

## Invitation Press Conference

### Week of Innovative Regions in Europe 2016

*Eindhoven, 8, 9 and 10 June*

Dear members of the editorial staff,

We would like to invite you to the press conference of the European Commission's *Week of Innovative Regions in Europe* (WIRE) 2016 on Thursday 9 June, 11:00h at Muziekgebouw Eindhoven. Below you can find more information about WIRE 2016 and the press conference or check out the website [www.wire2016.eu](http://www.wire2016.eu) for the full conference programme. If you would like to join the press conference or join other parts of the conference programme please send an email to [info@wire2016.eu](mailto:info@wire2016.eu) **Monday 6 June the latest.**

Kind regards,

Ms Daniëlla van Laarhoven  
*Communications Officer WIRE 2016*  
[d.vanlaarhoven@brainportdevelopment.nl](mailto:d.vanlaarhoven@brainportdevelopment.nl)  
+31 6 21 27 29 46

#### **WIRE 2016 - *The power of regional innovation ecosystems***

Building regional innovation ecosystems in Europe will be the common thread during the European Commission's *Week of Innovative Regions in Europe* (WIRE) 2016 conference from 8 to 10 June in Eindhoven, the Netherlands. Strengthening technology in regions through open innovation and close cooperation is urgently needed for Europe to retain and increase its global competitiveness. Influential speakers will discuss how European policy can effect regional innovation and best practices from all over Europe and around the globe will be showcased.

The WIRE 2016 conference provides a platform for over 400 policy makers, national and regional authorities, knowledge institutions and enterprises from all over Europe to have an in-depth discussion on the opportunities for research and innovation and the EU funding programme beyond 2020. The conference is titled: 'The power of regional innovation ecosystems'.

#### **Plenary Opening and Panel Discussion**

During the Plenary Opening of WIRE 2016 on Thursday 9 June, 9:30 - 11:00h, the importance of building regional innovation ecosystems is discussed. A particular focus lies on the current debates that affect the continuity of the European project, such as the changing role of public authorities, the impact of disruptive economic transitions and new technologies, the need for agility in close collaboration and the necessity to embed migrants and refugees in the regional economy. The speakers will address how to strengthen regional innovation ecosystems and will engage in a Panel Discussion:

- **Wim van de Donk**, *King's Commissioner*, Province of North Brabant
- **Robert-Jan Smits**, *Director-General Research & Innovation*, European Commission
- **Lambert Van Nistelrooij**, *Member of European Parliament*, European People's Party
- **Ad van Berlo**, *R&D Manager*, Smart Homes