



## EUROPE 2020 STRATEGY FOR GROWTH

### Creating a business environment for more and better jobs

March 27 - 28, 2014

**PALERMO**

Villa Malfitano, Via Dante Alighieri 167

**CONFERENCE**

Thursday 27 March 2014

**13:30 - 14:30 REGISTRATION**

**14:30 - 15:10 OPENING SESSION**

Rosario Crocetta, *President of the Region of Sicily*

Antonio Tajani, *Vice-President of the European Commission Responsible for Industry and Entrepreneurship*

**15:10 - 15:40 KEYNOTE ADDRESSES**

**Moderator:** Giuseppe Tripoli, *Italian SME Envoy*

**Speakers**

- Antonello Montante, *President of Confindustria Sicilia*
- Giuseppe Cascone, *President of CNA Sicilia (National Confederation of Crafts and SMEs)*
- Representative of farmers' association (tbc)

**PANELS**

**Moderator:** Lidia Tilotta, *RAI Journalist*

**15:40 - 16:40 I. Competitiveness and innovation**

**Panelists**

- Linda Vancheri, *Sicilian Assessor Responsible for Production Activities*
- Francesca Doria, *DG Enterprise and Industry, European Commission*
- Roberto Luongo, *Director General of Italian Trade Agency (ICE)*
- Antonio Perdichizzi, *President of Young Entrepreneurs - Confindustria Catania*
- *Testimonial of a Sicilian enterprise*

**16:40 - 17:30 II. New European funding opportunities for enterprises**

**Panelists**

- Luca Bianchi, *Sicilian Assessor Responsible for Economy*
- Pierre Di Toro, *DG Enterprise and Industry, European Commission, "COSME Programme 2014-2020: Financial Instruments"*
- Silvi Serreqi, *Executive Agency for SMEs (EASME), European Commission, "Horizon2020 Programme: SME Instrument"*
- Pasquale D'Alessandro, *DG Regional and Urban Policy, European Commission, "Financial Instruments under European Structural and Investment Funds"*
- Representative of DG AGRI, *"innovation in the agriculture"* (tbc)



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### **BUSINESS TO BUSINESS**

*Friday 28 March 2014*

**09:00-10:00**

**REGISTRATION**

**10:00-10h15**

**INTRODUCTION**

*Representative of Consortium of B.R.I.D.G.€conomies – Enterprise Europe Network*

**10:15-13:00**

**PARALLEL B2B – First MATCHING SESSION (around 15 minutes each)**

**Main sectors:**

- Agrifood
- Maritime Industry and Fisheries
- Intelligent Energy
- Tourism and Cultural Heritage
- Arts and Ceramics
- Textiles, clothing, fashion
- ICT
- Biotechnology, biomedical
- Construction, green building
- Creative Industries

*Other sectors are welcome*

**13:00-14:00**

**NETWORKING BUSINESS BUFFET LUNCH**

**14:00-18:30**

**PARALLEL B2B – Second MATCHING SESSION (around 15 minutes each)**