

Brokerage event in the Blue economy sector.

Venice, 11 March 2018.

The BEAT (Blue enhancement action for technology transfer) project promoted a brokerage event addressed to companies operating in the Blue Economy which held in Venezia at the HQ of Unioncamere del Veneto on the 11 March 2018.

The event aimed at gathering firms and experts from Croatia and Italy in this field and was designed to:

- 1) get access to technological opportunities and trends in the Blue Economy;
- 2) meet other firms in the value chain with whom to exchange knowledge for innovation purposes and potentially develop future joint business activities;
- 3) interact with experts from Universities, research centers, and Technology Transfer Offices exploring research and innovation chances.

AGENDA

10:00 a.m. Opening remarks - BEAT project team (Roberta Lazzari Eurosportello)

10:15 a.m. Innovation opportunities in blue economy - BEAT project team (Mare FGV)

10:30 a.m. B2B interactive activities - led by BEAT project team (UNITS - UNIPD)

- “Getting to know each other” (i.e., activity where companies can specify what they are interested to acquire and what to offer in terms of innovation to other firms writing keywords in post-it; (20 minutes)

- “World cafe” focused on sharing view on technology innovation starting from the discussion in point 2 (i.e. different tables where participants in group can discuss about technologies/key questions on innovation opportunities/challenges);

11:30 a.m. B2B matchmaking - "Speed dating" for firms to identify potential synergies (brief 1-to-1 discussion among firms).



