

# Boost your innovation with Eurostars

Celebrating 10 years of international project finance at the Innovation Expo 2018

October 3 – 5, 2018

Rotterdam, RDM submarine wharf

**During the Innovation Expo 2018 on October 4 in Rotterdam you learn everything about Eurostars project finance and you hear first hand experiences from other entrepreneurs. You have the opportunity to pitch your own project idea and can take part in the international matchmaking event organized by the Enterprise Europe Network (EEN). And don't forget to join one of the excursions in Rotterdam on the 3<sup>rd</sup> and 5<sup>th</sup> of October.**

**With the Innovation Expo 2018, the Dutch government offers businesses, research institutes, NGOs, and government bodies a platform for showcasing innovations to a wide national and international audience. Over 4000 participants will take part in the Innovation Expo 2018.**

## **What is Eurostars**

*Eurostars financially supports international innovative projects led by R&D-performing SMEs. Eurostars supports the development of rapidly marketable innovative products, processes and services that help improve the daily lives of people around the world. Eurostars has been carefully developed to meet the specific needs of SMEs. It is an ideal first step in international cooperation, enabling businesses to combine and share expertise and benefit from working beyond national borders.*



# Programme of the Eurostars conference at the Innovation Expo 2018

## October 3

11.00 h – 14.00 h

- Excursions organized by the city of Rotterdam for international guests (registration open in September)

19.00 h. – 22.00 h.

- Walking dinner for international Eureka / Eurostars guests in Rotterdam (venue t.b.d.and invitation will follow)

## October 4

### 1) Eurostars, celebrating 10 years of international R&D finance

**Time:** 10.45 h – 11.45 h

**Venue:** Franklin room

During this plenary session keynote speakers will give their vision on technological innovation. We look back at the very first projects that were initiated 10 years back and we celebrate the award winning projects of 2017 and 2018.

- Opening and welcome with DJ and percussion
- Previous successes in Eurostars. Short film and interview
  - Semlab BV develops decision support systems via complex software and artificial intelligence. They successfully applied for Eurostars 10 years back. How did they succeed over the last years.
  - Merus BV develops innovative solutions for treatment of different kinds of cancer. They applied 4 times successfully in Eurostars and showed a spectacular growth. They are now registered at the Nasdaq stock exchange.
- Interview with Ms. Mona Keijzer, State Secretary Economic Affairs & Climate policy.
- Inspiration speech Paul Iske.
  - Paul Iske is professor at the School of Business and Economics, Maastricht University, focusing on Open Innovation and Business Venturing. He will speak about open innovation, creativity and his Institute for Brilliant Failures.
- Interview with 3 winners (ranked 1<sup>st</sup> place) of last 3 Eurostars calls.
  - 1) MR Coils BV is a spin off of Maastricht University and develops innovative solutions for MRI systems.
  - 2) RiverD International BV is a spin off of Erasmus Medical Center develops devices for skin analyses and micro-spectroscopy.
  - 3) DEAM develops devices for minimally invasive surgery.
- Awards handed to 3 winners by Mona Keijzer.
- All participants who received a Eurostars grant in the last 3 calls are requested to come forward for their award.
- Photo shoot.

## **2) Eurostars Deep Dive Session, how to design a successful project.**

**Time:** 12.00 h. – 12.45 h.

**Venue:** Franklin room

During this session you will learn everything about the Eurostars programme. What is needed for a successful project, what is the procedure for submission and what are the do's and don'ts in Eurostars.

In this interactive session Peter Chisnall, coordinator of the Eurostars programme in Brussels will guide you through all the details and will answer your questions. The session will be supported by 2 experienced entrepreneurs in Eurostars who can give you practical tips (Micro Turbine Technology and Mastiline)

## **3) Get Investor Ready; how to successfully pitch your business**

**Time:** 14.00 h. – 14.45 h.

**Venue:** Tegeltjeshal

Have you successfully set up your Eurostars project? Are you planning to scale-up? How to fine tune your business model when seeking investment opportunities? How can you improve your pitch? During the investment readiness programme highly innovative international SMEs are guided in their steps towards investment readiness. A selection of SMEs will get the chance to pitch during the Innovation Expo, in front of an international audience. Which company will blow you away?

**(International SMEs are already selected via pre-selection procedures)**

Key note speaker is Gigi Wang (tbc). She is an Industry Fellow at UC Berkeley's Sutardja Center for Entrepreneurship, Chair and Director for Berkeley Start-up Boot-camp and a Managing Partner at MG-Team, LLC.

Moderator of this session is David Beckett (tbc), a highly experienced trainer with deep knowledge of how both corporates and Startups work.

## Thematic Sessions

During the IE 2018 there are 4 thematic Eurostars break-out sessions. The scope of these sessions is to go more in depth in specific technologies, the role of Eurostars and the strategy to enter te market. You can actively participate by telling about your Eurostars project or pitch your project idea.

### 4) Thematic Eurostars session on technological innovation in agri-food (30 – 40 persons)

**Time:** 13.45 h. – 14.30 h.

**Venue:** Onderzeebootloods, oval 05

- Presentation by Mr. Bert de Vegt, managing director Micros Food Safety  
Micros Food Safety develops natural phage products against dangerous bacteria in the food chain and is product leader in this field.  
In the Eurostars project Campylo-Phage Micros develops a new product that significantly reduces the presence of Campylobacter bacteria in fresh poultry products throughout the food chain by using bacteriophages.
- Presentation of international company on his/her Eurostars project.
- Q&A
- Open for number of pitches to present new project ideas. (2 slides / 2 minutes)

### 5) Thematic Eurostars session on Smart Mobility(30 – 40 persons)

**Time:** 14.00 h. – 14.45 h.

**Venue:** Onderzeebootloods, oval 06

Interactive session with national and international participants on latest technologies and cooperation with Canada. (This is 1 out of 4 thematic Eurostars sessions)

- Presentation by François Cordeau, vice president mobility and manufacturing of the National Research Council of Canada. Mr. Cordeau will speak about latest innovations in Canada and chances for cooperation.
- Presentation autonomous driving (t.b.c.)
- Q&A
- Open for number of pitches to present new project ideas. (2 slides / 2 minutes)

### 6) Thematic Eurostars session on technological innovation in Circular Economy (30 – 40 persons)

**Time:** 15.00 h. – 15.45 h.

**Venue:** Onderzeebootloods, oval 01

- Presentation by Mr. Lex van Dijk, CEO of Bluetec.  
Bluetec offers membrane solutions for industrial and municipal waste water, industrial processes and manure treatment.  
Bluetec has a Eurostars project for the development of forward osmosis technology, an innovative and low energy separation technology for Zero Liquid Discharge applications or resource recovery in e.g. food industry.
- Presentation by Dimitris Xevgenos, CEO of Sealeau.  
Sealeau develops highly innovative solutions for resources recovery and brine treatment.
- Q&A
- Open for number of pitches to present new project ideas. (2 slides / 2 minutes)

## **7) Thematic Eurostars session on technological innovation in Smart Industries (30 – 40 persons)**

**Time:** 15.15 h. – 16.00 h.

**Venue:** Onderzeebootloods, oval 06

- Presentation by Mr. Cock Heemskerk, CEO of HIT.  
HIT performs and supports innovative high-tech projects in the field of robotics and mechatronics.  
In the Eurostars project of HIT called JANUS a care robot will be developed that supports the transition of elderly clients from the hospital to recovery back home.
- Presentation of international company on his/her Eurostars project.
- Q&A
- Open for number of pitches to present new project ideas. (2 slides / 2 minutes)

## **October 5**

10.00 h

- Excursions organized by the city of Rotterdam for international guests (registration open in September)

## **B2B matchmaking**

Matchmaking is part of the Innovation Expo and is organized by the Enterprise Europe Network.

## **Registration**

For international parties you can already register for the Innovation Expo 2018 and **pre-register** for:

- Eurostars Celebrating 10 years of international R&D finance.
- Eurostars Deep Dive Session, how to design a successful project.
- Get investor ready, how to successfully pitch your business.
- B2B Matchmaking
- **Registration for pitching in one of the 4 thematic sessions.**

**For registration for international parties click [here](#)**

- **If you want to give a presentation about your Eurostars project please contact us directly.**
- **Registration for excursions will follow in September.**

## **Event app**

Registered participants will receive automatically an event app after September 3 in where you will find a list of sessions related to the topic you are interested in. Of course all sessions are open to all public.

## **Venue**

RDM submarine wharf Rotterdam

## **Contact**

For further contact of the Eurostars conference at the Innovation Expo please contact the Dutch Eurostars secretariat.

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