



## “Governance of economic development in the Mediterranean”

8 & 9 October 2009

THURSDAY, 8 OCTOBER 2009

MEDINNOV V SYMPOSIUM  
MEDITERRANEAN INTELLIGENCE:  
PRODUCING NEW GENERATIONS

Today, innovation is one of Europe’s major concerns as the European Commission encourages competitive economic growth through aids for innovation, development, and to install new technologies.

Because innovation is the driving force of modern economies, Marseille Innovation, in partnership with the Marseille Provence Technology Park in Château-Gombert, and their Euro-Mediterranean partners wish to contribute to reinforce these dynamics in the Mediterranean region.

The 5<sup>th</sup> International Symposium of Medinnov will be held on 8 October 2009, within the framework of the Mediterranean Economic Week (7-10 October 2009 in Marseilles).

Medinnov brings together innovation actors in the Mediterranean and its conferences have become throughout the years **the meeting actors of innovation will not miss.**

The symposium seeks to facilitate exchanges between Mediterranean innovation actors, whether they come from universities, technology parks, competitive clusters, business incubators, managed workspaces, investment promotion agencies, venture capital companies, or start-ups to: take stock on innovation in the Mediterranean, review human potentials, assess the different challenges and impacts, suggest initiatives that may develop synergies between Mediterranean innovation actors, and finally, to encourage interactions between academics, researchers, and industries.



Issues to be discussed include human flows, public and private financial tools, locations like technology and business parks, growth and organization models such as competitive clusters, and associations with large firms.

*Registration required at [www.medinnov.com](http://www.medinnov.com), limited space available.*

**FRIDAY (morning), 9 OCTOBER**

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### **A CLUSTER POLICY IN THE MEDITERRANEAN**

Faced with international economic changes and their national repercussions, regional and local authorities play a key role to secure current economic outlets and to develop new markets. In order to be competitive, territories must be able to mobilize competences and to create synergies between actors.

The topics suggested for discussion during this meeting are:

- Conditions required for the development of clusters within the Mediterranean context
- Industries in inter-cluster partnerships
- Setting up partnerships

*Registration required, limited space available.*

**THURSDAY (afternoon), 8 OCTOBER**

**FRIDAY (morning), 9 OCTOBER**

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### **MEDINAS 2030 FOR THE RENAISSANCE OF HISTORIC CENTERS IN THE MEDITERRANEAN**



Basically, the historic districts of cities in southern Mediterranean countries are lacking in infrastructure and facilities. As a result, they are deteriorating steadily, and their residents are increasingly poor. The “Médinas 2030” initiative suggests a longer-term perspective for the regeneration of these urban areas. It assumes it will be approached within the framework of economic, social, and spatial changes that Mediterranean countries will experience over the next few years.

The meeting will mark a stage to take stock of the program after twelve months of work.

*Participation by invitation only.*

For more information on the activities of the EIB:

[www.bei.org](http://www.bei.org) & [www.eib.org/projects/regions/med/index.htm](http://www.eib.org/projects/regions/med/index.htm)

The European Investment Bank will organize the photos exhibition “Médinas” at the Alcazar Library from 5-15 October 2009.

FRIDAY (afternoon), 9 OCTOBER

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## TERRITORIAL ATTRACTIVENESS IN THE MEDITERRANEAN

Integrating their territories into the world economy is a challenge for local and regional authorities worldwide, who must find innovative local-scale solutions to increase their attractiveness.

This challenge is even more demanding within the context of today's financial, economic, and environmental crisis that calls for the overhauling of development and planning approach and strategies.

Hosting events of international scope and major development and planning projects currently under way in the Mediterranean appear as agents for development and as new opportunities to promote growth in the region, as well as for the creation of new models for sustainable urban development.

### **“Major events as agents of territorial attractiveness”**

The hosting of major events in their territories has become a source of intense competition between cities. Many large cities have successfully relied on this policy, which often requires significant investments, to revitalize or structure their economy.

What are the risks of these initiatives and what conditions will allow their successful completion? What concrete results can be expected? What are the repercussions in terms of attractiveness? Representatives from cities in the different shores of the Mediterranean that have organized major events, or that are preparing future events, will share their experiences and exchange their points of view followed by a debate with participants.

### **“Promoting the attractiveness and sustainable development of cities through major planning and development operations”**

Considering urban development challenges, large projects for sustainable urban development in Mediterranean cities are engines of attractiveness but also experimental grounds for finding new ways of building the cities of the future.

This session will gather those involved in these major projects to discuss the possibility of proposing a Mediterranean model of sustainable urban development. Companies that could provide solutions for the sustainable needs of these projects will be invited to participate in the debate. The exchange will be carried out within the framework of the network of major sustainable urban development operations in Mediterranean cities, created on the initiative of the Euroméditerranée Public Establishment (EPAEM).

**The meeting will end with a round table of elected officials and company representatives who will review the situation in terms of public policy.**

Registration required at [www.commed-cglu.org](http://www.commed-cglu.org), limited space available.



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