



PROGRAM Spanish Special

**"The Spanish Way of Innovation –  
Industry meets Government"**

Duesseldorf, April 18th 2012, 12.45 at the Spanish Booth  
(Room 3 / System 7)

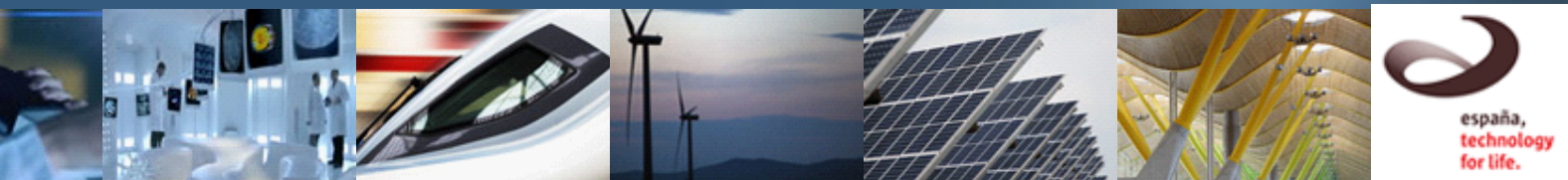


## PROGRAM

Innovativeness and henceforth the competitiveness of Spain is intrinsically tied to the **S**mall and **M**edium **E**ntities. Despite an excellent public financed R&D network, the sticking point is the power of innovation within the private sector. The declared goal of the Spanish Government is to motivate companies to invest into the research and development of new technologies.

What is being done to achieve this goal, what is being achieved and how can this huge development potential be explored by international partners?

We will discuss the Spanish Way of Innovation at the Spanish Pavilion. The Counsellor for Economy & Trade of the Spanish Embassy in Berlin, Mrs. Ángeles Holgado and the Boeing Research & Technology Director from the European Research Headquarter in Madrid, Mr. Stefan Eelman will provide an insight into the political and the industrial options.



### Moderation:

**Mr. Martin Pohl –**  
**carparts design**  
Technology Scouting and Market Development