Workshop 4- "Innovative action for successful Danube Enterprises"

The merit of the overall idea of promoting successful enterprises in the Danube region is clear. But how can we achieve this goal? How can we develop innovative enterprises which are competitive in Europe and in the global market? What steps are necessary to create both wealth and a better social life? The workshop will highlight the ongoing work to achieve sustainable economic growth, especially innovation and the promotion of SMEs. It will draw attention to the need for close co-operation between academic- and scientific knowledge, commercial operators and authorities (Triple Helix).

Moderator:	**Ms Brandusa Predescu,** Director General, Ministry of Foreign Affairs, EUSDR NCP, Romania
Discussant:	**Mr Anton Schrag,** Directorate-General for Regional and Urban Policy, European Commission
09:00-09:30	**Welcome and introduction** **- Mr Hans-Peter Herdlitschka,** Ministry of Finance and Economics, EUSDR PAC 8- Competitiveness, Baden-Württemberg **- Ms Dragica Karaić,** Ministry of Entrepreneurship and Crafts, EUSDR PAC 8- Competitiveness, Croatia **- Mr Miroslav Vesković,** Rector of the University of Novi Sad, EUSDR PAC 7- Knowledge Society, Serbia
09:30-10:00	**Presentation of projects** **Mr Heinz Trasch,** Former president of the Steinbeis Foundation: "Steinbeis Foundation - a model for innovation/ technology transfer between academia and business" **Mr Norbert Höptner,** Director Steinbeis-Europa-Zentrum and Commissioner of the Minister for Economics Baden-Württemberg: "Danube Innovation Transfer Centers - joint pilot project with Danube Steinbeis Center" **Mr Miroslav Vesković,** Rector of the University of Novi Sad, EUSDR PAC 7- Knowledge Society, Serbia: "The Danube Region Research and Innovation Fund"
10:00-10:30	**Questions & Answers**
10:30-10:45	**Break**

10:45-11:45	**Panel discussion and debate with the audience** - **Mr Christian Weinberger,** Directorate General for Entreprise, European Commission - **Mr Sven Gunnar Edlund,** Priority Area Coordinator for Research and Innovation in the EU Strategy for the Baltic Sea Region - **Ms Marion Volk,** Founder and chair of the Business and Professional Women's Foundation - Danube Net - **Ms Aleksandra Gjoreska,** Coordinator of the South-Eastern Cooperative Initiative - **Mr Tilman Seibert,** Director European Investment Bank, Coordinator for the Danube Strategy