



SUOMEN ITÄMERI-INSTITUUTTI  
THE BALTIC INSTITUTE OF FINLAND



Baltic Sea Region  
Programme 2007-2013  
Part-financed by the European Union  
(European Regional Development Fund)

BSR InnoReg Transnational Training Module 3:

# Financing and support for start-up companies

15–17 September 2010, Riga, Latvia

Wednesday, 15 September 2010

Venue: Radisson Blu Hotel Latvija, Hall Lambda	
10.00–10.10	Welcoming words <i>Līga Baltiņa, Head of International Projects and Communication Division, State Regional Development Agency, Latvia</i>
10.10–10.30	Greetings from the BSR InnoReg project <i>Johanna Leino, Project Manager, The Baltic Institute of Finland</i>
WORK SESSION I – Business development <i>Moderator: Heinz Fiedler, President of the SPICE Group, Germany</i>	
10.30–11.45	Focusing on most potential start-up cases or supporting all SMEs? - Global experience <i>Heinz Fiedler, President of the SPICE Group, Germany</i> à Discussion: How to find start-up companies? How to evaluate and select companies into incubation programmes?
11.45–12.00	Coffee break
12.00–13.00	Generating income – how to run an incubator like a business? - Business incubator or business accelerator? <i>Pekka Jussila, Managing Director, Hermia Business Development Ltd., Finland</i> à Discussion: What are the sources of income? Are there any new/different approaches for generating income? How to measure the success of incubators?
13.00–14.00	Lunch



<b>WORK SESSION II - Financing and risk management of start-ups</b> <i>Moderator: Pekka Jussila, Managing Director, Hermia Business Development Ltd.</i>	
14.00–14.20	Perfect start-up company in the eyes of seed phase fund – Experience of Hermia Ventures <i>Pekka Jussila, Managing Director, Hermia Business Development Ltd., Finland</i>
14.20–15.45	Start-up company cases à Discussion: Do business incubation services match to those key areas to improve? How can public funding boost the success of positive investment decision?
15.45–16.00	Coffee break
16.00–17.00	Risk management tool to help evaluation and management of invested start-up company à Discussion: Can this tool help BDO activities? How could this kind of a tool be taken into use in different organisations? Who are the actual people to use the tool and benefit from it?
17.00–17.30	Summary of TTM <i>Pia Kattelus, Continuing Education Coordinator, Ruralia Institute, Finland</i>
18.45	Departure from the hotel (walking distance about 15 min.)
19.00–21.30	Welcome reception by Riga City Mayor in the Small Guild Hall (Amatu str. 5)



Thursday, 16 September 2010

Venue: Radisson Blu Hotel Latvija, Riga	
<p>BALTIC DYNAMICS CONFERENCE</p> <p>Please check the official conference programme at <a href="http://www.balticdynamics.com">www.balticdynamics.com</a> for more details.</p>	
9.00–9.30	Opening
9.30–13.00	<p>Plenary session "The role of innovation system in economic development"</p> <p><i>The following presentations can be interesting for TTM participants:</i></p> <p><i>EU Strategy for Baltic Sea Region: a Political Innovation for Technological Innovation</i> Prof. Edvins Karnitis, University of Latvia, Latvia</p> <p><i>Science and Technology Parks' Strategy Towards New Clusters</i> Lex de Lange, ZERNIKE group, Netherlands</p> <p><i>Science and Technology Parks as Pivotal Elements of the Innovation Systems Worthy of that Name</i> Luis Sanz, Director General – CEO, IASP, Spain</p>
13.00–14.00	Lunch
14.00–18.00	<p>Parallel sessions (TTM participants may choose a relevant session of the following)</p> <ul style="list-style-type: none"> <li>• <i>Open Innovation</i></li> <li>• <i>The Role of Non-Governmental Organisations – Science Parks and Business Incubators in Acceleration of Knowledge Exchange</i></li> <li>• <i>The Riga Process: A European Approach to More Effective and Demand Driven Innovation Support through Innovation Voucher Schemes</i></li> <li>• <i>Strategies and Programmes to Support Innovation and Knowledge Transfer</i></li> <li>• <i>Knowledge Transfer and New Trends in Technology Development</i></li> </ul>
18.45	Departure from the hotel (walking distance about 15 min.)
19.00–21.30	Gala Dinner at Rozengrāls (Rozēna 1, old town)



Friday, 17 September 2010

Venue: Radisson Blu Hotel Latvija, Riga	
<p><b>BALTIC DYNAMICS CONFERENCE</b>  Please check the official conference programme at <a href="http://www.balticdynamics.com">www.balticdynamics.com</a> for more details.</p>	
10.00–14.00	<p>Plenary session “How to speed up knowledge flow in innovation system”</p> <p><i>The following presentations may be of interest for TTM participants:</i></p> <p><i>Sustainable Development of Innovation System on National, Regional and Local level: demand-side action and the lever of public procurements</i>  <i>Bertrand Wert, European Commission, DG ENTR (D.1), Belgium</i></p> <p><i>Knowledge-Based cooperation in the Baltic Sea Region</i>  <i>Esa Kokkonen, Director, Baltic Institute of Finland, BSR InnoReg Lead Partner, Finland</i></p> <p><i>Recent Developments in Innovation Support Programs in Latvia – Country Report – Latvia</i>  <i>Dr. Maris Elerts, Investment and Development Agency of Latvia, Member of the BSR InnoReg Advisory Group, Latvia</i></p>
14.15–15.15	Lunch
15.30–17.00	<p>Departure for the visit to the “Wind Tunnel” (optional)</p> <p>Riga City Tour (optional)</p>