

# Wrap-up Regional Seminar Approaches to Innovation Policy Design for SMEs

1-2 June 2011  
Landmark Hotel, Amman, Jordan



## AGENDA

DAY ONE: Wednesday, 1 June 2011	
08:30 – 09:00	<b>Welcome and registration of participants</b>
<b>Official opening</b>	
09:00-09:15	Moderation: Frank Wältring, Germany <b>Keynote address:</b> <i>H.E. Eng. Yarub Quda , CEO of JEDCO, Jordan.</i>
09:15-09:30	<b>Keynote address:</b> <i>Mrs. Dr Natalija El Hage; GIZ Country Director, Jordan.</i>
09:30-10.00	<b>Introduction to project design and results chain</b> Alexandra Hilbig, <i>GIZ Project Manager, Syria</i>
<b>Innovation Cafe: How to promote Innovation in SMEs?</b>	
10:00-11:15	<i>Main positive experiences, challenges and open questions to promote innovation in SMEs</i>
11:15-12:00	<b>Feedback and reflection</b>
10.30-11.00	<b>Coffee Break</b>
<b>Experiences: What has been done?</b>	
12.00-13.15	Case 1: Egypt Case 2: Jordan Case 3: Syria
13:15-14:15	<b>Lunch break</b>
<b>Identification of systemic challenges at policy &amp; implementation levels</b>	
14:15-15:15	Good experiences from lower-middle-income countries of innovation promotion policies in SMEs, <i>Utz Dornberger, Germany</i>
15:15-16:00	Moderated Discussion
17:00	<b>Social program</b>
DAY TWO: Thursday, 2 June 2011	
08:30 – 09:00	Reflection on findings from the previous day
<b>Identification of systemic solutions</b>	
09:00-09:30	Panel discussion about <b>national policy strategies</b> to promote SME
09:30-10:30	<b>Discussion Board:</b> What are the challenges to bring strategies into implementation?
10:30-11:00	Coffee break
<b>“Systemic competitiveness matrix” tool</b>	
11:00-12:00	<b>Country Groups:</b> “Systemic competitiveness matrix” Presentation of results
12:00-13:30	Expert’s Analysis: possible ways to intervene systematically <b>Country groups:</b> Reflections on possible concrete steps
13:30-14:00	<b>Presentation of results</b>
14:00-15:00	<b>Closing and Evaluation</b>
15:00	<b>Lunch</b>