



chairmanship
2014|2015



EUREKA Innovation Event

Wednesday, 19 November 2014 | Switzerland



WELCOME NOTE



Switzerland holds the EUREKA Chairmanship from July 2014 until June 2015. During the Swiss Chairmanship we aim to provide businesses in Europe and in partner countries beyond, a reliable, open and dynamic platform for international cooperation in the domain of research, development and innovation. This

can only be achieved in close cooperation with the over forty EUREKA countries and with EUREKA's partner organisations.

The Swiss EUREKA Chairmanship intends to yield tangible results for the innovation sector. I therefore invite innovation actors from the whole value chain and from the entire EUREKA network to attend the EUREKA Innovation Event and the Swiss Innovation Forum in Basel. The EUREKA Innovation Event will provide an opportunity to network in an international environment at the B2B Meetings and give an insight into the benefits of EUREKA's activities. The Swiss Innovation Forum will showcase Switzerland's innovation system and the factors that make Switzerland a leader in innovation. Innovative cooperation ideas resulting from the two day programme will be gathered with a selection developed into EUREKA projects during the Swiss Chairmanship and rolled out in the shape of new products and services in the following years.

I look forward to welcoming you to Basel for some inspiring exchanges.

A handwritten signature in dark ink, which appears to read 'J. Schneider-Ammann'.

Johann N. Schneider-Ammann
Federal Councillor

EUREKA is an intergovernmental organisation composed of 43 countries and the European Commission. From July 2014 until June 2015 Switzerland is chairing EUREKA for the second time, 20 years after its first Chairmanship. EUREKA facilitates the international coordination of national funding for market-driven R&D. It aims to enhance the productivity and competitiveness of businesses in Europe and in partner countries beyond. Following a bottom-up approach with projects and initiatives in any technological area with a civilian purpose, EUREKA has been a driving force of innovation in Europe for 30 years. EUREKA's four complementary instruments will be open to support project ideas resulting from the EUREKA Innovation Event.

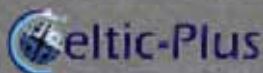


EUREKA projects: Small projects involving at least two participants from two EUREKA member countries supported by national funding instruments.
→ four submission deadlines in 2015

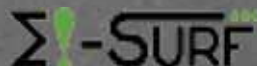


EUREKA's Eurostars Programme: The first European joint funding and support programme of EUREKA and the European Commission specifically dedicated to projects of research-performing SME.
→ two submission deadlines in 2015

EUREKA Clusters: Long-term, strategically-significant projects that develop generic technologies of key importance to European competitiveness supported by national funding instruments.
→ eight submission deadlines in 2015



EUREKA Umbrellas: Cross-border thematic networks which focus on assistance to project generation in a specific technology area or business sector.



For the benefit of actors at the EUREKA Innovation Event EUREKA closely cooperates with complementary partner networks. EUREKA has cultivated a long standing partnership with COST and memorandums of understanding have been signed with EEN and ERRIN. The cooperation intends to ensure that participants at the event get the best possible support in order to realise their project ideas.



COST

COST enables breakthrough scientific developments leading to new concepts and products and thereby contributes to the strengthening of Europe's research and innovation capacities. Building capacity by connecting high-quality scientific communities throughout Europe and worldwide. COST does not fund research itself, but provides support for networking activities carried out within COST Actions.

[Website](#)



EEN

The Enterprise Europe Network (EEN) helps small businesses to make the most of the European marketplace. Working through local business organisations EEN helps SMEs to develop business in new markets, source or license new technologies and find partners or suitable funding instruments for collaborative international R&D projects.

[Website](#)



ERRIN

ERRIN, the European Regions Research and Innovation Network, is a dynamic network of, currently, more than 90 European regions and their Brussels-based EU offices. It facilitates knowledge exchange, joint action and project partnerships between its members with the aim of strengthening their region's research and innovation capacities.

[Website](#)

Information and Communication Technologies, Industrial Products and Manufacturing and Bio- and Medical Technologies are the main topics in the EUREKA project portfolio. Companies and research institutions along the value chain of these technical domains are the target group for the EUREKA Innovation Event. For optimizing the chances to meet matching partners the focus is set on the following subtopics:



Subtopics covered under the theme of Information and Communication Technologies include:

- Software-intensive systems and services
- Smart electronic systems integration
- Micro- and nanoelectronics
- Telecommunications, new media and future Internet
- Intelligent applications for low-carbon energy technologies, water resources/treatment/distribution and for tourism



Subtopics covered under the theme of Industrial Products and Manufacturing include:

- Efficient design and modelling
- Intelligent manufacturing
- Surface engineering
- Engineering, analysing and manufacturing of alloys and composites



Subtopics covered under the theme of Bio- and Medical Technologies include:

- Medical devices
- Medical diagnostics
- Pre-clinical research/trials
- Biobased materials, processes and devices

Tuesday, 18 November 2014

7.00pm – 10.00pm	Reception in Basel
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Wednesday, 19 November 2014

8.30am – 9.00am	Welcome coffee / Networking
9.00am – 9.10am	Opening / Welcome address by Bruno H. Moor
9.15am – 9.45am	Keynote address on «Industrial Technologies»: Jean-Claude Biver, Hublot
9.45am – 10.15am	Keynote address on «ICT»: Sean Gourley, Quid
10.15am – 10.35am	Elevator pitches EUREKA Innovation Award finalists
10.35am – 11.15am	Coffee break
11.15am – 12.30pm	B2B Meeting Session 1
12.30pm – 2.00pm	Lunch
2.00pm – 4.00pm	B2B Meeting Session 2
4.00pm – 4.30pm	Coffee break
4.30pm – 5.00pm	Keynote address on «Industry/Pharma sector»: Joe Jimenez, Novartis
5.00pm – 5.15pm	EUREKA Innovation Award ceremony
5.15pm – 5.45pm	Keynote address by Federal Councillor Johann N. Schneider-Ammann
5.45pm – 6.30pm	Drinks reception
6.30pm – 10.00pm	Evening programme

Thursday, 20 November 2014

8.00am – 6.00pm	Swiss Innovation Forum 2014
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WELCOME ADDRESS



Bruno H. Moor

Chairman, EUREKA High Level Group

Bruno H. Moor was born in 1954 and holds master degrees in arts, economics and advanced studies. He is married and the father of an adult daughter. During his professional life he was responsible for various aspects of the security policy. In his function of a Colonel of the Swiss Armed Forces he participated in different activities of the United Nations. In 1996 he was made head of division at the Directorate for Security Policy and later at the Ministry of Defence. Today, Bruno H. Moor is head of the 'International Cooperation in Research and Innovation'

division at the State Secretariat for Education, Research and Innovation. In that function he is responsible for the participation of Switzerland in the large European infrastructures, the framework programmes for research of the European Commission, in COST and EUREKA. During the Swiss EUREKA Chairmanship 2014/2015 he has been appointed by the Ministry of Economic Affairs, Education and Research to the position of Chairman of the EUREKA High Level Group.

9.00am – 9.10am

KEYNOTE SPEAKER



Jean-Claude Biver
CEO, Hublot

Jean-Claude Biver was born in Luxembourg in 1949. His family moved to Switzerland when he was ten years old. He graduated with a degree in business studies from the University of Lausanne before seizing the unique opportunity of a years's 'all-rounder' training offered to him by Audemars Piguet in 1975, after which he concentrated on sales and marketing. In 1980 he joined Omega as gold products manager. In 1982 he and his friend Jacques Piguet bought the Blancpain name, which had been dormant since 1961. Within a few years, the brand was competing with the biggest names in watchmaking. In 1992 he decided to sell Blancpain to the SMH Group and joined Nicolas G. Hayek's management team. In 2003 he took over the running of Hublot Geneva, in April 2005 he launched a revolutionary chronograph: the Big Bang. In 2008, when the brand was sold to LVMH, it had a turnover of more than CHF 200 million.

9.15am – 9.45am

KEYNOTE SPEAKER



Sean Gourley

Co-Founder and CTO, Quid

Originally from New Zealand, Sean Gourley now lives in San Francisco, where he is the co-founder and CTO of Quid which is building a global intelligence platform and one of the most innovative companies in the Silicon Valley. Quid software, launched in 2010, is a big data company and has helped to figure out the future of smartphones, payments products and data analytics for the world's leading organizations. Quid is backed by a world class group of investors including Founders Fund, Atomico, Peter Thiel and Amicus Partners.

A Rhodes scholar, Sean Gourley spent the past five years working at Oxford on complex adaptive systems and collective intelligent systems. This research has taken him all over the world from the Pentagon, to the House of Lords, the United Nations and most recently to Iraq. He has a PhD in physics from Oxford, has previously worked at NASA on self-repairing Nano-circuits, and is a 2012 World Technology Network award winner.

9.45am – 10.15am

KEYNOTE SPEAKER



Joseph 'Joe' Jimenez
CEO, Novartis

Joseph Jimenez was born in 1959 in Walnut Creek, California. He graduated in 1982 with a bachelor's degree from Stanford University and in 1984 with a Master of Business Administration from the University of California, Berkeley. Before joining Novartis in April 2007 as Division Head, Mr. Jimenez served as president and CEO of the North America business for the H.J. Heinz Co. and as president and CEO of Heinz in Europe from 2002 to 2006. He served as a non-executive director of AstraZeneca PLC, United Kingdom, from 2002 to 2007. He was also an adviser to the Blackstone Group, a private equity organisation in the United States. Joe Jimenez has been Chief Executive Officer of Novartis since 2010. He is responsible for the company's diversified healthcare portfolio of leading businesses in innovative pharmaceuticals, eye care, generics, vaccines and diagnostics, OTC and animal health.

4.30pm – 5.00pm

KEYNOTE SPEAKER



Johann N. Schneider-Ammann **Federal Councillor**

Federal Councillor Johann N. Schneider-Ammann was born in 1952 and is an electrical engineer by profession. He is married and the father of two grown children. Before his election to the Federal Council he was president and delegate of the Ammann Group. Federal Councillor Schneider-Ammann is head of the Federal Department of Economic Affairs, Education and Research (EAER). The EAER consists of two State Secretariats, three Federal Offices and other administrative units. The State

Secretariat for Education, Research and Innovation (SERI) covers three sectors, which are extremely important for Switzerland's society and economic performance. The EUREKA activities in Switzerland are coordinated through SERI's International Cooperation in Research and Innovation Division. During the Swiss Chairmanship 2014 / 2015 Federal Councillor Schneider-Ammann is the highest representative of the EUREKA network.

5.00pm – 5.45pm



Sian Williams

BBC

One of BBC Breakfast's most popular presenters, Sian's delightful personality and confident facilitating skills makes her a highly reputable event host.

Sian continues to present BBC Breakfast as well as regularly hosting the BBC's 6 o'clock News. Following the tsunami she was sent to Sri Lanka where she presented a week of special programmes. This included flying to Phuket in Thailand and interviewing

the Foreign Secretary, Jack Straw live on BBC Breakfast. She has regularly hosted Now You're Talking! the BBC1's topical discussion programme which replaced Kilroy. Other credits include presenting BBC1's City Hospital, News 24, BBC Radio 4's Dispatch Box and the weekly Arts Review for BBC Wales. In 2000 Sian presented live conference coverage for the BBC from all three party conferences – including interviewing all the party leaders.

Prior to her television presenting career, Sian spent seven years as an Editor on BBC Radio 4's World At One, PM and World This Weekend, producing programmes on the General Election, Budget Specials and Radio 4 specials on the US and Russian elections.

Sian began her career on local radio, spending many years in Liverpool, Sheffield and Leeds as a news editor, reporter and newsreader.



The aim of the B2B Meetings is to facilitate business development, accelerate innovation and initiate research projects by meeting potential cooperation partners in face-to-face meetings. Participants will meet for pre-arranged bilateral meetings; 25 minutes are usually enough to establish an initial connection, then the bell rings and, after a 5-minute break, the next meeting starts.

1. Registration

The registration takes place online and is quick and easy. Simply fill out a cooperation profile with information on your research activities, technologies, products and services and it will be inserted in the profiles catalogue. [Registration](#)

2. Promoting your profile

The catalogue will be visible and distributed to the other participants. The profiles catalogue is also published online, so your profile and expertise will enjoy a great deal of visibility before and after the event!

3. Booking bilateral meetings

Once you have found the most promising potential partners in the online profiles catalogue, you can arrange a bilateral meeting. You can book meetings but you can also be booked by other participants. You can of course cancel meeting requests you are not interested in. The catalogue and the detailed cooperation profiles allow participants to identify potential cooperation partners before the event.

B2B MEETINGS



4. Meeting schedule and event

A few days before the event, you will receive your personal meeting schedule. Knowing in advance who you are meeting, their area of expertise and their interest in cooperation ensures a very high success rate for every meeting, and is very efficient.



5. Follow-up

After meeting potential partners at the B2B Meetings, you have the possibility to form a project consortium and submit your project proposal in draft form by January 2015. You will receive feedback including a recommendation on which EUREKA instrument or other instruments offer the best support for your specific project. In the first semester 2015 all EUREKA instruments are open for project applications. So take time to carefully plan your meetings with a view to starting new cooperations.

EUREKA INNOVATION AWARD



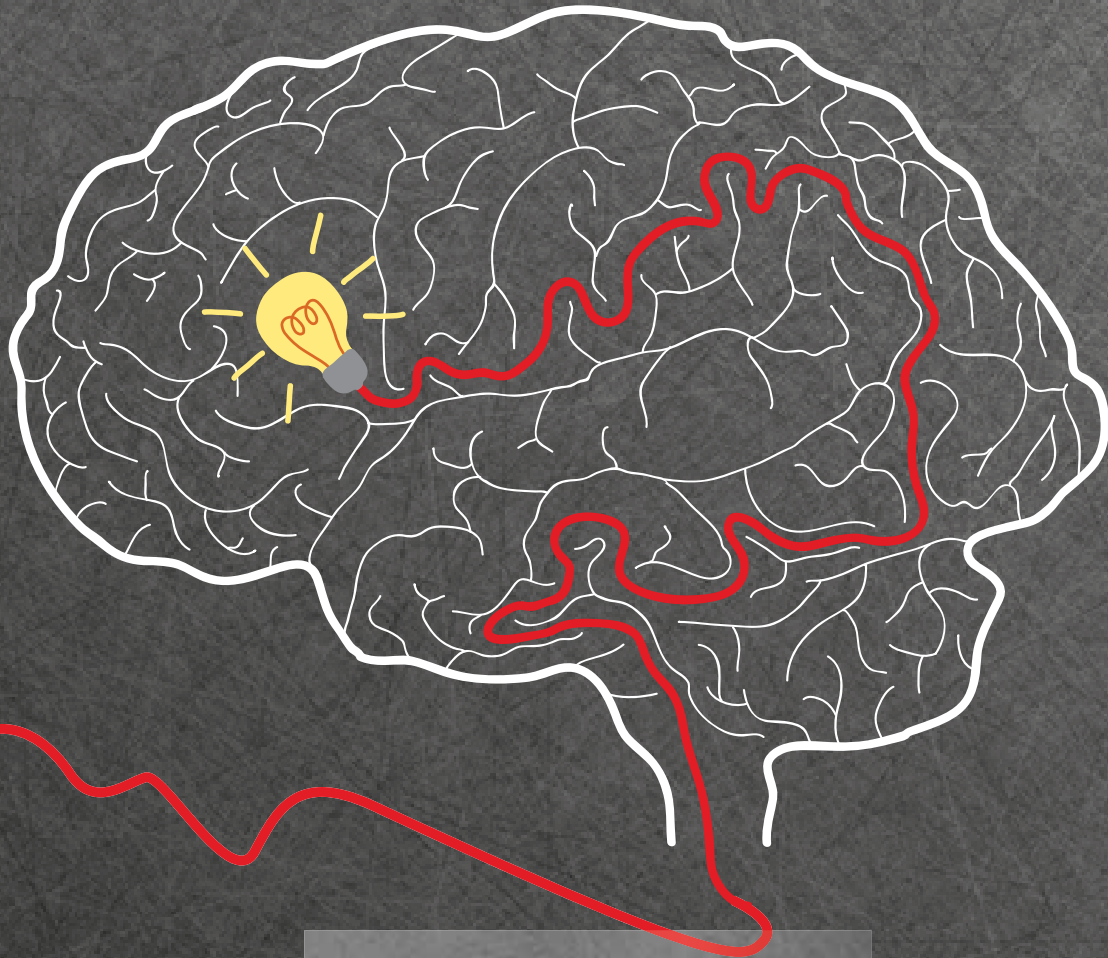
Norway (EUREKA chair 2013/2014) and Switzerland (EUREKA chair 2014/2015) are jointly offering the EUREKA Innovation Award. The award consists of a cash prize of EUR 20,000 and a visibility package.

Three EUREKA projects, which were concluded between 2010 and 2013 will be selected by an expert panel and invited to present the outcome of their projects in Basel. These projects must demonstrate the added value of international collaboration and outstanding achievements in one of the following categories:

- Improvement of competitiveness
- Increase in productivity and/or employment
- Successful market implementation

The projects will be presented at the Future Expo and on stage. During the event the audience will have the opportunity to vote for their favorite project. The project with the most votes will win the EUREKA Innovation Award. The award ceremony will take place during the afternoon session.

EUREKA Innovation Event **SWISS INNOVATION
FORUM 2014**



Thursday, 20 November 2014

Congress Centre Basel

Impetus & innovation

The latest from the fields of research and science exclusively at the SIF.

1,000 participants

Make the most of the unique networking opportunity.

Significant benefits

New ideas, top speeches, first-class workshops and best-case sessions.

Top networking

The Future Expo provides an excellent networking platform.

40+ Exhibitors

More than 40 exhibitors from Switzerland and abroad.

Cutting-edge knowledge

Glean inspiration from numerous innovations.

EUREKA Innovation Event **SWISS INNOVATION FORUM 2014**

The Swiss Innovation Forum offers a varied and interesting programme:

Keynote Speeches

Top keynote speakers from Switzerland and abroad will present the latest findings and share their expertise in the areas of innovation, creativity and design.

Innovation@Work

The “Innovation@Work” programme item will showcase the boundaries of technological feasibility. Cutting-edge technologies act as a source of inspiration.

Movers & Shakers

During brief presentations, lateral thinkers from Switzerland and abroad will show how they are setting new standards and shaking up the markets with groundbreaking ideas and innovations.

Best Case Sessions

In three best case sessions, key factors in the success of prosperous entrepreneurs and start-ups will be presented. Important dos & don'ts will be highlighted in various areas along with important information and findings.

Swiss Technology Award

The Swiss Technology Award is the leading technology prize in Switzerland. For 25 years, it has been an opportunity to promote and reward technology-based innovations from businesses, universities, technical institutions and federal institutes of technology.

Workshops

Various experts will hold interactive workshops on specific issues linked to “innovation”, “trends”, “illusion” and the “future”.

Future Expo & Networking

Highly promising prototypes and projects, the latest medical developments, technology, nanotechnology, material technology and pioneering products will be presented at the Future Expo.

WELCOME TO BASEL

Basel lies at the centre of the border triangle of France, Germany and Switzerland. It is Switzerland's third most populous city (behind Zurich and Geneva) with about 195,000 inhabitants and also has suburbs in France and Germany.



Location

Basel is the fastest developing economic region in Switzerland and one of the most productive and innovative worldwide. It is home to BASELWORLD and Art Basel, the most important international trade fairs for watches and jewellery and modern and contemporary art, respectively. Global leaders in the pharmaceutical and chemical industry – Novartis, Roche, Syngenta, Clariant and others – are headquartered in the Basel area. Basel is considered a first-rate location for life sciences and nanotechnology. This stimulating environment has given rise to a plethora of innovative research firms, for example in medical and biotechnology. Other industries also contribute to Basel's reputation: finance and insurance, information technology, architecture and design.

GETTING THERE



Arrival by plane

Just ten minutes' drive from the city centre and well served by buses (no. 50), the EuroAirport boasts more than 90 direct flights within Europe, North Africa, Canada and Russia. All other destinations can be reached via intercontinental hubs or nearby Zurich airport. EuroAirport Basel-Mulhouse-Freiburg is jointly operated by France and Switzerland.



Arrival by Train

The main Railway station of Basel (Basel SBB) is located at the city centre. Every half hour trains are available to and from the major Swiss cities. [Website](#)

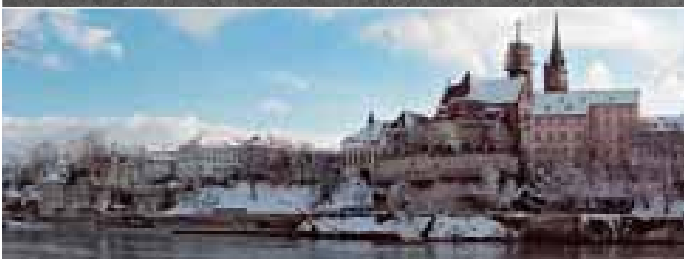
Trains from France arrive at the French Railway station (SNCF), which is located directly beside Basel SBB. [Website](#)

Trains from Germany arrive either at Basel SBB or at Basel Badischer Bahnhof, which is located within walking distance from the Congress Centre where the EUREKA Innovation Event takes place. [Website](#)



Arrival by Car

Basel is connected with the major European motorways running both north-south and east-west and is therefore easy to reach from all directions.



EXPLORING THE CITY

Public Transport in Basel

The city of Basel and the surrounding area has an excellent public transport network. The bus and tram network ensure that the city's inhabitants and visitors alike can move comfortably around the city. Visitors staying at a hotel in Basel receive a Mobility Ticket when checking in. It entitles them to free travel on the public transport system (zones 10, 11, 13 and 15) during their stay. Some hotels issue a room reservation confirmation stamped with "Mobility Ticket." This entitles the visitor to free transfer from the airport to the hotel.

Basel by foot

Thanks to its manageable size, a simple and uncomplicated way to explore the city is by foot. A perfect way to navigate the city is by making use of the blue destination boards, which can be found at the most important locations in the city centre.

Taxis in Basel

As a rough guide, from the city centre to selected destinations a taxi will cost approximately as follows:

EuroAirport	CHF 40.–
Basel SBB	CHF 20.–
Basel Badischer Bahnhof	CHF 20.–
Congress Centre Basel	CHF 15.–
Fondation Beyeler, Riehen	CHF 40.–
Border triangle	CHF 25.–

PRACTICAL GUIDE

1 Badischer Bahnhof

2 Congress Centre Basel

3 Trainstation Basel (SBB)

1 Hotel Ramada Plaza Basel ****

8 Hotel Alexander ***

2 Pullmann Hotels and Resorts Basel ****

9 Hotel Basilisk ***

3 Hotel Basel ****

10 Hotel Bildungszentrum 21 ***

4 Radisson Blu Hotel ****

11

5 Airport Hotel Basel ***

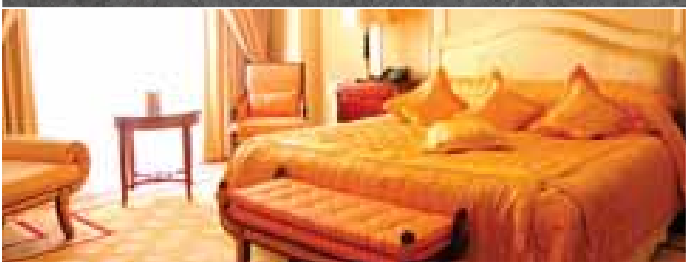
12

6 Best Western Hotel Stücker ***

13

7 Das Breite Hotel Basel ***





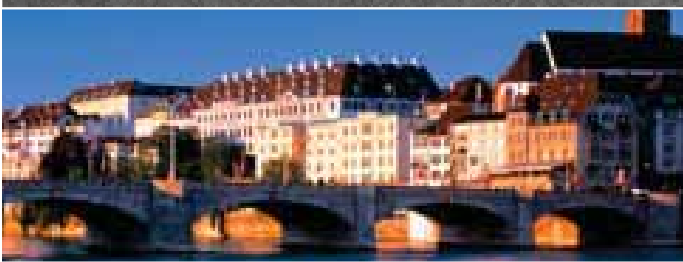
OVERNIGHT STAY IN BASEL

The organisers have reserved rooms in the following hotels in Basel, which can be booked when registering to the EUREKA Innovation Event. The reservations are available until 15 September 2014. We recommend to register and book your room as early as possible.

Hotels recommended by the organizers

- Hotel Ramada Plaza Basel **** [Website](#)
- Pullmann Hotels and Resorts Basel **** [Website](#)
- Hotel Basel **** [Website](#)
- Radisson Blu Hotel **** [Website](#)
- Airport Hotel Basel **** [Website](#)
- Best Western Hotel Stücker **** [Website](#)
- Das Breite Hotel Basel *** [Website](#)
- Hotel Alexander *** [Website](#)
- Hotel Basilisk *** [Website](#)
- Hotel Bildungszentrum 21 *** [Website](#)
- Hotel City Inn *** [Website](#)
- Hotel der Teufelhof *** [Website](#)
- Hotel Dorint an der Messe *** [Website](#)

If you prefer to book your hotel in Basel or nearby Weil am Rhein (Germany) or St. Louis (France) on your own please refer to the available online services.



PROGRAMME IDEAS

Tourism Office Basel

Please check the website of the Tourism Office Basel for assistance: [Website](#)
A 'Swiss City Guide App' for Basel is available on: [Website](#)

Fondation Beyeler

In 1997, the famous collection of Ernst and Hildy Beyeler found a home in Basel that was accessible to the public. The main feature is the astounding temporary exhibitions, which have a worldwide reputation. [Website](#)

Museum Tinguely

Works and work groups belonging to all phases of Jean Tinguely's career are to be found in the museum's collection. Along with selected temporary loans, they afford the visitor an extensive view of the artist's career. The museum's collections are the result of a generous donation by the artist's widow, Niki de Saint Phalle. [Website](#)

Old Town

Be your own tour guide and meander through the streets of one of the well-preserved old town districts of Basel following one of five signposted walking tours. [Website](#)

Shopping

In the city centre you will find specialty shops, boutiques, small souvenir shops as well as department stores. In the 'Läckerli Huus' you can buy the flagship of Basel's specialties, a biscuit, which is produced in Basel for over 100 years. [Website](#)

INFORMATION

Registration

<http://eureka.swiss-innovation.com>

Website

www.swiss-innovation.com/eureka

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Price

EUREKA Innovation Event: Free
Swiss Innovation Forum: 200 €

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chairmanship
2014|2015



Organisation



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
Commission for Technology and Innovation
Innovation Promotion Agency



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

Partner



European Regions
Research and Innovation Network