



European Economic and Social Committee



Thursday 7 November 2013

Euromontana conference

“How to support mountain innovative entrepreneurship?”

In collaboration with the **Basque government** and



the European Economic and Social Committee, Employers' group

Place: European Economic and Social Committee, Room VMA3, Rue Van Maerlant, 2, Brussels

9.00 –13.00

Objectives:

- Explore the potential of mountain businesses to contribute growth and employment, in an innovative way
- See what different types of innovation we find in mountain areas and therefore what types of policies are most adapted
- Present different initiatives supporting entrepreneurship in mountain areas through education, business support, networking, financial engineering, innovation brokerage...

9.00 – Welcome & opening

- **Henri Malosse**, Président du Comité économique et social européen
- **Elena Gutiérrez Pérez del Notario**, Director for Rural and coastal development and European policies of the Basque government

9.30 - Session 1: Mountain businesses and innovation – Field observations and initiatives

Chair: Martin Price, Vice-president of Euromontana, University of the Highlands and Islands

Which companies are active in mountain areas? How do they evolve? [The intersectorial diagnosis of the Pyrenean economy](#) – Servane Tarot, Pyrenean association of Mountain economy

The [Mountain Cluster](#): a network dedicated to innovation and internationalisation of mountain development businesses – Florent Gauthier, Innovation officer at Mountain Cluster

Discussion with the audience



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10.15 - Session 2: Hearing the voice of innovative entrepreneurs

Chair: André Marcon, Euromontana Board of Directors, President of CCI France and Vice-President of Eurochambers

- **Silvia Formenti** – Production of Soap from whey combined with event and training activities in the Basque Mountains (Spain)
- **Tri vallées** – **Waste management** in Savoie (France)
- **Bella Baita** “**Italian Alps retreat**” – Promoting gastronomy through cooking classes for tourists from all over the world, Val Chisone, Piemonte (Italy)
- **Mikrogoran** –an SME bringing the digital economy to the mountains, Mr. Goran Jajas (Croatia)

11.25 – Coffee break

11.45 – Session 3: How to support mountain entrepreneurs in their initiatives?

Chair: Marta Marin, Director of the delegation of the Basque government in Brussels

- **Networks improving innovation brokerage in mountain areas (30 minutes including Q&A):**
 - **Regional actors facilitating innovation in bioeconomy** – Valentina Pinna, Regione Lombardia, vice-chair of the Working group on bioeconomy of the European Network for Regions for Research and Innovation ([ERRIN](#))
 - **Regional authorities supporting entrepreneurs innovating in agriculture, food and forestry?** – Fabio Boscaleri, Tuscany region, European Network of Regions for Innovation in Agriculture, Food and Forestry ([ERIAFF](#))
- **Improving access to finance for mountain innovative entrepreneurs (20 minutes including Q&A):** Financial instruments in European policies 2014-2020 – Rudy Aernoudt, Head of private office of President Henri Malosse, European Economic and Social Committee (tbc)
- **The Alpine Space project FEDIAS: supporting SME access to finance** (20 minutes including Q&A)(tbc)

12.55 – **Conclusions and closure** - Juanan Gutiérrez, President of Euromontana

13.00 - End of the conference

Languages 7th November: EN/FR/ES