



**CONFERENCE FINAL ANNOUNCEMENT AND
 PROGRAMME**

**SMEs and entrepreneurs:
 boosting business using
 satellite applications**

23 MAY 2013, BRATISLAVA, SLOVAKIA



In cooperation with



With the support of



9:15 Welcome addresses

Stefan Chudoba, State Secretary, Ministry of Education, Science, Research and Sport of the Slovak Republic
Colin Hicks, Eurisy, President
Lubica Jean-Jean, Bratislava City

9:30 Keynotes speeches

Space at the service of Society, Competitiveness and Economic Growth

Alan Cooper, Head of the ESA Brussels Office, European Space Agency

Think Small First. The vital role of SMEs for the success of Europe 2020

Dieter Grohmann, Communication and Media Director, European Association of Small, Craft and Medium-Sized Enterprises (UEAPME)

SMEs boosting growth and competitiveness in a single EU market: The Slovak perspective

Daniel Pitoňák, Head of Business Analysis, National Agency for Development of Small and Medium Enterprises (NADSME)

10:30 Panorama of satellite applications for daily use

A non-technical introduction to operational applications and services for SMEs.

Reihnard Blasi, Market Development Officer, European GNSS Agency (GSA)

Coffee break

11:15 Good practices: using satellite applications to enhance business processes

Chair: Frank Baumeister, Secretary General, CEETB

Efficient water infrastructure management

Erik Frohman, Geotech Bratislava and Alexander Budaj, Western Slovak Water Company, Slovakia

Remote monitoring of PV power plants

Harsh Goenka, Business Development, Geomodel Solar, Slovakia

Better management of biomass recycling value-added chain

Seppo Hovi, Hyötypaperi Oy, Finland

12:00 Discussion: good practice transferability; obstacles and opportunities for SMEs



12: 20 Elevator pitches

In 3 minutes each, public organisations supporting SMEs and companies who provide innovative satellite services introduce their value proposition. Participants can then visit their exhibition stands.

Slovak Investment and Trade Development Agency (SARIO)*

Slovak Organisation for Space Activities (SOSA), Jakub Kapus.

Dispecer, Alexandra Ritterová & Martin Dobias

Eurosense Slovakia*

Lunch

13:50 Good practices: using satellite applications to create new business and services

Chair: Representative of EUROGI*

Boosting the tourism business in Soller

Lluís Rullan, President, Sóller Hotelier's Association, Spain

New ways of marketing based on interactive geo-platform

Jeroslav Piroh, 3D model, Slovakia

All-in-one: GPS mileage tracker & real-time visibility

Richard Voda, Workinfield CEO, Slovakia

14:30 Discussion: good practice transferability; obstacles and opportunities for SMEs

Coffee break

15:10 European and national tools and programmes supporting SMEs

Chair: Dr Stefan Vratny, Biseness Incubation Center IC and European Enterprises Network (EEN) Coordinator

Business Incubator Center (BIC) Bratislava and European Enterprises Network (EEN)

Dr Stefan Vratny, Coordinator

BITERAP IT cluster

Peter Lindhart, Executive Secretary

ESA - Integrated Application Promotion (IAP) Programme

Erick Klock –APCEE Manager- and Marie-Laure Germain –APsme Manager

European innovation competitions: Galileo and Copernicus Masters

Ulrike Daniels, Business Development, Anwendungszentrum GmbH Oberpfaffenhofen

16:00 Open discussion with the audience

16:45 Conclusion and recommendations

* Speaker to be confirmed



Target audience

- SMEs from all sectors, SME associations, consultants to SMEs
- Innovation and SME policy-makers, decision-makers from European, national and local levels of governance

Working languages

English and Slovak (with simultaneous translation)

Registration

Participation to this event is free of charge, but registration is compulsory for attending the workshop.

[Click here to register online](#)

22 May welcome cocktail

The evening before the conference (22nd of May), a welcome cocktail will be offered at the European Space Expo. This exhibition shows how citizens of Europe are benefiting from the many space services and applications, and also highlights the important role of space based services to help to supporting job creation and economic growth. The iconic exhibition will be on display in Bratislava from 18th to 23rd of May. To register, write to bratislava2013@eurisy.org



Venue: Ministry of Education, Science, Research and Sport, Division of Science and Technology, Lamačská cesta 8/A, 811 04 Bratislava 1 - Slovakia
View access map [here](#)

Conference objectives

This conference, jointly organised by the Ministry of Education, Science, Research and Sport of the Slovak Republic and EURISY, will **inform SMEs from sectors other than space – such as transport, retail, construction, agriculture or tourism – of the use of satellite services and of the economic opportunities they procure.** In particular, the conference will:

- inform SMEs and entrepreneurs about how satellite applications can help their business needs;
- feature **concrete examples** of how satellite applications have been used in different sectors; through success stories shared by the SMEs themselves;
- provide information about support and **funding opportunities** for user-SMEs in sectors other than space;
- inform about how to deal with obstacles associated to taking up innovative solutions;
- Eurisy will provide feedback to decision- and policy-makers on the support user-SMEs need to take up satellite applications.

