



4helix+

Empowering the 4 helix of MED maritime clusters through an open source/knowledge sharing and community-based approach in favour of MED blue growth

TRANSNATIONAL FINAL EVENT
4helix+: Success of Cross-Fertilization to Boost Innovation in Blue Economy by transferring the project results

20th of OCTOBER 2020



AGENDA

OCTOBER 20th – Morning session

- 8h45-9h00* Registration and access of participants
- Welcome**
- 9h00-9h10* Pablo Morales, Head of European Programmes, Official Chamber of Commerce of Seville
- Ida Prosperi, Head of EU Policies and Internationalization Area, SVIM- Sviluppo Marche Srl
- 4helix+ approach and beyond**
- 9h10-9h30* Ida Prosperi, Head of EU Policies and Internationalization Area, SVIM- Sviluppo Marche Srl
- PANEL 1 KEY NOTE Speakers**
- “COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future” – moderated by Regis López-Lang**
- 9h30-10h30*
- Prof. Fotios Kilipiris, International Hellenic University, Dpt. of Organization Management, Marketing and Tourism
 - Mrs. Francesca Passeri - Director of Public Affairs of EUROPEAN CROWDFUNDING NETWORK
 - Mr. Sylvain Petit, Executive Secretary SMILO programme
 - Mrs. Neus Jordi, Head of Projects, Nautical Cluster of Barcelona
- 10h30-11h15* **PANEL 2 SMEs SMART PEACHES**
- “The 4helix+ experience: Before-After, have your say and show-case your experience”- moderated by Fernando Gaspar**
- Mr. Angelos Manglis, CEO “See the Sea” (Greece)
 - Mrs. Veronika Mudri Šestan, CEO “Magic Croatia” (Croatia)
 - Mr. Javier Herrera del Toro, CEO “Zyrkia Systems” (Spain)
 - Ms. Genta Ahmeti, “Life on a Boat” (Albania)
 - Mr. Albert Vale, “Deltasail” (Spain)
 - Mr. Emanuele Troli, “Bio Packaging” (Italy) – Creative and Cultural Industries
 - Mr. Tiago Morais, “Lusalgae” (Portugal)
- 11h15* **Coffee Break**

11h45 **PANEL 3 “Perspectives of blue economy in regional and Mediterranean Policies” - Moderated by Raffaele Mancini**

- Mr. Luis Miranda Molas, ASCAME, on behalf of Blue Growth Community (Interreg MED)
- Mrs. Marta Pascual – Spanish contact point WestMed Initiative
- Mrs. Maria Groueva Project Officer Interreg Med “what is next ? Programming Period 2021-2027”

11h45-12h45

- Regional speakers:
 - Prof. Gian Paolo Cesaretti - President of Simone Cesaretti Foundation
 - Mrs. Susana Sainz Trapaga- Catalan Maritime Strategy representative for Catalan Government.

Presentation of the 4helix+ tools/initiatives

Beyond the project: 4helix+ cyberspace and synergies with EU Blue Platforms
Blue Economy transition and Mediterranean

12h45-13h15

- Mr. Victor Soria, Project Manager at Chamber of Commerce of Barcelona
- Mr. Leonardo Mostarda, Professor in Computer Science Division at Camerino University

13h15-13h30 **Wrap-up of the final event**

14h00 **Closure of the event**