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CONGRESS OF
EUROPEAN
EMERGING REGIONS

CoEER

Beja, Portugal

11 - 13 September

BEJA CONFERENCES



Contents

Objective	3
Who attends?	3
Why meeting?	4
Where to meet?	5
Beja, Portugal	5
Venue	6
Venue map	7
What to discuss?	8
How to plan?	10
Agenda	10
How to intervene?.....	13
What to see?	14
Beja airport – location for the emerging Beja’s regional aviation cluster	14
Alqueva dam – the biggest artificial lake of Europe.....	15
Sines, the atlantic gate of Europe	16
BejaGlobal – Innovation, Knowledge, Economy, Entrepreneurship, and SMEs	17
CoEER organisers.....	19
Beja Conferences organisers.....	19
CoEER network.....	19



CONGRESS OF EUROPEAN EMERGING REGIONS

Objective

Municipalities and regions compete for innovation, resources, creativeness, investment, knowledge, professionals, technology, skills and recognition. Attractiveness, projection, opportunities and sustainability are key factors for regions to emerge economically and socially. The congress is aimed at distinguishing the best examples of integrated policies that led regions and municipalities to emerge in a context of global competition.

Investment is a critical factor for emergent regions to succeed. Integrated strategies aimed at building-up investment opportunities are a distinctive mark of well succeeded emerging regions. Discussing these strategies is also an objective of the Congress.

This year the Congress visits a European Emerging region. Beja, the venue, leads a region where growth is higher than European average, the inbound investment flows at a recognizable rate and the jobs attract professionals from other sectors and regions. A well-balanced strategy, in which the investment mechanisms and the funding sources are harmonised, succeeds in generating a notable case study among the European Emerging Regions.

Who attends?

Investors looking for insights on emerging regions' strategies to develop investment opportunities.

Strategists looking for inspirational cross-exchange experiences;

Planners looking for references and examples of case-studies;



Local or regional politicians, candidates or elected that want to share visions and challenges;

Researchers and students looking for recent advancements and new ideas;

Entrepreneurs looking for opportunities, namely those that are planning to begin new companies;

Professionals looking for more vibrant economic landscapes;

Why meeting?

The Congress is a unique annual opportunity to network with emergent players, to get involved with emergent regions, and to discuss emergent ideas.

During the Congress key-notes and case-studies presentations are delivered. There are organised debates and bilateral meetings. Your contribution is welcome to be included into the debates, presentations and discussions of the event.

More details: participants@coeer.org

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Where to meet?

Beja, Portugal



Every year the Congress of European Emerging Regions visits one of those regions.

In 2013 the congress visits Beja, Alentejo, Portugal.



Venue



The venue is on the following address:

NERBE Congress and Exhibition Centre,
Rua Cidade S. Paulo, 7801-453 Beja, Portugal

[GPS: Lat=38.00491; Lon=- 7.85403].

In 2014 the Congress of European Emerging Regions is foreseen for Łomża, Poland.

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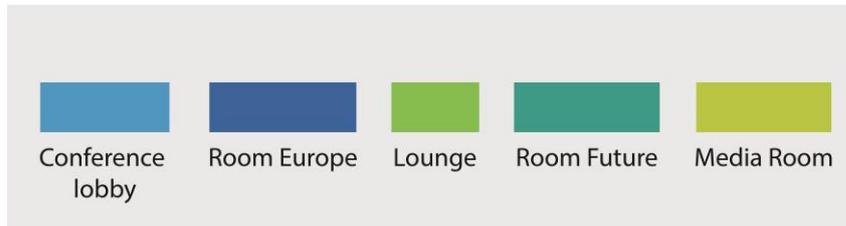
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Venue map



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What to discuss?

Integrated and multidisciplinary strategies are a key for the success of an Emerging Region. Integrated as common features, they support several economic sectors; multidisciplinary, like local clusters have to be developed and managed considering their specific value chains, even if they are in a common and integrated view of regional development.

The Congress of European Emerging Regions share that view and provide participants with opportunities for discussion of common and sectorial topics.

The suggested common topics, related to building an enhanced, innovative and attractive business environment in Emerging Regions are the following:

Professional mobility – how professional mobility between sectors, regions and entrepreneurial environments may operate as a proximity factor for the emerging regions be more present into the global networks.

Technology transfer – how access to technology, solutions, standards and systems may play a key role on enabling business in emerging regions and making possible to project themselves on global value chains.

Financial mechanisms – how dedicated, diversified and well-designed financing and funding mechanisms may play a key role on supporting new business launch - their development, growth and consolidation - on attracting investment and on creating more and better jobs in emerging regions.

Initiative and creativity – how new urban identities, social environments, trends, visions, communications and organizational paradigms may offer renewed opportunities to emerging regions in order to lead new ideas and host new global businesses.

Knowledge and science – How knowledge and science, as start of new agendas, value chains, disruptive developments and renewed business offers



may play a role on providing the required baseline for a sustained and sustainable development to the Emerging Regions.

Empowerment and learning – How people's ability to push their ideas, projects, businesses and cities to a better future can be untapped confirming the ability of Emerging Regions to succeed.

Emerging Regions compete for resources, ideas, access, innovation, investment, skills, proximity and funding that operate as a driver for competitiveness. Those, when combined with available infrastructures, attractive costs and fixed assets, allow the development of specific clusters and the definition of the region's competitive identity. During the Congress, the following clusters will be debated under the point of view of investments opportunities:

- Aeronautics and aviation;
- Agriculture and agro industries;
- Tourism and new rurals;
- Energy and bioenergy;
- Sustainability, environment and urban quality of life.

The topics will be discussed on basis of oral presentations, round table discussion of case-studies, ideas forum, field visits and investment opportunities fair or continued networking.



How to plan?

Agenda

The agenda of the Congress of European Emerging Regions is organised as following:

Wednesday, September 11th, 2013

- 14.00 – 14.30** Registration
- 14.30 – 17.30** **Technical session**
Integrated Sustainable Energy Planning, the Beja's Covenant of Mayors case study
- 17.30 – 18.30** Bilateral meetings
B2PA Business to Public Administration
- 20.00 – 22.30** Welcome dinner

Thursday, September 12th, 2013

- 08.30 – 09.00** Registration
- 09.00 – 10.30** Opening session
Welcome and key note speeches
- 10.30 – 11.00** Coffee and posters Q&A
- 11.00 – 13.00** **Plenary session**
Emerging regions in a mutating global context

Elsa Nunes, IrRADIARE, Science for evolution® (moderator)
Giuseppe Falco, The renaissance of farming under innovative farmers perspective, Farmer and former President of the European Council of Young Farmers.
Piotr Pawelec, The Aviation Valley case study, Instytut



Dobrych Ekorozwiqzań "Alternatywa" Sp. z o.o.

Pablo Morales, The Andalusian case-study – Capitalising on Regional Development Strategies, Cámara de Comercio de Sevilla

Carlos Coelho, Territorial marketing's role in emerging regions competitive position – the Beja's case-study, Ivity

Debate

13.00 – 14.00 Open air lunch break

14.00 – 16.00 **Round tables** – local clusters and integrating strategies

Round table 1 - *Aeronautics and aviation;*

Moderator: Pedro Beja Neves, ANA Aeroportos (moderator)

Round table 2 - *Agriculture and agro industries;*

Moderator: Carlos Lopes de Sousa, Agrocluster do Ribatejo (moderator)

Mário Rodrigues, Greenlevel (moderator)

Round table 3 - *Tourism and new rurals;*

António Ceia da Silva, Turismo do Alentejo (moderator)

Luís Cavaco, ADRAL (moderator)

Round table 4 - *Energy and bioenergy;*

Moderator: Rui Pedro Henriques, IrRADIARE, Science for evolution® (moderator)

Round table 5 - *Sustainability, environment and urban quality of life*

Nuno Banza, Inspeção Geral da Agricultura, Mar, Ambiente e Ordenamento do Território (moderator)

Itziar Vidorreta, Gaia - the Electronic and Communication Cluster of the Basque Country (moderator)

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- 14.00 – 16.00 B2B meetings
- 16.00 – 18.30 Field visits
- 20.00 – 23.00 Music and diner

Friday, September 13th, 2013

- 08.30 – 09.30 B2B meetings
- 09.30 – 10.00 Sum-up of emerging ideas
Round tables results reporting

10.00 – 11.00 Plenary session

Emerging regions' tomorrows – new business and economic growth

Filipe Pombeiro, NERBE - Núcleo Empresarial da Região de Beja (moderator)

João Basto, The Alqueva case-study, EDIA

Kathryn Havering, Advanced funding for SME and innovative business - The DIFASS Lessons, WSX Enterprise

Jonathan Gibbs, Investing in High Tech and High Growth Rural New Business, Macfarlan Smith Limited

Debate

- 11.00 – 11.30 Coffee and posters Q&A

11.30 – 12.30 Plenary session

Open strategies for emerging regions' success

Marcos António Nogueira, IrrRADIARE, Science for evolution® (moderator)

Antonella Valmorbida, Local Governance in Emerging Regions, Association of the Local Democracy Agencies

Joana Mundó, Open Strategies for Energy and regional

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development, Ecoserveis

Simone D'Antonio, Open strategies for urban development and urban quality of life, CITTALIA

Debate

- 12.30 – 13.00** Coeer.org launching
- 13.00 – 14.00** Open air lunch break
- 14.00 – 17.00** Field visits



How to intervene?

The Congress of European Emerging Regions is organised into ten sessions. Those are:

- Plenary sessions
- Thematic sessions
- Investment fair
- Field visits
- Ideas lounge



Round tables

Oriented to be also a lively brainstorming, the Congress is open to your ideas, interventions, contributions and presentations.

Please register as contributor on the following address:

More details: participants@coeer.org (a confirmation will follow)

What to see?

As part of Congress of European Emerging Regions, a number of visits are organised, among which (please check for updates):

Beja airport – location for the emerging Beja’s regional aviation cluster



Beja is a competitive location for aerospace industries: runway length, space for businesses, location, skilled labour, openness to receive international companies and professionals, weather, investment security, support packages, high quality of life, potential for around the clock operations, integration within EU and Eurozone, and moderate costs.

Beja International Airport is a recently developed infrastructure. Formerly a military airbase, the Airport was open to international passengers and cargo in 2011, offering a prime location for aviation services and industries as a main purpose of this development.



Beja International Airport is 130 km south-east of Lisbon, 194 km west of Seville, 118 km north of Faro and 51km South of Évora. The runway is 3.450m long and 60m wide. In this initial phase, it is available a cargo terminal with capacity up to 50,000 tons / year, together with a 2000m2 passenger terminal.

The Airport is located in a region likely to bloom in the coming years. A unique combination of new regional assets enables a lively business environment. Appealing entrepreneurial opportunities may emerge from a changing economic landscape – new airport, new dam, the largest artificial lake in Europe, connection to the Atlantic Ocean port and industrial areas of Sines, new irrigation areas, new research facilities, higher education institutions and new trendy tourism offerings.

Some of the products, services and competences associated to this region are the optimal business environment for aviation industries and services, the recently opened airport with significant space availability for entrepreneurial location, attractive investment and entrepreneurship support packages, prime location underneath the fast growing of Euro/Atlantic routes, ideal operation, weather and skilled labour force availability conditions.

Alqueva dam – the biggest artificial lake of Europe



The business environment will probably bloom next years. Alqueva changed the economical landscape: more greener energy, more cleaner water, more sophisticated tourism, more sustainable agriculture, more creative innovation, more and better jobs, more opportunities for a healthier life style. Boosted by Alqueva, the region's



economical environment is set to bloom: the right environment for new businesses to take root.

This growing started years ago: the largest artificial lake in Europe was built; new R&D facilities were built; a new Airport was set-up; a new irrigation system was developed; the energy production was reinforced; the agriculture was renewed; the environment and biodiversity assets were protected, and the administrative environment was simplified. Ambitious territories may benefit from the Alqueva integrated development model. Audacious regional strategies may be built on the unique success case study of Alqueva. EDIA built Alqueva: EDIA is the right partner to provide development to your country, region and territory.

Sines, the atlantic gate of Europe



The ZILS - Sines Industrial and Logistics Zone is the largest area for the location of industrial and logistics units in the Iberian Peninsula. It offers over 2,000 hectares of space dedicated to industrial, logistics and service activities, which currently includes some of the largest national and international companies. In the centre of the great maritime global routes, Sines is the Atlantic gate for Europe. We invite you to discover ZILS as a site of excellence for your investment location. Come get to know the increasingly competitive and innovative business environment that ZILS offers to new entrepreneurial projects: a unique combination of infrastructures and services.



BejaGlobal – Innovation, Knowledge, Economy, Entrepreneurship, and SMEs



Tackled issues: To help solving obstacles for the internationalisation of SMEs business activities; to facilitate access to finance.

Main objectives: To consolidate a network of agents as a platform for exchange and dissemination of experiences made in the context of implementation of new financial instruments to SMEs and policy development. The focus will be the development and implementation of non-grant based financial support instruments, such as revolving funds, trans-regional funds with public counter guarantee and venture capital funds.

Main expected outputs and results: The aim is to create strategic guidelines for innovative financial tools and instruments of support to the internationalisation and growth of SMEs.

The region's scope: The city of Beja leads the municipalities' community that covers the NUTIII PT181 and PT184. Accordingly to the recently approved strategic planning options, the regional coordination intervention axes are defined as follows: mobility and transportation; culture, arts and creativity; urban trade and quality of life; territorial innovation. The proposed project is relevant to the intervention axis A and C.

The BejaGlobal programme objectives are the promotion of economic activity, the support to the entrepreneurship, innovation, qualification, investment and competitiveness.

Through these programmes the region is committed with innovation, sustainability and growth as a comprehensive approach aimed at repositioning Beja among the



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European medium-sized cities, managing a better entrepreneurial environment and creating more and better jobs.

The regional development strategy: The cluster-based integrated strategy organised under BejaGlobal might be considered as a good practice. The promotion of regional economic clusters aims to exploit opportunities emerging from recent economic landscape changes – new airport, new dam (largest artificial lake in Europe), new highway, new research facilities, new higher education institution and new investments in tourism infrastructures. The BejaGlobal programme integrates the public policies oriented to the entrepreneurship, innovation, investment, competitiveness and employment policies implementation in Beja. Integration of regional public policies includes new partnerships with other municipalities and companies, utilities, new businesses incubators and others. The considered clusters are aeronautics, energy, new rurals, biotechnology and urban reinvention. In particular, aeronautics considers a partnership with the Airport of Beja. The support to entrepreneurship and incubation is vastly considered.

The aeronautic cluster: The aeronautic cluster is seen as a promising opportunity for SMEs since Beja is no far from Seville (an important Airbus pole) and Évora (next Embraer plane factory in Europe). The aeronautic cluster of Seville interest us a case-study. Strong partnerships are on the way to be developed with Seville and Andalusia under the scope of forming new Euroregion.

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CoEER organisers

The Congress of European Emerging Regions is organised by:



IrRADIARE, Science for Evolution

Marcos António Nogueira, Elsa Maria Nunes, Sofia Martins

Beja Conferences organisers

The Conferences of Beja committee is formed by the following organisations:



Câmara Municipal de Beja

Jorge Pulido Valente

João Margalha



NERBE / AEBAL – Beja's chamber of commerce

Filipe Pombeiro



ANA Aeroportos

Pedro beja Neves



EDIA, Empresa de Desenvolvimento e Infra-Estruturas do Alqueva, SA

João Bastos

CoEER network

More than 50 European regions are partners on the projects to be presented.



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