



# PROGRAMME HANNOVER MESSE

2023

#SingleMarket30

MONDAY 17-04-2023

TOPIC OF THE DAY: **ENERGY**



**10:00 - 11:00**

PANEL DISCUSSION: **HYDROGEN DISTRIBUTION AND STORAGE: THE CORNERSTONE OF THE FUTURE EUROPEAN HYDROGEN ECONOMY**

*Moderator:* **Jean Bergevin**, Head of Hydrogen Taskforce, European Commission

*Panelists:* **Arnaud Reveillere**, Head of Green Storage, Net-Zero Solutions, Geostock

**Ralf Ott**, Head of Policy & Regulation, Hydrogenious LOHC Technologies

**Bert Kiewiet**, Manager Hydrogen Germany, Gasunie

**Jose Bellosta von Colbe**, Senior Scientist, Hereon

**11:30 - 12:00**

TALK: **BRIDGING THE GAP IN SKILLS FOR THE GREEN TRANSITION**

**Jakub Boratynski**, Director, European Commission

**13:30 - 14:00**

**REPowerEU - AFFORDABLE, SECURE AND SUSTAINABLE ENERGY FOR EUROPE**

**Anna-Maria Sanchez Infante**, Policy Officer, European Commission

**14:30 - 15:00**

PANEL DISCUSSION: **SKILLS FOR THE GREEN TRANSITION**

*Moderator:* **Jakub Boratynski**, Director, European Commission

*Panelists:* **Michał Pułka**, Head of Communication, Saule Technologies

**Ilka von Dalwigk**, Policy manager, EIT InnoEnergy and European Battery Alliance

**16:00 - 16:30**

TALK: **NET-ZERO INDUSTRY ACT**

**Maive Rute**, Deputy Director-General, European Commission

**TUESDAY 18-04-2023**

TOPIC OF THE DAY: **RAW MATERIALS**



**10:00 - 10:30**

TALK: **CRITICAL RAW MATERIALS ACT**

**Robert Lindner**, Policy Officer, European Commission

**11:00 - 12:00**

PANEL DISCUSSION: **SECURING CRITICAL RAW MATERIALS: A VALUE CHAIN APPROACH**

*Moderator:* **André Meyer**, Policy Officer, European Commission

*Panelists:* **Robert Lindner**, Policy Officer, European Commission

**Massimo Gasparon**, Director, European Raw Materials Alliance and EIT Raw Materials

**Karol Bednarek**, Consultant for raw material availability, German Association of the Automotive Industry (VDA)

**12:30 - 14:30**

PRESENTATION: **EU RESEARCH & INNOVATION FOR SUSTAINABLE AND EFFICIENT RAW MATERIALS VALUE CHAINS**

*Moderator:* **Victoria Leroy** and **Dimitrios Biliouris**, Project Advisers, European Health and Digital Executive Agency (HaDEA)

*Speakers:* **Representatives of EU-funded projects in the area of raw materials**

**15:00 - 15:30**

TALK: **WHAT HAS THE EU EVER DONE FOR SMEs?**

**André Meyer**, Policy Officer, European Commission

**16:00 - 16:30**

TALK: **EU STRATEGY ON STANDARDISATION: WHERE DO WE STAND ONE**

**YEAR LATER? | Mehdi Hocine**, Head of Unit, European Commission, **Malte Lohan**, Director-General, Orgalim

**WEDNESDAY 19-04-2023**

TOPIC OF THE DAY: **ACCESS TO FINANCE**



**10:00 - 10:45**

PANEL DISCUSSION: **HOW TO APPLY FOR EU FINANCING: LOANS, EQUITY AND ADVISORY SERVICES**

*Intro & Moderation:* **Georg Raab**, Project Manager, European Commission

*Panelists:* **Jorge Sanz**, Mandate Development Officer, European Investment Fund

**Ramona Ocak**, Policy Officer, European Commission

**11:15 - 12:00**

PANEL DISCUSSION: **EU FINANCING: BACKING BREAKTHROUGHS AND HELPING BUSINESSES TO INNOVATE AND GROW**

*Moderator:* **Georg Raab**, Project Manager, European Commission

*Panelists:* **Peter Dorfner**, founding principal, Green Generation Fund

**Jörg Büsel**, Coordinator Internationalisation & Innovation, NBank

**14:00 - 14:30**

TALK: **THE BUSINESS CASE FOR EU INDUSTRY: SUPPORT, ACTION AND ALLIANCES | Kerstin Jorna**, Director-General, European Commission

**15:00 - 15:30**

TALK: **THE UNITARY PATENT SYSTEM, A GAME-CHANGER FOR INNOVATION IN THE EU** | **Tamas Kiraly**, Legal and Policy Officer, European Commission

**16:00 - 16:30**

TALK: **PROTECT YOUR INNOVATIONS AND INTELLECTUAL PROPERTY - HOW TO BENEFIT FROM THE EU SME IP FUND** | **Sabina Rusconi**, Administrator, Customer Department and **Mladen Stamenov**, Team Leader Design examination, EU Intellectual Property Office (EUIPO)

**17:00 - 17:30**

TALK: **FUNDING THE EUROPEAN GREEN DEAL** | **Marc Vanderhaegen**, Head of Unit, European Climate, Infrastructure and Environment Executive Agency (CINEA)

**THURSDAY 20-04-2023**

TOPIC OF THE DAY:  
**INDUSTRIAL COOPERATION**



**10:00 - 10:30**

TALK: **TRANSITION PATHWAY FOR CHEMICAL INDUSTRY**  
**Kristin Schreiber**, Director, European Commission

**11:00 - 12:00**

PITCHING SESSION: **CLUSTERS PITCHING FOR COLLABORATION**

*Speakers:* **Christoph Runde**, Head of Virtual Dimension Center w. V. and the European Association for Extended Reality (EuroXR)

**Heike Winkler**, Cluster Manager WAB - The Network for Wind Energy

**Torsten Urban**, Cluster Manager Plastics Institute Luedenscheid

**Katja Gicklhorn**, Head of Industrialisation at Cluster Electromobility South-West

**14:00 - 14:30**

TALK: **DOING BUSINESS WITH AND IN UKRAINE**

*Moderator:* **Marek Przeor**, Team Leader - Cluster Policy, European Commission

*Speakers:* **Olga Trofymova** or **Alexandre Yourchak**, Ukrainian Cluster Alliance

**Anke Wiegand**, Head of Unit Innovation, Funding and Financing at the Enterprise Europe Network Berlin (Partner for Business and Technology)

**15:00 - 16:00**

PANEL DISCUSSION: **INDUSTRIAL COOPERATION THROUGH EU NETWORKS**

*Moderator:* **Marek Przeor**, Team Leader - Cluster Policy, European Commission

*Panelists:* **Dr. Beate Weidenhammer**, German Ministry of Economic Affairs and Climate Action, Unit responsible for the “go-cluster” programme

**Lukas Nogel – VDI/VDE-IT**, responsible for the implementation of the “go-cluster” programme in Germany

**Anke Wiegand**, Head of Unit Innovation, Funding and Financing at the Enterprise Europe Network Berlin (Partner for Business and Technology)

**Simon Opitz**, University of Applied Sciences Fulda, Project collaborator in the EU project OPEN-EYE and in the area of EU research management

**16:30 - 17:00**

TALK: **EUROPEAN INNOVATION COUNCIL: BACKING UP VISIONARY ENTREPRENEURS** | **Veronica Beneitez Pinero**, Deputy Head of Unit, European Innovation Council

**FRIDAY 21-04-2023**

TOPIC OF THE DAY:  
**30 YEARS OF THE SINGLE MARKET**

**30**

**10:00 - 10:30**

TALK: **YOUR EUROPE – A GATEWAY TO ONLINE SERVICES TO NAVIGATE THE SINGLE MARKET** | **Dietrich Drüner**, Policy Analyst and **Moritz Röttinger**, Project Manager, European Commission, **Oliver Patzer**, Rechtsanwalt and Your Europe Advice legal expert

**11:00 - 11:30**

TALK: **ERASMUS FOR YOUNG ENTREPRENEURS PROGRAMME**  
**Marijana Juras**, Policy Officer, European Commission  
**Simon Opitz**, Project collaborator, University of Applied Sciences Fulda

**11:00 - 11:30**

TALK: **MARKET SURVEILLANCE**  
**Martin Eifel**, Deputy Head of Unit, European Commission

#### **MONDAY - FRIDAY**

Visit our **Support Corner** and benefit from tailored advice from **Enterprise Europe Network** (EEN), the world's largest support network for SMEs!

EEN can help you with:

- Access to finance including EU funding
- Finding business partners across the EU and beyond
- Practical aspects of expanding your business in the EU and beyond
- Becoming more innovative, sustainable and digital company

#### **OTHER SERVICES:**

Wednesday 19 April: **How can you protect your innovations and intellectual property** by EU Intellectual Property Office (EUIPO) and

**How can you protect your innovations and intellectual property when exporting outside of the EU** by India and Latin America IP SME Helpdesks

Friday 21 April: **Free personalised legal advice to clarify how the European law that applies in your case** by Your Europe Advice

Visit also the Enterprise Europe Network stand and matchmaking event "Technology & Business Cooperation Days" in Hall 2, Stand A45!