



European Association of Development Agencies
Association Européenne des Agences de Développement

Editeur Responsable : Christian SAUBLENS

E

EURADA NEWS

<u>SOMMAIRE</u>		<u>SUMMARY</u>	
EDITORIAL	1	EDITORIAL	1
DATES A RETENIR	1	IMPORTANT DATES	1
TRAVAUX DES MEMBRES		WORK OF THE MEMBERS	
Réussir son marketing territorial	2	A successful regional marketing	2
BARDA : Gouvernance	2	BARDA : Governance	2
RECHERCHE, FS, INNOVATION	2	RESEARCH, SF, INNOVATION	2
PME		SME	
Clusters	3	Clusters	3
Politique de l'innovation	3	Innovation policy	3
Semaine européenne des PME	3	European SME week	3
POLITIQUE INDUSTRIELLE		INDUSTRIAL POLICY	
Politique industrielle durable	4	Sustainable industrial policy	4
Propriété industrielle	4	Industrial property	4
AIDES D'ETAT		STATE AID	
Hongrie : Aides à l'exportation	4	Hungary : Export aid	4
APPELS A PROPOSITIONS	5	CALL FOR PROPOSALS	5
BIBLIOGRAPHIE	6	BIBLIOGRAPHY	6
MANIFESTATIONS	7	EVENTS	6

EDITORIAL

After having read during the summertime various reports relating to regional development, territorial attractiveness, stimulation of innovation, I reach the evident conclusion that all the experts do more or less agree on what is to be done, but have clearly less ideas on "how to do it". What is most disturbing is that the authors of those reports are seldom practitioners in economic development and therefore their approach of the issue is either from the point of view of the analysis of the support measures offer and not the reply to an increasingly developing demand, or from the point of view of the situation's diagnosis, but not the remedy. Let's remind once again that these are not the framework conditions which create jobs nor profits, but the enterprises and on this account, public policies must focus again on enterprises.

This finding is also valid for the European "Small Business Act" initiative which seems to be the antithesis of the Olympic games slogan: "faster, higher, stronger" translated here by "too late, not high enough, too weak".

- Too late : 52 years after the USA
- Not high enough: no binding obligations for the public administration
- Too weak : no ad-hoc budget.

The Small Business Act should maybe have been limited to a European policy in favour of high growth SMEs with, for them, softened competition and public procurement rules, an "parallel" EIF focusing on university spin-offs, a business angel European taxation system and an ad-hoc intellectual property valorisation policy.

By the way, why do many actors mobilise themselves for the common agricultural policy, a cohesion policy post 2013 and not for the policy in favour of innovative SMEs ? Do not tell me that this is just a question of budget !!

IMPORTANT DATES

19/22.10.08	IEDC annual conference in Atlanta (USA)
29.10.08	EU-Japan Cooperation : Clusters and RTD Internationalisation
31.10.08	7 th EBAN Winter University (Luxembourg). Info www.eban.org
17/18.11.08	Intercluster 2008 (Paris)
20/21.11.08	Agorada 2008+
8/9.12.08	Round Table of Practitioners in Economic Development : University/ Enterprise partnerships at regional level
19/22.4.09	INSME annual conference in Dubai
3/5.6.09	WIC La Baule 2009

WORK OF THE MEMBERS

REUSSIR SON MARKETING TERRITORIAL EN 9 ETAPES

A successful regional marketing in 9 stages

Author : Vincent Gollain of the ARD Ile-de-France (F)

Copy only in French: vgollain@hotmail.fr

BARDA : GOVERNANCE

Within the framework of the measures suspending the Community financial support taken by the European Union against Bulgaria, BARDA, the Bulgarian Association of RDAs and Business Centres, has just forwarded to Mrs Danuta Hübner, European Commissioner, a memorandum on discriminatory measures affecting RDAs due to the weakness of the governance structures implemented in the country regarding the allotment of funds for regional development projects.

RESERACH, STRUCTURAL FUNDS, INNOVATION

The three Directorates-General concerned have just published a document entitled "Competitive European Regions through Research and Innovation : Practical Guide to EU Funding Opportunities for Research and Innovation" which aims at facilitating synergies between the three policies and their programmes.

The document is in the form of a check list and a scoreboard. Copy available on demand from the Secretariat.

S M E

CLUSTERS

As already known, the European Commission will publish next month a communication on clusters. It appears that this communication will mainly deal with the following subjects :

- development of world clusters
- improved policies in favour of clusters
- strengthening transnational cooperation
- promotion of organisational excellence
- integration of innovative SMEs in clusters
- possible synergy between the various EU instruments: "Europe Innova", "Regions of Knowledge", Interreg
- preparation of a label of excellence for clusters according to the EFQM specifications (European Foundation for Quality Management).

INNOVATION POLICY

A call for proposals will be issued end of October 2008. Four actions will target clusters issues for a total value of €14 million. The topics of excellence of clusters organizations and clusters platforms will be covered by the call.

EUROPEAN SME WEEK

As a reminder, the European SME Week will take place from 6 until 14 May 2009. A provisional website has been created to enable potential event organisers to make proposals. There are two contact points in each Member State as well as an event form.

The objective of the European SME Week is to promote the entrepreneurial culture on the one hand and to highlight the available supports for SMEs on the other hand.

The events will be organised under the same "branding" and largely disseminated by DG Enterprise and Industry.

A definitive website will be opened in the coming weeks. For further information, contact Mrs Kirsi.Ekroth-Mansila@ec.europa.eu or visit

http://ec.europa.eu/enterprise/entrepreneurship/support_measures/smeweek2009/index.htm

INDUSTRIAL POLICY

SUSTAINABLE INDUSTRIAL POLICY

The European Commission has just presented its action plan in the field of a sustainable industrial policy. The plan contains a series of measures in the following areas :

- ✓ ecodesign
- ✓ label
- ✓ public procurement
- ✓ ecoinnovation
- ✓ EMAS.

The full document is available on demand from the Secretariat.

INDUSTRIAL PROPERTY

The European Commission has adopted a strategy in the field of industrial property which includes a series of actions in the following areas :

- patents
- brands
- other rights: quality of agricultural products and geographical information for non agricultural products
- SME and aid for innovation
- fight against counterfeiting and pirating.

STATE AID

HUNGARY : EXPORT AID

DG Competition has just published its decision to make illegal an aid system which Hungary plans to implement in the form of a short-term export-credit guarantee for SMEs with limited export turnover (cf. O.J. L239, 6.9.08).

The incompatibility of the measure with the Community legislation is mainly based on the following arguments :

State aid can be declared compatible with the common market if it complies with one of the exceptions provided for in the EC Treaty. Article 87(2) provides for automatic exemptions from the

general ban on State aid; however, it is clear that in the case at hand none of these exemptions apply.

Article 87(3) specifies four types of cases in which State aid can be considered compatible with the common market. Article 87(3)(a) covers aid to promote the economic development of disadvantaged regions. It should be noted in this respect that, in the case at hand, the conditions of the guarantee are not modulated according to the level of backwardness of the region where the exporting SME operates. Also, the scheme covers the whole territory of Hungary whereas under the current Hungarian regional aid map 2007-2013, only part of Hungary is eligible for aid under Article 87(3)(a). The measure does not fulfil other conditions of the Guidelines on national regional aid for 2007-2013 either. Consequently, this exemption does not apply in the present case.

Moreover, it is recalled that the Commission has in principle strictly condemned export aid in intra-Community trade, since export subsidies directly affect competition in the market between rival potential suppliers of goods and services. Since it is closely and inseparably linked to the underlying trade transaction, such export aid is likely to adversely affect trading conditions to a considerable extent. In its previous decisions (2) the Commission clearly indicated that guarantees offered at below market price in the context of export contracts within the Community constitute export aid which is incompatible with the common market. Moreover, Member States' support for their exports outside the Community can also affect competition within the Community.

CALLS FOR PROPOSALS

7TH RTD FRAMEWORK PROGRAMME

O.J. C 226, 3.9.08, contains the notice of opening of a series of calls for proposals in the following areas :

- Reesearch for the benefit of SMEs
Deadlines : 31.10.08; 18.12.08; 13.1.09
Object: - Support to national schemes providing financial means (exploratory awards) to SMEs
- Research for SMEs association (all fields)
- Studies on regional, national, European SME research programmes and actions
- Regions of knowledge
Deadline : 27.1.09
Object: Renforcement des clusters dans le domaine de la gestion de l'eau, des forêts, des déchets et des sols.
- Socioeconomic development
Deadline : 13.1.09
Object: - Cities and sustainable development
- New economic concepts, paradigm shift and territorial dynamics in a long term perspective
- Impacts of corporate social responsibility

- Social inequalities, their implications and policy options
- Changes in consumption and consumer markets
- Quality of works and impact on quality of life and economy.

LIFE+ 2008

O.J. C 178, 15.7.08

Deadline : 21.11.08

Info: <http://ec.europa.eu/environment/life/funding/lifeplus.htm>

MEDIA 2007

Support to audiovisual festivals

O.J. C 233, 11.9.08

Deadlines : 31.10.08; 30.4.09

Info : <http://eacea.ec.europa.eu>

BIBLIOGRAPHY

EUROPEAN ENTREPRENEURIAL CITIES

✓ **2007 ECER Report available**

The 2007 ECER Report presents all the analyses and conclusions collected as part of the Ranking of the entrepreneurial European cities.

The Ranking, a real barometer of entrepreneurship, worked out with the European Commission support, is a qualitative study intended to assess the entrepreneurs' satisfaction as well as the impact of public policies in the field of entrepreneurship.

This report must provide you with a real guideline as part of your thoughts about the economic development of your territory.

To order the report directly : v.fedele@altidiem.com – ALTIDIEM – +33 4 72 44 99 02 – www.ecer.fr

✓ **What if your city was the 2008 European capital of entrepreneurship ?**

Your city is involved in economic development and is dynamic? You want to assess your public tools dedicated to entrepreneurship and to benchmark yourself with other European cities? Join us.

A lot of cities have already applied about the Ranking. What about you ?

To candidate your city : Valérie FEDELE – v.fedele@altidiem.com – +33 4 72 44 99 02

EVENTS

THE FUTURE OF THE COHESION POLICY

Paris (F), 30/31.10.08

Info: <http://www.ue2008.fr/PFUE/lang/en>

On-line registration : www.conference-cohesionue2008.fr

EU-JAPAN COOPERATION CLUSTERS AND R&D INTERNATIONALISATION

Brussels, 29 October 2008

Info : jessica.michelson@eujapan.com

<http://www.eu-japan.eu/global/>

1ST IZMIR GLOBAL AEROSPACE CONFERENCE

Izmir (TR), 13/14 November 2008-09-29

Info : <http://www.izmiraerospace.com:80/>