



**OaSIS Project Workshop:
“Improving SME Segmentation and Innovation Support”**

Rond-Point Schuman 6 (Scotland House), 1040 Brussels, Belgium

22 June 2018, 09:00 – 13:00

Organized by Eurada, Linknovate, Cracow University of Technology



This workshop will enable exchange and knowledge transfer on the question of how regional development agencies can improve their SME segmentation & innovation support. After the expert input, the OaSIS project will be presented, which invites regional development agencies to share their data and expertise to learn from benchmarking & Big Data analyses in order to find out what works best to achieve the highest impact. Especially the experience sharing session and the final joint discussion round will be interactive to maximize workshop’s value for all the participants. The dialogue between policy makers, regional development professionals, and academics will not only illustrate the state of play but also point out opportunities for future enhancements.

08:45 - 09:00 REGISTRATION & REFRESHMENTS

09:00 - 09:20 WELCOME by Esteban Pelayo, Director of Eurada
KEYNOTE by Janos Schmied from the European Commission’s DG GROWTH – Internal Market, Industry, Entrepreneurship and SMEs: *How to use segmentation in order to increase the efficiency & effectiveness of innovation support services to SMEs?*

09:20 - 09:55 EXPERT PRESENTATION SESSION “Scope of SME segmentation & innovation support services”

- Carolina Arriagada Peters. Cities & collaboration: *Segmentation for FDI*
- Dr. Vincent Duchêne. Idea Consult: *Segmentation of Innovation Services in Wallonia*

10:00 - 10:45 PROJECT PRESENTATION SESSION “The OaSIS Project”

- Jakub Kruszelnicki. Cracow University of Technology: *Project scope and main objectives*
- Dr. Anna Irmisch. Eurada: *Involvement of regional development agencies in OaSIS*
- Manuel Noya. Linknovate: *Software tools for improving SME segmentation & innovation support*

10:45 - 11:15 TEA & COFFEE BREAK



- 11:15 - 12:15 BEST PRACTICE SHARING SESSION “Practical experience of SME segmentation & innovation support”, presented by regional development agencies
- Carlos Gomez Ascaso, Instituto Aragonés de Fomento: *Testimonial about data sharing as a 3rd party in the OaSiS project*
 - Hüseyin Özgür Ünsal, East Marmara Development Agency: *Testimonial about reasons & obstacles for participating in the OaSiS project as a 3rd party*
- 12:15 - 13:00 CONCLUDING DISCUSSION ROUND “Joint comparative analysis of SME segmentation techniques applied by regional development agencies, and benchmarking of innovation support services to highlight those with the highest impact”
- Moderation: Dr. Anna Irmisch, Eurada
- 13:00 - 14:00 LUNCH