



An initiative of the European Union



**EUCLUSTERS**  **MATCHMAKING**  
EVENTS

**EINDHOVEN**  
THE NETHERLANDS

**26 · 27**  
**MARCH 2025**

# PARTICIPANTS BOOKLET

 @Clusters\_EU

 European Cluster Collaboration Platform

 European Cluster Collaboration Platform - ECCP

#ClustersMeetRegions #ECCPMatchmaking

# Clusters Meet Regions

## Background

The European Cluster Collaboration Platform (ECCP), on behalf of the European Commission, in collaboration with Brainport Development, AgriFood Capital, and the Province of Noord-Brabant, is proud to organise the Clusters Meet Regions event in Eindhoven, Netherlands, on 26 & 27 March 2025.

This is the 19th edition of the Clusters Meet Regions event series, an initiative launched in 2022 to bring together clusters and policymakers at the EU, national, regional, and local levels. These events serve as a dynamic platform for exchanging best practices, strengthening industrial ecosystems, and addressing regional economic development challenges.

The conference in Eindhoven will foster dialogue and generate insights to shape regional cluster policies and future EU strategies. It will highlight the pivotal role of clusters in driving innovation, advancing sustainability, and enhancing economic resilience at both the regional and European levels.

With Brabant's leadership in **Robotics & Artificial Intelligence (AI), Circular Semiconductors, Plant-Based Agri- & Foodtech, and Safety & Security**, the event will provide participants with first-hand experience in a thriving regional innovation ecosystem.

Building on the successful tradition of previous Clusters Meet Regions events, the Brabant edition will provide a **platform for cross-sector collaboration**, dynamic discussions, and hands-on engagement through **site visits, pitch sessions, matchmaking and interactive workshops**.

This event will also serve as an opportunity to strengthen connections between clusters, policymakers, and industry leaders, ensuring that European regions are well-equipped to address challenges related to **technological advancement, sustainability transitions, and SME resilience**.

## GENERAL INFORMATION

The event is taking place on 26-27 March 2025, at The Strip, High Tech Campus Eindhoven 1, 5656 AE Eindhoven.

For more information about the venue, [click here](#).

The event is scheduled to start at 09:00 AM. We kindly ask all participants to arrive at High Tech Campus Eindhoven by **8:45 AM** to ensure that everyone has enough time to register on-site and take their seats in the meeting room.

The event programme features a diverse range of activities, including:

- **Keynote speeches** from industry leaders and policymakers
- **Panel discussions** on regional and European cluster strategies
- **Pitching and matchmaking sessions** for networking and collaboration
- **Site visits** to innovation hubs and industry leaders
- **Interactive workshops** focused on digitalisation, sustainability, and cross-sector collaboration

The latest agenda of the event is available [here](#).

**Please, register via B2Match and plan your attendance in Clusters meet Regions seminar and matchmaking meetings**



**Registration link for B2Match: [click here](#)**

- Register to participate in the 2-day Cluster meet Regions seminar:
  - Choose sessions to attend
  - Express your interest in attending a Pitching Session - During the selection process, if you have expressed interest in presenting your organisation in the pitching session, you will be contacted by the organisers one week prior the event, in case you are selected.

- Site visits – there will be 3 parallel site visits. Please, chose your preference during the registration
- Express your explicit interest in the Matchmaking event and book your meetings
  - Start booking meetings - Meeting requests must be accepted, otherwise they cannot be scheduled.
  - Schedule your own meetings - Each matchmaking meeting will last for **20 minutes**.
  - On the day of the MME, please check your meetings' agenda (and download it)

## MAIN VENUE

Address and Location: The Strip, High Tech Campus Eindhoven 1, 5656 AE Eindhoven

See the map: <https://maps.app.goo.gl/Pv5v5fmgVyEWFikg7>



### BY CAR

- Follow the signs for Eindhoven-Centrum or Veldhoven/Randweg N2 (not highway A2) and leave the motorway at exit (afrit) 32a High Tech Campus.
- When using a route planner or navigation system, please enter the address 'High Tech Campus 1' at Eindhoven.

### BY PUBLIC TRANSPORT

Easy access from NS railway station Eindhoven with bus connection line 407. From Best station you can get to High Tech Campus via line 20.

### PARKING

Visitors are advised to park in P0 (click [here](#) for Google Maps), please follow the signs to our Conference Center.

All gates to Randweg N2 and Professor Holstlaan are open during weekdays, between 06.30 and 20.30 hours.

### ADDRESS

High Tech Campus 1 - The Strip  
5656 AE Eindhoven  
The Netherlands  
Telephone +31 (0) 40 230 57 00  
[conferencecenter@hightechcampus.com](mailto:conferencecenter@hightechcampus.com)

The event will take place at the Conference Center, High Tech Campus, Eindhoven, a premier innovation hub in Europe.

The region offers excellent public transport and cycling-friendly infrastructure, ensuring smooth mobility for participants.

## HOW TO REACH THE VENUE?

### Travelling by plane

- Eindhoven Airport (30 minutes from the venue)
- Amsterdam Schiphol Airport (90 minutes from the venue)

### Travelling by public transport

Easy access from NS railway station Eindhoven with bus connection line 407. From Best station you can get to High Tech Campus via line 20. At High Tech Campus, please follow the signs to the Conference Center.

### Travelling by car

- Eindhoven is well-connected by roads and (international) motorways.
- Follow the signs for Eindhoven-Centrum or Veldhoven/Randweg N2 (not highway A2) and leave the motorway at exit (afrit) 32a High Tech Campus.
- When using a route planner or navigation system, please enter the address 'High Tech Campus 1' at Eindhoven.
- Visitors are advised to park in P0 (click [here](#) for Google Maps), please follow the signs and walk from there to the Conference Center.

## ACCOMMODATION

### **Van der Valk Eindhoven\*\*\***

The hotel is located just 3 minutes by car from High Tech Campus Eindhoven. Free parking and direct access to the A2/A67 highways. Also offers facilities for charging electric cars.

### **NH Collection Eindhoven Centre\*\*\*\*\***

Located in the heart of Eindhoven, this hotel features modern amenities and a stunning sky bar, "Vane," on the 14th floor. Conveniently situated next to Eindhoven Central Station. No private parking available, but a Q-Park garage is nearby.

### **Pullman Eindhoven Cocagne\*\*\*\***

Situated in the city center of Eindhoven, offering private parking and located in close proximity to Eindhoven Central Station.

### **Van der Valk Hotel Eindhoven – Best\*\*\*\*\***

A recently opened Valk Exclusive hotel located on the border of Eindhoven/Best, near the Best exit, with private parking. This allows for easy access to both the city center of Eindhoven and onward travel via the A2 highway.

### **Holiday Inn Eindhoven\*\*\*\***

A four-star hotel on the edge of Eindhoven's city center, directly opposite Eindhoven Central Station. (IHG® Rewards Club)

## AGENDA

### Collaboration for Tomorrow – ‘The Brabant Way’

Experience the synergy of innovation, policy, and business as Brabant's unique ecosystem fosters transformative growth and sustainability across Europe.

**26 – 27 MARCH 2025**

**Conference Center High Tech Campus Eindhoven**

*Address: The Strip, High Tech Campus Eindhoven 1, 1B, 5656 AE Eindhoven*

### Day 1 – Wednesday, March 26th, 2025

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09.00 – 09.25 | <b>Registration &amp; Coffee</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 09.25 – 09.30 | <b>Welcome by moderator - <i>Simone van Trier</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 09.30 – 09.35 | <b>Introduction to Clusters meet Regions</b><br><ul style="list-style-type: none"> <li>● <b>Teodora Jilkova</b>, ECCP team member</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 09.35 – 10.00 | <p><b>Opening Session – <i>Simone van Trier</i></b><br/> <b>Connection. Leading. Entrepreneurial. Scoring. Enjoying. Historical. That´s Brabant at its best.</b></p> <p><b>Opening by Irena Banaszynska</b>, Representative of the Polish Presidency of the Council of the European Union responsible for the Council WP on Industry, Space, Technical Harmonisation</p> <p><b>Opening interview with the CMRs organisers and the European Commission – “Welcome to Noord-Brabant”</b></p> <ul style="list-style-type: none"> <li>● <b>Paul van Nunen</b>, Managing Director, Brainport Development</li> <li>● <b>Sander Groenen</b>, Managing Director, AgriFood Capital</li> <li>● <b>Jakub Boratynski</b>, Director for Networks &amp; Governance at Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</li> </ul> |
| 10.00 – 10.15 | <b>Setting the scene – presentation of the Input Paper</b><br><ul style="list-style-type: none"> <li>● <b>Jan-Philipp Kramer</b>, ECCP team member</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 10.15 – 10.35 | <b>Keynote “Regional economic development and the role of clusters in regional innovation ecosystems”</b><br><ul style="list-style-type: none"> <li>● <b>Koenraad Debackere</b>, Executive Director, KU Leuven Research &amp; Development / Vice Chairman, Leuven Mindgate</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 10.35 – 10.55 | <b>Keynote “Operating in a regional innovation ecosystem”</b><br><ul style="list-style-type: none"> <li>● <b>Joost van Hees</b>, Vice President Global Government Affairs, ASML</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 10.55 – 11.15 | <b>Keynote “Brabant, nursery of strong triple helix collaborations for competitiveness”</b><br><ul style="list-style-type: none"> <li>● <b>Martijn van Gruijthuijsen</b>, Regional Minister in charge of Economic Affairs, Innovation and International Affairs, Province of Noord-Brabant / Member of the European Committee of the Regions</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 11.15 – 11.45 | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 11.45 – 12.45 | <p><b>Panel I - Collaboration across borders, from nice to needed</b><br/> <b>Moderator – <i>Simone van Trier</i></b></p> <p><b>Panel Description:</b><br/> Regional ecosystems alone can only go so far—specialisation is essential to making a real difference. Clusters play a pivotal role in forging trusted collaborations with complementary partners across borders, strengthening European industry as a whole. But how do you initiate and excel in these critical collaborations? Join this panel to uncover strategies and success stories demonstrating cross-regional partnerships' power to drive competitiveness and innovation.</p> <p><b>Firestarter:</b></p>                                                                                                                                                                                      |

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|               | <p>“Building European Corridors” - <b>Kristina Karanikolova</b>, Innovation Policy Consultant and Researcher, TNO</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"><li>• <b>Lieke van Alphen Buscardini</b>, Senior Advisor EU Public Affairs, Province of Noord-Brabant / Vanguard Initiative</li><li>• <b>Sophie Bourez</b>, Co-director, Wagralim</li><li>• <b>Wolfgang Munch</b>, Senior Expert, DG Regional and Urban Policy, European Commission</li><li>• <b>Kristina Šermukšnytė-Alešiūnienė</b>, CEO, AgriFood Lithuania / Vice President European Cluster Alliance</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 12:45 – 13:45 | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 13:45 – 14:15 | <b>Parallel programme on location</b><br>Departure by bus to one of the three site visits (please choose during registration).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 14:15 – 16.30 | <b>Programme SITE VISITS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|               | <p><b>Robotics &amp; AI and (Circular) Semiconductors:</b></p> <p>@Brainport Industries Campus (BIC 1, 5657 BX Eindhoven)<br/>Manufacturing has long been an economic stronghold for Brabant, particularly in Brainport Eindhoven. The development and integration of key enabling technologies, combined with effective supply and value chain management, have driven transformative changes in the region—changes that are only expected to accelerate. Join this session for a comprehensive update and an inspiring glimpse into the future.</p> <p>14:15 – 15:45 Presentations<br/>Moderated by <b>Harm de Bruin</b>, Province of Noord-Brabant</p> <ul style="list-style-type: none"><li>• <b>Brainport Industries &amp; Brainport Industries Campus</b><br/>John Blankendaal, Managing Director, Brainport Industries</li><li>• <b>Brainport Digital Factory</b><br/>Benno Beuting, CEO, Cordis SUITE</li><li>• <b>Circular Business Plan Semicon</b><br/>Harold Mehagnoul, Head of Strategic Sourcing &amp; Procurement Re-use &amp; Repair, ASML</li><li>• <b>Breda Robotics</b><br/>Chantal van Spaendonck, Director, Breda Robotics</li><li>• <b>The European perspective</b><br/>Mariusz Baldyga, Programme Officer - EU policies, DG Communications Networks, Content and Technology, European Commission</li></ul> <p>15:45 – 16:30 BIC tour with on-site visits/demonstrations</p> | <p><b>(Plant-based) Agri- &amp; FoodTech:</b></p> <p>@Noordkade Veghel (Verlengde Noordkade 10-12, 5462 EC Veghel – entrance ‘Cultuurfabriek’)<br/>Discover how Brabant’s agricultural and food sector leads global innovation. This vital industry combines technological expertise with farmers’ wisdom to create a smart, sustainable, and circular food system. From fields to factories, Brabant drives sustainability and turns ideas into innovative products. Join this site visit programme to explore cutting-edge food innovations and discover how collaboration fuels Brabant’s success.</p> <ul style="list-style-type: none"><li>• <b>Welcome and short introduction</b><br/>Simon Maas, Industry &amp; (inter) national Collaboration, AgriFood Capital</li><li>• <b>Smart Farming in Brabant</b><br/>Stefan van Gestel, Smart Farming Field Crops, Province of Noord-Brabant<br/>Paul van Zoggel, Program Developer, VDBorneCampus &amp; Wageningen University &amp; Research</li><li>• <b>Scale-Up Plant Brabant</b><br/>Marjan Welvaarts, Programme Manager Agrofood, BOM<br/>Jonica de Bruijn, Programme Manager Plantbased, REWIN</li><li>• <b>Smart Food Processing – Next Tech Food Factories</b><br/>Lisanne van Oosterhoud, Programme Manager, Brainport Development<br/>Simon Maas, AgriFood Capital<br/>Bram de Vrugt, Managing Director / Co Owner. QING</li></ul> | <p><b>Safety &amp; Security:</b></p> <p>MELT at Avular (Achtseweg Zuid 221, 5651 GW Eindhoven)<br/>The Dutch defence industry is, in majority, located within the Province of Noord-Brabant. Emerging technologies and shifting geopolitical realities are key drivers behind the renewed focus on safety and security. Join this session to explore the latest developments in this rapidly growing field firsthand.</p> <p>14:15 – 15:45 Presentations<br/>Moderated by <b>Jules Lancee</b>, Business Developer Quantum Technologies, Brainport Development</p> <ul style="list-style-type: none"><li>• <b>About Avular, a Mobile Robotics company</b><br/>Albert Maas, CEO, Avular</li><li>• <b>Brainport Innovation and Technology for Security and NATO’s DIANA Accelerator</b><br/>Midas de Rooij, Projectmanager Brainport Innovation &amp; Technology for Security (BITS), Brainport Development</li><li>• <b>HIVE dual-use Aerospace cluster</b><br/>Ivo van der Vlis, Managing Director, Business Park Aviolande &amp; Kol. Robin Schoonen, Commander Logistics Centre Woensdrecht, Air Support Command (ASC) &amp; Edwin Poldermans, Location Director Woensdrecht, Fokker Services Group</li><li>• <b>The European perspective</b><br/>Paul Kruis, Policy Officer, DG DEFIS, European Commission</li></ul> |

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| <ul style="list-style-type: none"> <li>Company 'AM-Flow'</li> <li>Company 'Cordis SUITE'</li> <li>Company 'X Robotics'</li> <li>Vocational Education School Summa College</li> </ul> | <ul style="list-style-type: none"> <li><b>Food Waste Free United</b><br/>Janny van der Heijden,<br/>Province of Noord-Brabant<br/>Jip Jordaan, Projectmanager,<br/>Food Waste Free United</li> <li><b>Wrap-up, Q&amp;A</b><br/>Simon Maas</li> </ul>                                                                                                                                                                               | 15:45 – 16:15 Avular tour |
| 16:15 – 16:45                                                                                                                                                                        | <b>Transportation back to High Tech Campus for wrap-up and Matchmaking</b>                                                                                                                                                                                                                                                                                                                                                         |                           |
| 16:55 – 17:00                                                                                                                                                                        | <b>Re-start plenary programme</b>                                                                                                                                                                                                                                                                                                                                                                                                  |                           |
| 17:00 – 17:05                                                                                                                                                                        | <b>Wrap-up of the day</b><br><i>Moderator – Simone van Trier</i>                                                                                                                                                                                                                                                                                                                                                                   |                           |
| 17:05 – 17:30                                                                                                                                                                        | <b>Matchmaking the Brabant way</b><br><i>Rudy van Beurden</i><br>In Brabant, business networking is unique and informal. Hierarchies and titles don't hinder meaningful conversations, and everyone, from CEOs to newcomers, is approachable. Matchmaking happens in relaxed settings, often with a drink, making interactions flow naturally. This fosters authentic connections, making networking both effective and enjoyable. |                           |
| 17:30 – 18:30                                                                                                                                                                        | <b>Matchmaking &amp; Networking drinks</b>                                                                                                                                                                                                                                                                                                                                                                                         |                           |
| 18:30                                                                                                                                                                                | <b>End programme Day 1</b>                                                                                                                                                                                                                                                                                                                                                                                                         |                           |

## Day 2 – Thursday, March 27th, 2025

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| 08:45 – 09:00 | <b>Registration &amp; Coffee</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 09:00 – 09:30 | <b>Pitching</b> 'op de zeepkist' (speakers' corner)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 09:30 – 09:40 | <b>Welcome by moderator</b> <i>Simone van Trier</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 09:40 – 10:30 | <b>Panel II - Funding, more than just money</b><br><i>Moderator – Simone van Trier</i><br><b>Panel Description:</b><br>Securing resources is vital, but funding is more than just a financial transaction. The distinction between project-based funding and the strategic implementation of cluster-led programs lies in the transformative results they achieve. In this panel, actors on the ground and policymakers will share their insights and experiences, offering a fresh perspective on leveraging funding to strengthen value chains and maximise cluster impact.<br><b>Firestarter:</b><br>"An innovative view on funding cluster activities" – <b>Steven Berens</b> , Advisor, ERAC<br><b>Panellists:</b> <ul style="list-style-type: none"> <li><b>Felipe Carrasco</b>, Regional Vice-Minister for Industry, Trade and Consumers, Valencia Regional Government</li> <li><b>Veerle De Graef</b>, Programme Manager, Flanders' FOOD</li> <li><b>Pieter Liebrechts</b>, Partner and Senior Advisor, ERAC</li> <li><b>Mariella Masselink</b>, Head of Unit Industrial Forum, Alliances, Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</li> <li><b>Stefan Rink</b>, CEO, AM-Flow</li> </ul> |
| 10:30-10:40   | <b>Reflection by Teresa Czerwińska</b> , Vice President, European Investment Bank EIB                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 10:40 – 11:25 | <b>Panel III - Cluster potential: driving regional and global impact</b><br><i>Moderator – Simone van Trier</i><br><b>Panel Description:</b><br>This engaging panel will delve into how clusters catalyse innovation and collaboration, showcasing strategies and measurable outcomes that extend beyond economic metrics. Following new ways of mapping value chains and addressing key strengths, clusters redefine success and truly (re)shape the future of ecosystems, both regionally and beyond.<br><b>Firestarter:</b><br>"A new approach to generating true impact" - <b>Naomie Verstraeten</b> , Chief Innovation and Technology, Brainport Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|               | <b>Panellists:</b> <ul style="list-style-type: none"> <li>● <b>Søren Elmer Kristensen</b>, CEO, Odense Robotics</li> <li>● <b>Frank Bösenberg</b>, Managing Director, Silicon Saxony</li> <li>● <b>Maria Cristina Russo</b>, Director Prosperity, DG for Research and Innovation, European Commission</li> <li>● <b>Celine van Soest</b>, Manager and Senior Advisor, ERAC</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 11:25 – 12:00 | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12:00 – 12:50 | <b>Panel IV - Adapting for success: exploring the diversity of cluster models</b><br><b>Moderator – Simone van Trier</b><br><b>Panel Description:</b><br>Clusters are as unique as the challenges they address—there’s no one-size-fits-all model. Anchored in triple-helix collaboration among academia, industry, and government, clusters develop distinct “centres of gravity” that drive their focus and impact. This panel will highlight diverse perspectives from clusters led by universities, companies, and regional agencies, offering insights on how to adapt and thrive in a rapidly evolving landscape. Learn how to ensure your cluster’s model stays fit for purpose while embracing its diversity and potential.<br><b>Firestarter:</b><br>“Boosting cluster collaboration from national level” – <b>Hugo Leyte</b> , Innovation Accelerator, Dutch Ministry of Defence<br><b>Panellists:</b> <ul style="list-style-type: none"> <li>● <b>Norbert Reichl</b>, General Manager, Food Processing Initiative</li> <li>● <b>Mariella Masselink</b>, Head of Unit Industrial Forum, Alliances, Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</li> <li>● <b>Ákos Szépvölgyi</b>, Managing Director, CTRIA</li> <li>● <b>Renee Westenbrink</b>, Strategy director and Head research policy at General Affairs, Eindhoven University of Technology</li> </ul> |
| 12:50 – 13:00 | <b>Wrap-up and closing of the plenary part of the conference</b> <ul style="list-style-type: none"> <li>● <b>The AI Tool – Dembrane</b></li> <li>● <b>Mariella Masselink</b>, Head of Unit Industrial Forum, Alliances, Clusters, DG GROW, European Commission</li> <li>● <b>Sander Groenen</b>, Managing Director, AgriFood Capital</li> </ul> <b>Simone van Trier</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 13:00 – 13:05 | <b>ECCP announcing the next CMRs edition</b> <ul style="list-style-type: none"> <li>● <b>Teodora Jilkova</b>, ECCP team member</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 13:05 – 14:00 | <b>Lunch &amp; Pitching</b> ‘op de zeepkist’ (speakers’ corner)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 14:00 – 15:30 | <p>The afternoon will offer a selection of more interactive and hands-on workshops and courses. Participants will receive an insight into a dedicated topic of particular relevance for high-quality cluster management. Make use of this unique opportunity to discover new insights and to connect with session leaders and participants. Make your choice during registration.</p> <p><b>Knowledge sharing session Monitoring &amp; Business Intelligence (Insight 14:00 – 14:45)</b></p> <ul style="list-style-type: none"> <li>● <b>Ruben Ottenheijm</b>, Business Analyst, Brainport Development</li> <li>● <b>Sanne Walraven</b>, Junior Business Analyst &amp; Monitoring, Brainport Development</li> <li>● <b>Naomie Verstraeten</b>, Chief Innovation and Technology, Brainport Development</li> </ul> <p>A presentation by Brainport Development's monitoring and BI team regarding monitoring and strategic development. During the session, the Photonic dashboard will be showcased as an instrument for measuring current strengths and providing insights that can be used to achieve strategic positions within international value chains.</p>                                                                                                                                                                                                                                                      |

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|  | <p><b><u>Understanding Innovation Corridors</u></b><br/> <b>(Crash course 14:00 – 15:30)</b></p> <ul style="list-style-type: none"> <li>● <b>Kristina Karanikolova</b>, Innovation Policy Consultant and Researcher, TNO</li> </ul> <p>Explore interregional innovation corridors in this engaging workshop, designed for professionals (like DIH representatives, cluster and partnership managers, and regional policymakers) eager and responsible to enhance their regional impact through European collaboration. Participants will gain insights into the corridor concept, its purpose, and its evolution. It will also address defining its mission and introducing the different collaboration levels to maximise interregional impact. By the end of the session, participants will leave with:</p> <ul style="list-style-type: none"> <li>● Why European partnerships matter for innovation</li> <li>● Understand what key elements are needed to build successful collaborations</li> <li>● A better understanding of their needs for collaboration and their role in building these</li> <li>● This session isn't just a starting point. It's a step toward unlocking new opportunities for your region. Join us and be ready to build connections that matter!"</li> </ul> <p><b><u>Managing and maximising your EU-funded projects</u></b><br/> <b>(Workshop 14:00 – 15:30)</b></p> <ul style="list-style-type: none"> <li>● <b>Sharon Struijcken</b>, Partner and Senior Advisor, ERAC</li> <li>● <b>Olav Veldhuizen</b>, Senior Advisor, ERAC</li> </ul> <p>Managing and maximising your EU-funded projects: The impact of good governance &amp; smart project control.</p> <p>This 90-minute session will explore the essential principles of good governance and effective project control in managing EU-funded projects. Participants will learn practical strategies to enhance project oversight, ensure compliance, and optimise outcomes, all while maximising the impact for European clusters. By the end of the session, attendees will be equipped with the tools and knowledge needed to drive success and achieve lasting results in their EU-funded initiatives.</p> |
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## OTHER USEFUL INFORMATION

### ABOUT BRAINPORT EINDHOVEN

It's not every day you meet an ecosystem quite like the Brainport Eindhoven region. This unconventional creative hub is excellent in many things but excels thanks to its focus on technology, science, and design. You might know our region because of the High Tech Campus, Europe's smartest square kilometer, but our innovation ecosystem also excels beyond those borders.

Brainport Eindhoven is home to significant companies like Philips, NXP, ASML and VDL, and partners like Eindhoven University of Technology (TU/e) and some of its institutes such as EASI (Eindhoven Artificial Intelligence Systems Institute) and the Automotive Campus. Our region supports companies to accelerate high tech innovation by giving them access to demonstration facilities and a strong international network.

We're great with future-proof topics like artificial intelligence, additive manufacturing, and integrated photonics in application areas like health, energy, mobility, food, and security. In short: innovation is in our nature and gets to shine during events like Dutch Design Week, Automotive Week, Women in Data Science, and Dutch Tech Festival.

Eindhoven may be the epicenter of this innovative ecosystem, but there are more cities in the area with splendid venues. Whether you're looking for something in the middle of the bustling city or amidst the greenery, experimental or high-class, brand new or with character, you'll find a suitable location throughout the region.

#### **Go green**

Innovation and sustainability go hand in hand, which manifests itself in many ways: for example, you can easily reach the region by train, we are fans of shared transportation, and there are many vegan and vegetarian restaurants. And let's not forget that Eindhoven is the second greenest city in the Netherlands, thanks to its many parks and greenery like the Trudo Toren.

### ABOUT NORTHEAST BRABANT

Northeast Brabant is the region of game changers in agrifood. It is a unique region in the Netherlands with a strong historical position in agrifood. Agrifood drives other economic sectors and plays a key role in the region's economic growth. Many family businesses, such as Jumbo, Hendrix Genetics, Hutten, and Sligro, have been established here for generations.

#### **Entrepreneurship is in our nature**

As the sixth-largest economic region in the Netherlands, Northeast Brabant thrives on agrifood, alongside other key industries like pharmaceuticals. Nowhere else is the food chain as complete and of such high-quality. The 7,500 companies in the agrifood sector- from farm to fork- generate nearly 40% of the region's total export value. One in six workers is employed in this sector. We embrace data and smart technologies to create sustainable food solutions, increasingly integrating agrifood with high-tech innovations.

## **The playing field is changing...**

Like other regions, Northeast Brabant faces major challenges. Climate change impacts nature, society, and food production. Soil and resources are being depleted, the population is growing, and labor shortages persist. Changing agricultural regulations and urbanization reduces space for both living and food production, putting rural vitality under pressure. The future is no longer about being big, but about being sustainable, smart, and adaptable.

## **The food chains of the future**

Change is needed - and possible. Collaboration is our strength, with room to experiment and innovate. By working with game changers across sectors, we create solutions for food, health, and sustainability.

*We design and build the future food chains. Together. Here. Now.*

## **ABOUT NOORD-BRABANT**

Both nationally and internationally, Brabant excels in showcasing its strengths:

- As the premier knowledge and innovation region.
- As the design province of the Netherlands.
- As the place to be for that typical 'Brabant coziness'.

Here are some facts and figures:

After Gelderland, Brabant is the largest province in the Netherlands in terms of area. We have many neighbors: Zuid-Holland and Gelderland to the north, Zeeland to the west, Limburg to the east, and Belgium to the south. Germany is also just around the corner. Eindhoven and Tilburg, with over 225,000 inhabitants each, are the largest neighboring cities. They are followed by Breda (over 180,000) and 's-Hertogenbosch (over 150,000), the capital of Brabant. This city, colloquially known as Den Bosch, is the birthplace of the world-famous painter Hieronymus Bosch. And who doesn't know the St. John's Cathedral and the 'Bossche Bol', an oversized chocolate cream puff?

## **City vs. Countryside**

Most Brabantians live in cities. However, a significant portion of economic activity is still located in the countryside – in livestock farming and agriculture. And did you know that Brabant, with Eindhoven as its beating heart, is the design province of the Netherlands? The region is attracting more and more visitors from both within and outside the country. To shop, to visit one of the 124 museums, or simply to enjoy drinks and food. It's no wonder that we're known for our Brabant coziness.

## **Brabant in Facts and Figures**

- 2.6 million inhabitants as of January 1, 2023
- 5,081 km<sup>2</sup> in terms of area
- 56 municipalities
- 21 Brabant enterprises in the Chamber of Commerce Innovation Top 100 (2022)
- 700 startups in Brabant (2022)
- Top 3 most innovative regions in the Netherlands

## LOCAL HOST ALLIANCE AND SUPPORTING ORGANISATIONS:



### IN CLOSE COLLABORATION WITH:



### CONTRIBUTING PARTNERS:

AgriFood Lithuania  
AM-Flow  
ASML  
Aviolande  
Avular  
Breda Robotics  
Cordis SUITE  
CTRIA  
Dutch Ministry of Defence  
Eindhoven University of Technology  
Flanders' FOOD

Fokker Services Group  
Food processing initiative  
KU Leuven  
Odense Robotics  
Silicon Saxony  
Summa College  
QING  
Valencia Regional Government  
VDBorneCampus  
Wageningen University & Research  
Wagralim