

INCREASING THE COMPETITIVENESS OF INDUSTRIAL AREAS

New tools and challenges: perspectives and incentives of the European policies

MEID PROJECT

Program:

- 9:20-9:45 Registration of participants
- 9:45-10:00 Opening of the meeting
Patrizia Toia, MEP, Vice-Chair of ITRE
Cristina Guitérrez-Cortines, MEP, ENVI - To be confirmed
- 10:00-10:15 ENEA activities to foster the SMEs competitiveness
Maria Litido, ENEA
- 10:15-10:30 The management model of the MEID project: tools for sustainable Industrial Areas and opportunities for SMEs
Mario Tarantini, ENEA
- 10:30-10:50 Co-operation between sustainable industrial areas for Euro-Mediterranean growth
Thomas Heinemeier, European Commission, DG Enterprise and Industry, Unit Policy Development for Industrial Innovation
- 10:50-11:10 Industrial Area Managers: viewpoints and perspectives
Paolo Gentili, President of Management Consortium of Terni, Narni, Spoleto, Italy
- 11:10-11:25 Elaboration of the MEID protocol and pilot action in the Industrial Area of Vilamarxant (Valencia Region)
Vicente Betoret, Vilamarxant Mayor
- 11:25-11:45 Innovative diversification in time of crisis: an opportunity
Fernando Morente Belmez, Fire & Blast Safety Manager (Tecnalia R&I)
Increasing the Energy of a Basque SME through innovation
Aitor Urrutia García, Technology Transfer Manager - Energy Unit (Tecnalia R&I)
- 11:45-12:00 Sophia Antipolis Park and the beneficial effects on the regional development
Renata Kaminska, SKEMA Business School
- 12:00-12:30 Discussion and conclusions
- 12:30-14:00 Lunch

7th June 2012, 9:20 -12:30
European Parliament, ASP Building, Room ASP 3G2
Place Luxembourg, Brussels

www.medmeid.eu



ITALIAN NATIONAL AGENCY FOR NEW TECHNOLOGIES,
ENERGY AND SUSTAINABLE ECONOMIC DEVELOPMENT



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Industrial areas located in Mediterranean countries with a strong manufacturing base, have a strategic interest for the territory development. They are often located close to the cities for historical reasons, generally host from a few dozen to several hundred Small and Medium-Sized Enterprises (SMEs), and are rarely managed at area level. They often cause friction with the neighbouring population and the Local Authorities, owing to their emissions, the noise and traffic congestion they cause.

On the other hand the unsustainable trend in soil use in several European Regions has increased the political awareness of the problems caused by small and diffused industrial areas. It is now crucial to define a sustainable policy based on a cooperative climate among enterprises, citizen, Local Authorities.

MEID project (Mediterranean Eco-Industrial Development)¹, funded by the program MED aims to define a joint Mediterranean model for planning, construction and management of Industrial Areas, improving sustainable development and SMEs competitiveness.

The model intends to enhance capacities and develop decision tools for Competent Authorities and Industrial Area Managers to integrate environmental friendly solutions into the Regional and Interregional Industrial Development Strategies. An incremental approach has been adopted to ensure the model applicability to new industrial areas, as well as already operating non structured and structured areas. Fundamental parts of the management model are high level infrastructures and innovative services to support SMEs to create networks, exploit the of eco-innovation opportunities and face the challenges of the Green economy.

This International Forum is part of the dissemination activities planned in the MEID project: it has the aim to present the viewpoints of the different stakeholders and discuss which future is envisaged by European and National Institutions for the Mediterranean industrial areas taking into account the recommendations of COM(2011) 642 “Industrial Policy: Reinforcing competitiveness” and COM(2011) 571 “Roadmap to a Resource Efficient Europe”.

Participation to the event is free of charge.
To participate, please fill in the registration form before 30 may 2012.

It is strongly recommended to respect the due time for the registration in order to be able to have the permission for the entrance at the European Parliament

The event is jointly organized by the partners of the MEID PROJECT



¹ <http://www.medMEID.eu/>