

Day Programme

Time	Message	Name	Function
11:00	Opening	Morten Kroeger	Project coordinator CoachCom2020
11:15	Innovation policies and their relevance for SMEs	Eric Jakob	Ambassador Head of the Promotion Activities Directorate Federal Department of Economic Affairs, Education and Research State Secretariat for Economic Affairs SECO
		Bruno Moor	Ambassador Head of Division International Cooperation in Research and Innovation Federal Department of Economic Affairs, Education and Research State Secretariat for Education, Research and Innovation
12:15	Lunch and networking		
13:30	The challenges of upscaling pilot applications and achieving growth	Domenico Arpaia	Founder and CEO OrbiWise SA
		Bernd Reichert	Head of Unit SME, European Commission - Executive Agency for Small and Medium-sized Enterprises (EASME)
14:00	The benefits of business innovation coaching for SMEs	Jérôme Chanton Daniel Loeffler	CEO Kugler Bimetal SA Chairman of RIS Western Switzerland
		Jindrich Weiss	Business innovation team manager, responsible for JIC PLATINN
		Pierre Roubaud	Head of Sector Coaching & Reporting, European Commission - Executive Agency for Small and Medium-sized Enterprises (EASME)
		Alison Munro	Director Sector Innovation, Scottish Enterprise
15:30	Coffee break and networking		
16:00	The CoachCom2020 coaching system	Christoph Meier, Camille Moran, Arvydas Sutkus	CoachCom2020 team members
16:30	How can European regions benefit from the CoachCom2020 results?	Andreas Wolf	Project coordinator CoachCom2020
16:45	Business innovation coaching in H2020 SME support	Steve Rogers	Deputy Head of Unit, European Commission – SMEs, Access to Finance and State Aid, DG Research & Innovation
17:00	Round table discussion - Building the European ecosystem for business innovation	Eric Jakob, Bruno Moor, Alison Munro, Bernd Reichert, Steve Rogers, Walter Steinlin	Moderated by Beate Grajnert, Directorate General for Regional and Urban Policy Competence Centre Smart & Sustainable Growth
17:30	Closing	Morten Kroeger Iker Ayerbe	Project coordinator CoachCom2020 Project Officer CoachCom2020, European Commission - SMEs, Access to Finance and State Aid, DG Research & Innovation
	Aperitif		
19:30	Dinner	Pierre Maudet	State Councillor in charge of the department of security and economy of the State of Geneva