



SUMMIT AGENDA

DATE, LOCATION AND VENUE

The first Blue Economy Business and Science Forum meeting will take place in **Hamburg on 12-13 September 2016** at the [International Maritime Museum Hamburg](#). This venue has been selected for its historical importance for marine and maritime industry, research and finance.

SCOPE

The EU Blue Economy provides over 5 million jobs and approximately 4% of Europe's Gross Domestic Product. New technologies, including underwater engineering and DNA sequencing offer possibilities to increase this contribution. To capture this potential, the European Commission has launched a Blue Growth initiative which explores new ways to contribute to the EU's economy through technological, industrial and financial innovation whilst respecting the scarcity and vulnerability of marine resources.

As part of this effort, the Commission in its Communication on Innovation in the Blue Economy¹ proposed to launch a Blue Economy Business and Science Forum - a platform for business, science, finance and policy representatives to exchange knowledge and experience, discuss opportunities and barriers for innovation in the blue economy and celebrate scientific and industrial achievements. It will provide a sounding board for industry and an opportunity for the participants to provide timely advice to the Commission.

The Blue Economy Business and Science Forum was officially launched at the European Maritime Day conference, held in Greece in May 2015 and the Hamburg Summit event is the first gathering of the Forum to address the Blue Growth challenges.

OBJECTIVES

The Hamburg Summit will gather together over 200 Blue Economy stakeholders to discuss and propose solutions on:

- how to boost the European competitiveness in marine and maritime technologies;
- how to increase collaboration between science and industrial sectors; and
- how to fully demonstrate the value of innovative technologies, scale them up and bring them to the market.

Participants will also discuss bottlenecks hindering the commercialisation of innovative blue technologies in the EU. Innovation is costly and even more so in the marine environment. Therefore, access to finance for innovation will be considered as one of the key issues. The event will explore the new Commission proposal on the European Innovation Council as an opportunity for Blue Economy entrepreneurs-innovators.

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=COM:2014:254:REV1&from=EN>

Monday, 12 th September 2016, Hamburg	
13:00	Registrations & welcome coffee
14:30	<p>Summit opening</p> <p>The EU's Integrated Maritime Policy and the Blue Growth initiative place the Blue Economy firmly on the agenda of the EU, the Member States and regions. Now is the time to pool all efforts together to unlock the potential of the Blue Economy through investments and innovation.</p> <p>Video messages from:</p> <ul style="list-style-type: none"> ➤ Karmenu Vella, EU Commissioner for Environment, Maritime Affairs and Fisheries ➤ Carlos Moedas, EU Commissioner for Research, Science and Innovation <p>Moderator: Felix Leinemann, Head of Maritime Policy Atlantic, Outermost Regions and Arctic Unit, Directorate General For Maritime Affairs And Fisheries, European Commission</p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Joao Aguiar Machado, Director-General for Maritime Affairs and Fisheries, European Commission ➤ John Bell, Director for Bioeconomy, Directorate-General for Research and Innovation, European Commission ➤ Olaf Scholz, First Mayor of the Free and Hanseatic City of Hamburg <p>Industry Keynote Speech - Sigrun Elsa Smaradottir, Head of Industry Solutions and Consulting, MATIS</p>
15:30	<p>Showcase of the results of the EU innovative Blue Economy projects, with particular focus on SMEs</p> <p>Moderator: Sigi Gruber, Head of Marine Resources Unit, Directorate-General for Research and Innovation, European Commission</p>
17:00	Coffee break
17:30	<p><u>1st Panel Discussion:</u> Innovation in the Blue Economy – <i>how maritime innovation can be a driver of sustainable blue growth</i></p> <p>Growth in the Blue Economy is now the major focus of the integrated maritime policy. Europe's coasts, seas and oceans have the potential to be a major source of new jobs and growth. New growth opportunities come from providing new products and services derived from innovative ideas and actions and appropriate investments are key to unlock this potential.</p>

	<ul style="list-style-type: none"> ➤ <i>What does innovation mean for your business success?</i> ➤ <i>How can Europe be placed as a driver of the blue economy not only locally but globally?</i> ➤ <i>How can the European Innovation Council contribute in scaling start-ups into world-beating businesses?</i> ➤ <i>Where do investors see the opportunities and challenges in the blue economy?</i> <p>Moderator: Matthew King, Head of Open Innovation Unit, Directorate-General for Research and Innovation, European Commission</p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Martin Visbeck, Excellence Cluster 'Future Ocean' ➤ Jorge Temido, Chief Process and Innovation Officer, BuggyPower ➤ Fiona Regan, Dublin City University and SmartBay Ireland ➤ Toula Onoufriou, Cyprus University of Technology
19:00	End of day one
19:00	<p>Gala Dinner - Blue Economy Business Awards 2016</p> <p>Welcome messages from:</p> <ul style="list-style-type: none"> ➤ Joao Aguiar Machado, Director-General for Maritime affairs and Fisheries ➤ Katharina Fegebank, Second Mayor and Senator for the Ministry of Science, Research and Equalities of the Free and Hanseatic City of Hamburg
Tuesday, 13th September 2016, Hamburg	
8:30	Welcome coffee
9:15	<p><u>Wake-up Session</u></p> <p><i>Keynote Speech</i> from Pierre Erwes, Chairman of Biomarine Business Convention, Chairman of the Board BioMarine International Clusters Association, Chairman Blue Forward Fund</p>
9:30	<p><u>2nd Panel Discussion: From Lab to Market - how scientific discoveries lead to industrial success</u></p> <p>Investment and research & innovation across all sectors of the blue economy are crucial for realising its growth and jobs potential.</p> <ul style="list-style-type: none"> ➤ <i>The importance of scientific discoveries for businesses.</i> ➤ <i>What financial obstacles do innovators face in getting the necessary investment to see projects through to fruition?</i> ➤ <i>How can the uptake of research results be facilitated, innovation promoted and</i>

	<p><i>markets identified?</i></p> <p>Moderator: Sigi Gruber, Head of Marine Resources Unit, Directorate-General for Research and Innovation, European Commission</p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Kristine Gramstad, Communication Director, Marine Harvest ➤ Torsten Thiele, Global Ocean Trust ➤ Janou Hennig, Managing Director, Hamburg Ship Model Basin ➤ Simon De Pietro, Owner and Director of DP Energy and a Board Member of the European Ocean Energy Association
11:00	Coffee break
11:30	<p>3rd Panel Discussion: Unlocking Innovation through Collaboration - <i>how different sectors can work better together</i></p> <p>The ambition of this Forum is to unlock new ways to increase collaboration between industry, science and the blue economy value chain as a whole to fully capture the value of innovative technologies, scale them up and bring them to the market.</p> <ul style="list-style-type: none"> ➤ <i>How collaboration can lead to success in the marine and maritime sectors. How can clusters play a role in facilitating collaboration among different blue economy stakeholders?</i> ➤ <i>What are the opportunities and challenges for clusters?</i> <p>Moderator: Francis Vallat, Chairman of the European Network of Maritime Clusters</p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Simon Gerrard, Industry Liaison Manager, Southampton Marine and Maritime Institute ➤ Michael B. Jones, President The Maritime Alliance & TMA Foundation, San Diego Cluster ➤ Martina Rossi, Cluster Manager, Maritime Technology Cluster FVG ➤ Noelia Ortega, CEO of CTN Innovative solutions
13:00	Networking Lunch
14:00	<p>Feedback Session: Key messages from the three panel discussions</p> <p>Moderator: Bernhard Friess, Director for Atlantic, Outermost Regions and Arctic, Directorate-General for Maritime Affairs and Fisheries, European Commission</p> <ul style="list-style-type: none"> ➤ Matthew King, Head of Open Innovation Unit, Directorate-General for Research and

	<p>Innovation, European Commission</p> <ul style="list-style-type: none"> ➤ Sigi Gruber, Head of Marine Resources Unit, Directorate-General for Research and Innovation, European Commission ➤ Francis Vallat, Chairman of the European Network of Maritime Clusters
14:15	<p>Closing plenary session: Key recommendations and conclusions from the Summit</p> <ul style="list-style-type: none"> ➤ <i>What have we learned from the first Blue Economy Business and Science Forum meeting?</i> ➤ <i>What are the main barriers for innovation and key recommendations and outcomes to boost the innovation and investments in the blue economy?</i> ➤ <i>What are the next steps for policymakers, industry and science to capture the potential that the Blue Economy has to offer?</i> <p>Moderator: Bernhard Friess, Director for Atlantic, Outermost Regions and Arctic, Directorate-General for Maritime Affairs and Fisheries, European Commission</p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Werner Schmidt, Director of the Environment and Regional Development Department at EIB's Projects Directorate, European Investment Bank ➤ Claire Jolly, Head, Ocean Economy Group/OECD Space Forum, Directorate for Science, Technology and Innovation OECD ➤ Tiago Pitta e Cunha, Oceano Azul Foundation ➤ Niall McDonough, Executive Secretary, European Marine Board
15.45	End of the Summit