

CO-INNOVATE IN SPORT 2019

EPSI SPORT INNOVATION CONFERENCE IN COLLABORATION WITH
ENTERPRISE EUROPE NETWORK

*Open Innovation, Smart Specialisation, Technology & Entrepreneurship Development to
Achieve a Successful and Resilient Regional and Global Sports Ecosystem*

Dates: 4th & 5th July – Sport Innovation Conference and
Sport Innovation & Match Events



Location: Spiegelzaal, De Markten, Oude Graanmarkt 5, 1000 Brussels, Belgium

Website: <https://epsi.eu/co-innovate-in-sport-2019/>

Conference – SportInnovation&Match

ORGANISED BY:



ABOUT THE EVENT

CO-INNOVATE IN SPORT 2019 - EPSI Sport Innovation Conference in Collaboration with Enterprise Europe Network - a collaboration by European Platform for Sport Innovation (EPSI) and supported by Pinnacle and the Enterprise Europe Network (EEN) - will in July 2019 explore innovations in relation to new technologies in the sports ecosystem – creating an innovation-friendly environment in sports, technology innovation in sports and its impact on business, sports equipment manufacturing innovation process, e-sports innovations, big data & digital in sports, funding innovation in 21st century sports, sports innovation and the future of the human-technology interface!

It will explore how innovation can be achieved in order to keep up with the continuous quest for performance improvement, how stimulation of active lifestyle can provide business chances, how public authorities can contribute to the innovation ecosystem in the sports sector and aims to support and develop small and medium enterprises (SME) setting up in the sector to achieve innovation in their product and service offerings and provide them with new opportunities for the establishment of joint strategic projects, partnerships and business opportunities.

CO-INNOVATE IN SPORT 2019 - EPSI Sport Innovation Conference in Collaboration with Enterprise Europe Network will also feature business matchmaking activities (Sport Innovation & Match) powered by the Enterprise Europe Network – also known as business ‘speed dating’ – bringing together businesses and other organisations looking for partners to take their strategic development and projects forward. These have proved very successful historically and enable participants share their partnership offers or requests and schedule meetings in advance. Moreover additional matchmaking events will be organised in break-out sessions aimed at kick-starting European projects that will ultimately respond to the numerous call for proposals published by the European Union in the many EU financial programs such as : ERASMUS + / HORIZON 2020 & HORIZON EUROPE / COSME / LIFE / INTERREG / and many more

AGENDA DAY ONE – THURSDAY 4TH JULY 2019

Conference – Sport Innovation & Match

08.00 Registration

09.00 Opening Remarks:

Alberto Bichi, Executive Director of EPSI, the European Platform for Sport Innovation

Rene Wijlens, Executive Director of EPSI, the European Platform for Sport Innovation & General Manager, Sports & Technology

09.05 Welcome Remarks

Antonello Marega, President, EPSI, the European Platform for Sport Innovation

09.10 **KEYNOTE PRESENTATION: Interregional Cooperation for Investments in the Sport Industry**

Slawomir Tokarski, Director, Innovation and Advanced Manufacturing, European Commission

09.40 **INTERACTIVE PANEL: Innovation in Sports & Vitality - from Societal Challenge and Innovation towards Business**

Moderated by Rene Wijlens

Marc van der Zande, Project Manager, Cluster Sports & Technology

Eckehard “Fozzy” Moritz, CEO of Innovationsmanufaktur GmbH.

Marco Benedetti, MySDAM Research & Formation School

10.10 **INTERACTIVE PANEL: Business Opportunities in Stimulation of Active Lifestyle Provision**

Moderated by Alberto Bichi

Maarten Gijssel, Founder, Kinetic Analysis

Dimitris Kourasis, Founder & CEO, SPOBI (SportBeingIntelligent)

10.40 Morning Coffee Break & Networking

11.00 **Sport Innovation & Match**

12.00 **Sport & Mental Health**

Santo Rullo, Head of the Scientific Committee of European Culture and Sport Organization(ECOS) and President of International Football Committee of Mental Health (IFCMH)

12.30 **KEYNOTE PRESENTATION: E-Sports Investment & Innovation**

Peter Sprenger, CEO, Techonomy

13.00 Networking Lunch

14.00 **Technological Innovation in Sport and how this Impacts Business**

Iris Cordoba Mondejar, General Manager, Global Sports Innovation Center powered by Microsoft

14.30 **INTERACTIVE PANEL: Innovation in Sport & Wellbeing - From Wearable Technologies to Smart Environments**

Moderated by Marc van der Zande

Sywert Brongersma, Senior Principal Member of Technical Staff, IMEC

Marius Janta, Senior Project Manager Research, Application & Business Development, WT (Wearable Technologies)

Sander Werring, Managing Director Benelux Companies, Polar Electro Oy

15.00 **EPSI Networking Sessions**

15.30 Afternoon Coffee Break & Networking

15.50 **Sport Innovation & Match**

16.50 **INTERACTIVE PANEL: The Innovation Challenge in Sports: Leveraging the Power of Data & Digital Content**

Moderated by Rene Wijlens

Enrique Alcantara, Head of Sports Innovation, Instituto de Biomecánica (IBV)

Steven Vos, Professor of Design and Analysis of Intelligent Systems for Vitality and Leisure Time Sports, TU Eindhoven

Sebastian Brunnert, Solution Manager, Business Unit Sports, SAP SE

17.20 **From Sports Technology towards Shaping Business Strategies for an Increased Value across the Ecosystem**

Helene Hembert, Outdoor Sport Valley

17.50 **3D Printing in Sport**

Kris Binon, General Manager, Flam3D

18.20 **Sport Innovation & Match**

19.20 Closing Remarks & End of Day One - followed by Networking Reception

AGENDA DAY TWO – FRIDAY 5TH JULY 2019

Conference – Sport Innovation & Match

08.00 Registration & Coffee

09.00 Opening Remarks

Alberto Bichi, Executive Director of EPSI, the European Platform for Sport Innovation

Rene Wijlens, Executive Director of EPSI, the European Platform for Sport Innovation & General Manager, Sports & Technology

09.10 **Funding Innovation in 21st Century Sport**

Pierre Padilla, Founder, N-ABLE

09.40 **KEYNOTE PRESENTATION: Sports Innovation - The Future of the Human - Technology Interface. What the Future Holds**

Steve Haake, Professor of Sports Engineering & Founding Director of the Advanced Wellbeing Research Centre, Sheffield Hallam University

10.10 **INTERACTIVE PANEL: How Sports Federations Address the Innovation Issue**

Moderated by Rene Wijlens

David Stickland, Managing Director, Global Dressage Analytics BV & Senior Research Physicist, CERN – (Data Analytics in the Equestrian Sport)

Philippe Rosier, Health & Performance Manager, RBFA (Royal Belgian Football Association)

Mark Dorlandt, Project Portfolio Manager Lifestyle I&T, Accell Group N.V

10.40 Morning Coffee Break & Networking

11.00 **Sport Innovation & Match**

12.00 **INTERACTIVE PANEL: Analysing the Impact of Public Private Partnerships and how these Shape the Future of Sport Business**

Moderated by Alberto Bichi

Kristiina Jokelainen, Director of International Relations and S3 Implementation, Regional Council of Lapland

Nikos Pantalos, Policy Officer on Innovation and Clusters, European Commission

Marisa Fernandez Esteban, Deputy Head of Sport Unit, European Commission

Hugo Alonso, Secretary General, ACES Europe

13.00 Networking Lunch

14.00 **INTERACTIVE PANEL: Early Stage Innovation and Industry-Academia Collaboration**

Moderated by Alberto Bichi

Paolo Bouquet, Associate Professor, University of Trento

Ada Ferri, Associate Professor, Politecnico di Torino

Heiki Hannola, Principal Lecturer, Lapland University of Applied Sciences

14.30 **INTERACTIVE PANEL: What does a Startup Need to SUCCEED in the Sports Industry - Acceleration Strategies**

Moderated by Marc van der Zande

Kristof De Mey, Sports Technology Innovation & Business Developer, Victoris Ghent University

John van der Laar, Managing Director, Cluster Sports & Technology

Michele Tosi, Director of Incubation & Startup Area, Trentino Sviluppo S.p.A. (SPIN Accelerator)

15.00 **Stimulating a Healthy Active Lifestyle by Using Technology and Data for Innovation**

Harmen Bijsterbosch, Managing Director, InnoSportLab Sport & Beweeg

15.30 Afternoon Coffee Break & Networking

16.00 **Sport Innovation & Match**

17.00 Closing Remarks & End of Day Two of Conference

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ONLINE REGISTRATION LINK - <https://www.eventbrite.co.uk/e/co-innovate-in-sport-2019-epsi-enterprise-europe-network-conference-tickets-59102711802>