

AGENDA

The workshop will be held in English with interpretation in Montenegrin

08.00 - 08.30 Registration and morning coffee

08.30 - 08.40 Introduction from Mr Radosav Babic, Director General, Ministry of Economy

08.40 - 09.30 Welcome and introduction

- Goals and objectives
- EU Research and Innovation policies
- Funding opportunities overview on 2019-2020

09.30 - 10.30 Focus I: Key success factors of SMEs' participation in Horizon 2020

- Montenegro participation in H2020 calls: state of play (Branka Zizic, NCP H2020 MNE)
- Key characteristics and patterns of SMEs funded within H2020
- Tools and support measures

10.30 - 10.40 Coffee break

10.40 - 11.45 Focus II: How to structure a successful proposal in the EIC Accelerator Pilot

- Initial assessment of an SME's idea
- Rules of participation and main novelties
- Value proposition from SME instrument beneficiaries
- Writing in EU Projects: what you write along the project life-cycle (Concept Note, internal memos, Business model and proposal)

11.45 - 12.00 Final remarks and conclusion

12.00 - 13.00 Introduction to the Enterprise Europe Network: tool to boost SMEs growth

- What is EEN, what purpose?
- EEN Montenegro services and achievements (Ljiljana Belada, EEN MNE)
Ensure competitiveness: Let's INNOVATE!
- What is INNOVATION? Innovation boost your improvement!

13.00 - 14.00 Lunch

14.00 - 14.30 Ensure competitiveness: Let's INNOVATE!

- Why and how to build an innovation strategy -> towards the concept of Innovation Management
- How EEN can help? Enhanced Innovation Management Capacity service (how it works, methods, concrete cases of SMEs)

14.30 - 15.00 Opening-up to access new markets

- Innovate alone? Why not !
- Concept of open innovation towards collaborative projects
- How EEN can help : good practices with collaborative innovation (working with sector groups, associating clusters and incubators, favouring start-up and scale-ups, project preparation)

15.00 - 15.10 Coffee breaks

15.10 - 15.30 Secure your approach using EEN advisory services

- How to choose THE right partners, THE right markets?
- Focus on Intellectual Property Rights and Regulation issues
- Introduction to digitalisation and sustainable development issues

15.30 - 15.45 Wrap up

DESCRIPTION

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SESSION I - European funding schemes for research and innovation

Speaker: Antonio Carbone - APRE (Italy), National Contact Point Horizon 2020, "SMEs and Access to risk finance" expert to the European Commission. He is also coordinator of Access4SMEs - European Network of National Contact Point for Innovation of the European Commission. He is advisor for SMEs and Start Ups to enhance innovation management capacities to assess innovation needs.

Horizon 2020, H2020 is a series of operational tools to help you to achieve in excellent science, industrial leadership and tackling societal challenges The main objective of H2020 projects is to develop and co-create an innovative product (or service, process, business model) that ensures a high growth potential of the applicants. This session aims to:

- clarify the basic elements to make a Horizon 2020 proposal convincing in its aspects linked to market sustainability;
- present the main innovations that will characterize the EIC Accelerator (formerly SME Instrument) in 2019-2020;
- to provide a series of operational tools for the applicants, in particular SMEs, innovative spin-offs and start-ups, to adequately consider the size of the market and the business in their loan applications.

SESSION II - SME support practices through EEN network tools and illustrations

Speaker: Laurent Volle - Chambre de Commerce et d'Industrie Bourgogne Franche Compté - Directeur EEN Grand Est

Synopsis: Innovation and competitiveness in international markets, keys and assets of EEN

- Lever of development of the companies: to stand out to conquer new markets
- Within the reach of SMEs in all sectors of activity
- With methods and tools to succeed, which will be explained based on concrete experience feedback from VSEs and SMEs in a small French region

This session will allow:

- Structuring the innovation approach with the tools of the EEN network
- Focus on the innovation management approach (analysis of innovation strategy, economic intelligence/monitoring, structuring of the approach in SMEs)
- Securing projects upstream of a development towards the European Union or beyond
- Focus on support services on industrial property issues, regulatory compliance, transnational contracts
- Focus on partner search tools, good exploitation of the Partnership Opportunity Database, organization or optimal participation in matchmaking events
- Choose a relevant innovation protection strategy