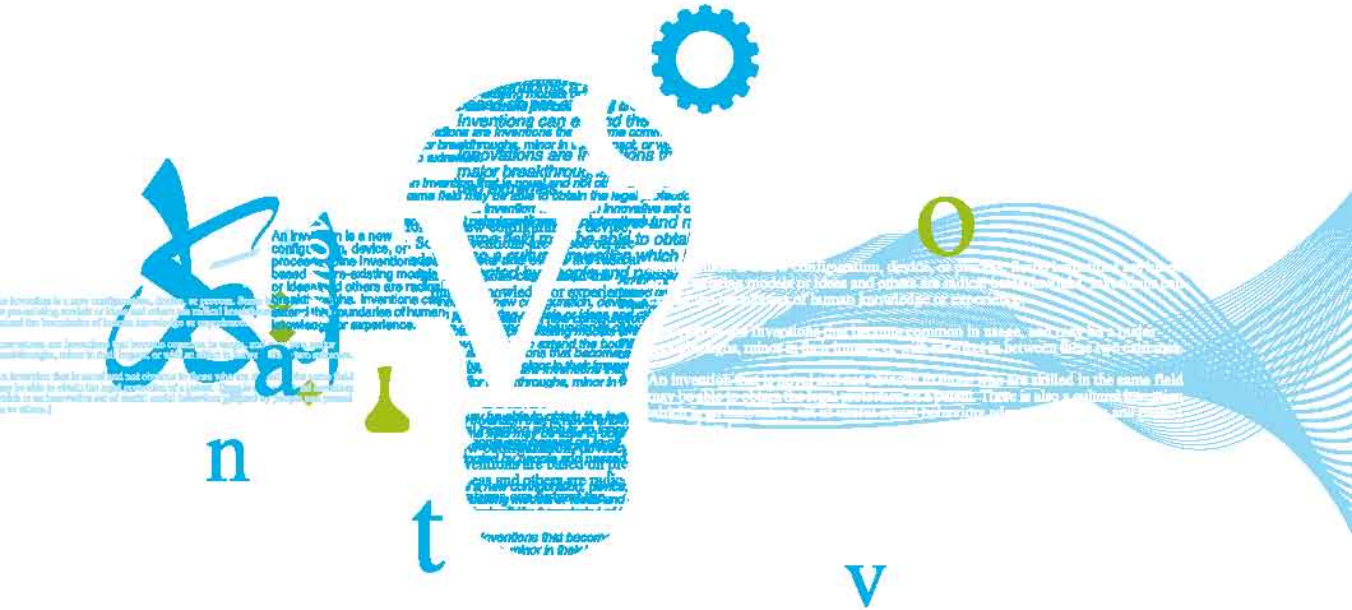


euro-med
Innovation marketplace
 سوق الابتكار الأورو متوسطى



January 26-28, 2010
 Cairo, Egypt



Preface

Innovation is the driving force for economic growth and an efficient vehicle towards modernization and enhancing competitiveness in the global market. European countries and their neighbors have recognized the importance of innovation and therefore it is featured among the priorities of the Euro-Mediterranean Partnership and the European Neighborhood Policy (ENP). Association Agreements between the EU and its Mediterranean Partner Countries attribute a significant role to research and development within the economic development targets underlying the Euro-Mediterranean Partnership.

The government of Egypt, among other southern Mediterranean countries, has placed research and innovation at the heart of its development strategy. In this context and within the framework of the Science and Technology Cooperation Agreement between the European Union and Egypt, the Ministry of Higher Education and Scientific Research and the European Commission launched the Research, Development and Innovation (RDI) Programme in October 2007. The Programme aims at strengthening the links between the research sector and the industry while enhancing the innovation and technology transfer culture.

Foremost and among many other activities of the RDI Programme, the **“Euro-Mediterranean Innovation Marketplace”** is organized to offer a platform for **scientists, researchers** from various disciplines, **entrepreneurs, investors, business people** and **policy makers** from **Mediterranean and EU countries** to meet, network and further develop business ideas, projects and partnerships.

The Euro-Mediterranean Innovation Exhibition

Pursuing the objective of strengthening cooperation between the research and industry on one hand and promoting the innovation culture on the other hand, the Exhibition aims at:

- Demonstrating the results of cross-cutting **innovative projects** initiated and run in collaboration between Industry & Research;
- **Match-making** and facilitating cooperation between the industrial and research sectors in the field of applied research, technology and innovation;
- Shedding light on **Euro-Mediterranean partnerships** related to science and innovation;
- Enhancing **innovation networks** between European and Mediterranean countries;
- Showcasing European Commission **Framework Programme** for Research & Technological Development Projects.

Participating in the Exhibition will offer an excellent opportunity to:

- Establish presence within the Euro-Mediterranean scientific and business community;
- Interact with experienced researchers from successful European projects, giving you the opportunity to meet reliable potential partners;
- Find out about exciting new inventions market trends, latest research findings and industry directions;
- Attend interesting workshops and sessions;
- Share knowledge and exchange best practices;
- Meet and network with various science and innovation stakeholders from across the region.

Exhibitors will be offered:

- Standard basic stand free of charge;
- Tailored booth construction with special design;
- Free listing in the exhibition catalogue;
- Technical services and assistance;
- Visibility and marketing services;
- Exhibitor passes with privileged services;
- Opportunity to meet and disseminate information among media representatives;
- Possibility for a time slot to present your organization to visitors.

The Euro-Mediterranean Research & Innovation Forum

The three day Marketplace will feature an Innovation and Research Forum with various plenary sessions, debates, and hands-on presentations delivered by key political players, scientists, entrepreneurs, inventors and business people to address issues of interest to the scientific and industrial regional community.

Forum sessions will be held in a designated area in the exhibition floor. The topics will be introduced by key speakers and expert panelists encouraging lively exchanges with the audience.

The Forum will focus on highlighting innovation as a key-growth driver and a strategic priority to research institutions and industrial companies. Also means for promoting scientific excellence and mutual cooperation will be discussed. Among the **topics to be covered during the Forum** are the following:

- Open Innovation...Driver of Growth
- Financing Innovation
- Innovation Strategies and Policies
- EC International Cooperation Strategy with European Neighborhood Policy (ENP) Countries
- EU Platforms and Instruments of Cooperation with Mediterranean Partner Countries
- Managing Intellectual Property for Development
- Arab League Science and Technology Plan
- Collaboration between Universities, Research Institutions and the Industry to Promote Applied Research and Innovation
- Harnessing Innovation for the Sustainable Development of the Euro-Mediterranean Region.

In addition to thematic panels covering topics related to Energy, Environment, Food and Agriculture.



Fact Sheet

Date: 26-28 January, 2010
Venue: Fairmont Towers Heliopolis, Cairo, Egypt
Exhibition Area: 4000 m²
Target Countries: European and Mediterranean

Highlights: **The Euro-Mediterranean Innovation Exhibition**
Including the following themed pavilions:

- Inventors' Pavilion
- Students' Pavilion
- Interactive Kids' Pavilion
- EU Framework Programme Projects' Pavilion
- EU-Egypt Innovation Fund Projects' Pavilion

The Euro-Mediterranean Innovation and Research Forum

For further information and to participate at the Euro-Mediterranean Innovation Marketplace kindly visit:

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The contents of this publication is the sole responsibility of the RDI Programme and can in no way be taken to reflect the views of the European Union.

An Initiative of:



The RDI Programme at a Glance

Funded by the European Commission with a grant of €11 million over a period of three years, the RDI Programme is managed by a Project Implementation Office set-up by the Egyptian Ministry of Higher Education and Scientific Research.

The RDI Programme overall objective is to contribute to enhancing Egypt's economic growth and international competitiveness through improving its research, development and innovation performance. The Programme operates through three main components:

- The EU-Egyptian Innovation Fund
- The Research Development and Innovation Network
- Policies for Monitoring and Evaluating R&D Projects, Programmes and Institutions

The RDI Programme succeeded in strengthening the links between the Research and Development (R&D) sector and the Industry through its EU-Egypt Innovation Fund which financed 51 projects to date. Also a wide Network within public and private universities and research institutes aiming to embark on fruitful scientific cooperation with European partners was established.



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