

Workshop programme

17th June

Start-up Workshop Room (3B01)

13.30 - 14.15	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	
14.30 - 15.15	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	
15.30 - 16.15	Practical tools to better manage intercultural cooperation! <i>Organiser: ITIM International (Luxembourg)</i> ● Mr Marc Jacobs, Associate Partner	
16.30 - 17.15	Business Model Canvas and value proposition <i>Organiser: Luxinnovation</i> ● Mr Frederic Becker, Luxinnovation GIE	
17.30 - 18.15	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	

18th June

Start-up Workshop Room (3B01)

10.00 - 10.45	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	
11.00 - 11.45	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	
12.00 - 12.45	LILA (Living labs application for internationalization of start-up companies) <i>Organiser: Technoport / Promotech CEI / Birmingham City University</i>	
13.00 - 13.45	Successful Business Models for 3D printing <i>Organiser: Embassy of the Netherlands in Luxembourg - Holland Promotion Section</i> ● Ms Gerda Vrieling, Deputy Ambassador, Embassy of the Netherlands ● Mr Maikel Beerens, CEO, Xilloc Medical B.V. ● Mr Onno Pontfoort, Senior Managing Consultant, Berenschot Consulting	
14.00 - 14.45	Co-working & digital nomadism <i>Organiser: Nyuko</i> ● Ms Marina Andrieu-Thiriet, Project Manager, nyuko	



You will never do business the same way again !

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2015
4th edition
Grand Duchy of
Luxembourg



Workshop programme



17th June







EU Workshop Room (2C18)

- 12.30 - 13.15** **Energy Union: Why do we need a cross-border approach?** 
Organiser: Representation of the European Commission in Luxembourg
 ● Mr Telmo Baltazar, Political Adviser, Cabinet of the President of the European Commission
- 13.30 - 14.15** **EU-Canada Comprehensive Economic and Trade Agreement (CETA): What does it mean for your business? Why is CETA 'historic' and 'unique'?** 
Organiser: Luxembourg Chamber of Commerce and CanCham BeLux
 ● Welcome Speech - Mr Jeannot Erpelding, Director International Affairs, Luxembourg Chamber of Commerce
 ● Keynote Speech - Mr Jean-Paul Lemieux, Counsellor, Mission of Canada to the EU
 ● Company Testimonial - Ms Mélanie Gagnon, Independent Counsellor, MGSJ
 ● Closing Remarks - Ms Karen Wauters, Director, CanCham Belux
- 14.30 - 15.15** **Positive actions: a label for equality, an asset for your company!** 
Organiser: Ministry for Equal Opportunities of the Grand-Duchy of Luxembourg
 ● Company Statement - Mr Dany Krier, General Secretary, Cimalux,
- 15.30 - 16.15** **"e-skills" for women** 
Organiser: nyuko in collaboration with ADEM and JP Morgan
 ● Ms Marina Andrieu-Thiriet, Project Manager, nyuko
- 16.30 - 17.15** **IPR SME Helpdesks in China, South East Asia and Latin America: Free business tools to manage and protect your Intellectual Property in third countries** 
Organisers: IPR SME Helpdesk Mercosur & China and South-East Asia IPR SME Helpdesk
 ● IPR SME Helpdesk Mercosur - Mr Paolo Baldan, Senior Advisor
 ● China and South-East Asia IPR SME Helpdesk - Mr Simon Cheetham, Team Leader
- 17.30 - 18.15** **The European Union in a nutshell: Take the European market as an opportunity for your business environment!** 
Organiser: D&D Consulting Services
 ● Mr Dimitri Dombret, Founder & General Manager, DD Consulting Services

Exhibitor Workshop Room (2A18)

- 12.30 - 13.15** **INFINITI Premium Car Brand** 
Organiser: Infiniti By Lentz
 ● Presentation of INFINITI - Mr Badreiddine Mansouri, Director INFINITI South Europe
- 13.30 - 14.15** **Simple solutions for complex problems** 
Organisers: Guerrasio s.r.l. / Grigolin s.p.a. / Giuseppe Scannapieco
 ● Guerrasio s.r.l. - Mr Christian Guerrasio, Company Manager
 ● Grigolin s.p.a. - Mr Robert Pocchi, Commercial Director
 ● Commercial Agent - Mr Giuseppe Scannapieco, Commercial Agent
- 14.30 - 15.15** **BIKIBOX, The Bike's Locker** 
Organiser: Move2 S.à r.l.
 ● Mr Geoffrey Zanelli, Product & Operations Director
 ● Mr Jean-Luc Hannosset de Moxhe, Sales & Marketing Director
- 15.30 - 16.15** **Factoring: Modern factoring gives security, flexibility and professionalism to the management of a company's operating cycle** 
Organiser: ING Luxembourg
 ● Commercial finance-factoring - Mr Jean-Michel Huynen
- 16.30 - 17.15** **Discover Hungary as a business destination!** 
Organiser: Embassy of Hungary to Belgium and Luxembourg
 ● Investment opportunities in Hungary - Mr Jean Ries, Honorary Consul General
 ● Presentation of the Hungarian Embassy
 ● Short company introductions
- 17.30 - 18.15** **Nanotechnology - Challenges and Opportunities for Businesses** 
Organiser: Embassy of the Republic of Poland - Trade & Investment Promotion Section
 ● Nanotechnology in the Institute of Physics in Polish Academy of Sciences - Mr Marek Godlewski, Professor

IT Security Workshop Room (3A39)

- 12.30 - 13.15** **IT Security: Networks, DRP / BCP, risk management, technology bricks... what are the essential steps and operational solutions to ensure the sustainability of your company in 2015** 
 ● Mr Josephe Graceffa, Member of the Board, CLUSIR InfoNord RSSI
- 13.30 - 14.15** **Personal and banking data, right to be forgotten... how to keep up with the evolution of the legislation and meet consumers' expectations?** 
 ● Mr Raphaël Rault, Lawyer, BRM Lawyers, Member of AFCDP
- 14.30 - 15.15** **Vertical ERP, decision-making tools (BI), CRM, Open Source...: Which strategic options to adopt to control the IT system of your business in 2015?** 
 ● Mr Robin Pirez, Communication Director, Archipelia
- 15.30 - 16.15** **The Cloud generates new threats: How to prepare effectively? Which security policy to adopt?** 
 ● Mr Maxime Schreiber, Director Operated and Cloud Services, UCI Technologies (Clusir Est)
- 16.30 - 17.15** **Big Data, everyone talks about it, but what are the stakes and what added value brings to my business?** 
 ● Mr David Barthe, CEO of Albiste IT & Retail Strategies, Associate Lecturer of IAE Lyon 3 & Institut Paul Bocuse
- 17.30 - 18.15** **Tablets, smartphones, responsive design, mobile apps... what m-commerce action plan to establish in order to gain and retain customers?** 
 ● Mr David Barthe, CEO of Albiste IT & Retail Strategies, Associate Lecturer of IAE Lyon 3 & Institut Paul Bocuse

18th June









EU Workshop Room (2C18)

- 10.00 - 10.45** **Growth and Jobs: Supporting cross-border labour mobility** 
Organiser: Representation of the European Commission in Luxembourg
 Representative of DG Employment, Social Affairs and Inclusion, European Commission
- 11.00 - 11.45** **The potential of TTIP for SMEs: Opportunities arising from the Transatlantic Trade and Investment Partnership** 
Organiser: Representation of the European Commission in Luxembourg
 ● Mr Martin Pilsner, DG Trade, European Commission
- 13.00 - 13.45** **Juncker Investment plan: What's in it for SMEs?** 
Organiser: Representation of the European Commission in Luxembourg
 ● Mr Serge Patou, DG Economic and Financial Affairs, European Commission
- 14.00 - 14.45** **Doing Business in Luxembourg and the Greater Region: Discover the potential for your business!** 
Organiser: Luxembourg Chamber of Commerce
 ● Mr Marc Wagener, Director of Economic Affairs, Luxembourg Chamber of Commerce
 ● Mr Tom Baumert, Start-up Advisor, Espace Entreprises of the Luxembourg Chamber of Commerce
- 15.00 - 15.45** **Digital single market: Creating opportunities for European companies** 
Organiser: Representation of the European Commission in Luxembourg
 ● Mr Giuseppe Abbamonte, Director, DG for Communications Networks, Content & Technology, European Commission
- 16.00 - 16.45** **Capital Markets Union: Cutting the cost of raising capital** 
Organiser: Representation of the European Commission in Luxembourg
 ● Mr Hennig Arp, Head of Unit, DG for Financial Stability, Financial Services and Capital Markets Union, European Commission

Exhibitor Workshop Room (2A18)

- 10.00 - 10.45** **Doing business in Japan successfully!** 
Organiser: EU-Japan Centre for Industrial cooperation
 ● Ms Jessica Michelson, MarCom
- 11.00 - 11.45** **Synchronise your professional and personal image to light up your business!** 
Organisers: Atout-Images and Isfec
 ● Ms Corinne Miguères, Managing Director, Atout Image
 ● Ms Nathalie Chery, Managing Director, Isfec
- 12.00 - 12.45** **Soft Skills: Art as a communication instrument for your business** 
Organiser: Comebeck Ltd. Ca
 ● Mr Simon Oos, Manager Arts and Business Communications
- 13.00 - 13.45** **When well-being invites itself to the office** 
Organisers: Relax Max and Smell-Marketing by NFD S.à r.l.
 Presentation of Relax Max - Mr Maxime Raux, Manager
 Presentation of Smell-Marketing by NFD - Mr Cyrille Gerhardt, Founder
- 14.00 - 14.45** **The New way of Printing powered by Samsung** 
Organiser: Samsung
 Experience SMART printing, like using a tablet - Mr Hans Van Barel, Product manager Printing
- 15.00 - 15.45** **How to position a company / brand / product on social networks** 
Organiser: Ace Computer S.à r.l.
 Social networks B2B, B2C - Ms Sophie Rase, Project Manager
- 16.00 - 16.45** **How to react in times of low interest rates** 
Organiser: ING Luxembourg
 ● Mr Jeff Burmeister, Advisory Portfolio Manager
 ● Mr Thibaut André, Advisory Portfolio Manager
- 17.00 - 17.45** **Tax update 2015** 
Organiser: Fiduciaire Générale de Luxembourg / Deloitte Fiduciaire
 ● Mr Jeremy Spoidenne, Senior Manager

MarCom Workshop Room (3A39)

- 10.00 - 10.45** **Facebook, Twitter, Google+, community management, content... How to get started in social business?** 
 ● Mr David Barthe, CEO of Albiste IT & Retail Strategies, Associate Lecturer of IAE Lyon 3 & Institut Paul Bocuse
- 11.00 - 11.45** **Local media, Digital, Mobile... How to design a powerful multi-channel marketing strategy?** 
 ● Mr Mike Mitchell, CEO & Founder, eTeamsys
- 12.00 - 12.45** **LinkedIn, Viadeo, SlideShare, curation, digital identity... Learn how to use professional social networks to grow your business!** 
 ● Mr David Barthe, CEO of Albiste IT & Retail Strategies, Associate Lecturer of IAE Lyon 3 & Institut Paul Bocuse
- 13.00 - 13.45** **Services with high added value, chat, virtual agents... how to improve the customer's experience on your site?** 
 ● Mr Cyril Texier, Co-founding Partner, Do you Dream Up
 ● Mr Mathieu Changeat, Co-founding Partner, Do you Dream Up
- 14.00 - 14.45** **SMS, MMS, augmented reality, mobile website... How to integrate mobile marketing in order to improve your customer relationship?** 
 ● Mr Julien Vermeulen, Director General, MLG Events
- 15.00 - 15.45** **Marketing Automation, Trigger Marketing... how to use all the features of e-mailing?** 
 ● Mr Julien Vermeulen, Director General, MLG Events
- 16.00 - 16.45** **Big Data, Open Data, useful data: how can they help you conduct effective marcom campaigns?** 
 ● Mr Julien Vermeulen, Director General, MLG Events
- 17.00 - 17.45** **SEO, Adwords, e-mailing, affiliation... Should you create traffic at any price on your website... or think profitability?** 
 ● Mr Julien Vermeulen, Director General, MLG Events