation by <b>Nataliia Gavkalova</b> , Euroregion Slobozhanschina
15.00 – 15.05 h	Presentation by <b>Dieter Friese</b> , Vice-President of AEBR, Euroregion Spree-Neisse-Bober
15.05 - 15.45 h	<p><b>“The Case of the Host”</b></p> <p><i>Policy Innovation and SMEs: the case of Podkarpackie</i></p> <p><b>Panel discussion: Potentials of innovative aero-clusters in cross-border regions</b></p> <p>Chairman: <b>Krzysztof Kaszuba</b>, Rector of Wyższa Szkoła Zarządzania w Rzeszowie, President of the Małopolski Economy Institute</p> <p><b>Jakub Węglarz</b>, Subcarpathian Aviation Cluster – practical aspects of aerospace clusters  <b>Mr. João Taborda</b>, Director of External Relations for Europe, Middle East and Africa, Embraer (BR)</p>
15.45 - 16.00 h	Debate / Communications
16.00 - 16.30 h	Coffee break
16.30 - 17.15 h	<p><b>Panel discussion: Branding a cross-border region</b></p> <p>Chairman: <b>Dawid Lasek</b>, Vice-President of the Managing Board, Association of the Carpathian Euroregion Poland, host region</p> <p><b>Piotr Lutek</b>, Director Synergia: CARPATHIA  <b>François Maïtia</b>, Working Community of the Pyrenees (FR/ES) <sup>1</sup>, Member of Regional Council of Aquitaine (FR), AEBR Vice-President  <b>Jesper Bille</b>, project leader of « Branding of the Fehmarnbelt Region » (DE/DK)  <b>Jens Gabbe</b>, EUREGIO (DE/NL)</p>

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<sup>1</sup> Note: Country abbreviations in the programme indicate the cross border area covered by the speaker.

- 17.15 - 17.30 h Debate / Communications
- 17.30 - 17.45 h **Conclusions**  
**Ann-Sofi Backgren**, First Vice-President of AEBR, Region of Ostrobothnia (FI)
- 17.45 - 19.15 h Networking: meetings of AEBR groupings and Task Forces:  
 - *Meeting of German group*  
 - *Task Force Cross-Border Culture*  
 - *Task Force External Borders*
- 20.00 h Ceremonial Dinner (venue: Hotel Prezydencki)

Friday, 12<sup>th</sup> September 2014

Venue: Hotel Prezydencki

- 08.30 - 09.00 h Registration of participants
- 09.00 - 10.00 h **Panel discussion: Innovation along internal and external borders – challenges and chances**  
 Chairman: **Jean-Marie Belliard**, Member of Regional Council of Alsace (FR), AEBR Vice-President (FR)  
**Olivier Brunet**, Policy Officer, DG Research & Innovation, European Commission  
**Halyna Lytvyn**, Carpathian Euroregion Ukraine (UA/RO/PL/SK/HU)  
**Astrid Vliebergh**, Head of Department for Economy, European and International Cooperation, Euregio Scheldemond (B/NL)  
**Martón Pete**, Central European Service for Cross-Border Initiatives (CESCI) (HU)  
**Jaroslav Bobitski**, professor of the University of Rzeszów
- 10.00 -10.30 h Debate / Communications
- 10.30 -11.00 h Coffee break
- 11:00 – 11:45 h **Panel discussion: *New Technologies: Cross-border smart innovation – perspectives and problems***  
 Chairman: **Xosé Lago García**, Xunta de Galicia (ES/PT)  
**Finn Lauritzen**, Director, Øresund (DK/SE)  
**Milan Jeřábek**, INPOK Project, Euroregion Elbe/Labe (CZ/DE)  
**Katarzyna Rzyszcak**, eSENS Project, Centrum Elektronicznej Gospodarki, Instytut Logistyki i Magazynowania, Poznan (PL)

11.45 -12.00 h	Debate /Communications
12.00-12.45 h	<p><b><i>Energy and Environment</i></b></p> <p>Chair: <b>Anita Orlund</b>, CEO at Lillestrom centre of Expertise, Norway (NO/SE)</p> <p><b>Klaus Luther</b>, Europaregion Tirol-Südtirol-Trentino (AT/IT) (tbc)</p> <p><b>Leena Leskinen</b>, Environmental planner, North Karelia (FI/RUS)</p> <p><b>Bert Bouwmeester</b>, Vice-President Ems Dollart Region (DE/NL)</p>
12.45 -13.00 h	Debate/ Communications
13.00 -14.30 h	Lunch break
14.30 -15.00 h	<p><b>Panel discussion: Tradition and renovation: Cross-border tourism and agro-industries as source of innovation</b></p> <p>Chairman: <b>Cllr. Pat Treanor</b>, ICBAN (Northern Ireland / Ireland)</p> <p><b>Wilhelm Patri</b>, Director, Euregio Bayerischer Wald / Böhmerwald (AT/CZ/DE)</p> <p><b>Peter Hansen</b>, Executive Director Region Sønderjylland-Schleswig (DK/DE)</p> <p><b>Sjaak Kamps</b>, Executive Director, Euregio Rhein-Waal (NL/DE)</p>
15.00 -15.45 h	<p><b>Bestowal of the Cross-Border Award “Sail of Papenburg” 2014 under the Patronage of EU Commissioner for Regional Policy Johannes Hahn</b></p> <p><b>Presentation:</b>  <b>Karl-Heinz Lambertz</b>, AEBR President  <b>Reinhold Kolck</b>, chairman of the jury</p> <p>Presentation of a video on CBC Euroregión Galicia - Norte de Portugal by Xosé Lago and Nuno Almeida</p>
15.45 -16.15 h	Coffee break
16.15 - 17.00 h	<p>Panel discussion with <b>Mr Jaime del Castillo</b>, President of INFYDE – Information and Development, on the role of regional innovation strategies in the current EU programming period; and <b>Mr Olivier Brunet</b>, DG Research and Innovation, European Commission, on some recommendations for cross-border regions to face the “innovation” challenge</p> <p>Moderates <b>Martín Guillermo Ramírez</b>, Secretary General of AEBR, presenting some conclusions and the <b>Final Declaration</b> of the AEBR Annual Conference 2014.</p>

- 17.00 -17.30 h      Closing Address  
**Karl-Heinz Lambertz**, President of AEBR, German-speaking  
Community of Belgium  
**Dawid Lasek**, **Vice-President of the Managing** Board, Association  
of the Carpathian Euroregion Poland, host region
- 17.45 h              Bus transfer from Hotel Prezydencki for participants of the Gala  
Concert
- 18:00 h              Gala Concert  
15<sup>th</sup> Anniversary Gala of the Council of Podkarpackie Province  
Podkarpacka Philharmonic Hall in Rzeszów
- 19.30h                Dinner for participants not attending the Gala Concert, at both hotels



## Saturday and Sunday

13<sup>th</sup> and 14<sup>th</sup> September 2014

**Venue: Podpromie Hall**

Participation in the Alpine-Carpathian Cooperation Forum

Visit of the fair



Saturday, 13<sup>th</sup> September 2014

### **FAIR PART (1st FLOOR)**

10.00 h	Opening of the fair
from 10:30 h	Exhibitions, shows, tasting, presentations of countries and regions and exhibitors; purchase of regional products possible in Polish currency (cash)
10.30 h	First AEBR happening with CBRIS and SEBRAE
12.00 h	Second AEBR happening
13:00 h	The ceremonial opening of the third edition of the Alpine-Carpathian Cooperation Forum.
16.00 h	Closing of the 1 <sup>st</sup> day of the fairs
16.15-20.00 h	CARPATHIAN EVENING - <i>Admittance with the additional invitation</i> - The Final Gala of the adjudication of competition- AGRO POLSKA 2014 - Gala of awarding the statuettes of "Carpathian Falcons" - Carpathian Feast: performances of regional bands, catering

### **CONFERENCE PART (GROUND FLOOR)**

10.00–11.15 h	<b>Panel I:</b> <i>"The Carpathians- a great project. The political and economic conditions of the development of the area"</i>
11.30-12.45 h	<b>Panel II:</b> <i>"Carpathian Brand "Carpathia" - economic quality mark of the Carpathian Euroregion"</i>
12.45–14.30 h	Break for the ceremonial opening of the fair (1st floor) and lunch for conference attendants (2 <sup>nd</sup> floor)
14.30–15.45 h	<b>Panel III:</b> <i>"Swiss innovation. Mission impossible for the Central European model to support innovation in the economy?"</i>

## **Sunday, 14<sup>th</sup> September 2014**

### **FAIR PART (1st FLOOR)**

- 10.30 h                      Opening of the 2<sup>nd</sup> day of the fairs
- from 10.30 h                Exhibitions, shows, tasting, presentations of countries and regions.  
***Culinary trip through the Alps and the Carpathians with Pascal Brodnicki.***
- 16.00 h                      Closing of the fair and the Forum

### **CONFERENCE PART (GROUND FLOOR)**

- 10.30–11.45 h              **Panel I:** *“Personnel for the Carpathians - how to use the Swiss model of dual vocational training”*  
  
*Speakers:*
- 12.00–13.15 h              **Panel II:** *“Transnational partnership for development – fair of alpine-carpathian partnership”*
- 13.30–14.15 h              **Panel III:** *“Management of cultural heritage trails. Transfer of swiss know-how with regard to building of international John III Sobieski Trail”*
- 14.15–16.00 h              Lunch for the conference attendants (2<sup>nd</sup> floor) and tour around the fair part

### **ACCOMPANYING EVENTS:**

#### **International Partnership Forum**

Exchange of experiences and demonstration of the results of international cooperation initiated thanks to the SPCP.

#### **First Transnational Innovation Forum in Tourism**

Issues connected with the exchange of best practices and innovative solutions which are used in tourism ventures undertaken by the by public entities and non-governmental organizations from Switzerland.

#### **Carpathian Evening**

The Final Gala of the adjudication of competition - AGRO POLSKA 2014 and Gala of awarding the statuettes of “Carpathian Falcons” is planned at the end of the first day of the exhibition. Awards of the Board of the Association of the Carpathian Euroregion Poland are awarded for individuals, institutions and organizations for their contribution to the development of cross-border cooperation in the framework of the Carpathian Euroregion. The event will be accompanied by performances of regional bands.

#### **Industry Meetings**

The opportunity to establish international business contacts / partners.