

# INSULEUR VOICE

THE NEWSLETTER OF THE ISLAND CHAMBERS OF COMMERCE OF THE EUROPEAN UNION

Issue 3

[www.insuleur.net](http://www.insuleur.net)

October 2008



## 8<sup>th</sup> Annual Forum INSULEUR: our Chambers gather in Réunion

-29<sup>th</sup> October - 1<sup>st</sup> November, Reunion (France)-

The **cornerstone of INSULEUR annual agenda is here**, less than three weeks for the Reunion Chamber of Commerce to host the 8<sup>th</sup> Forum 2008 of INSULEUR that will be held in Reunion Island from October 29<sup>th</sup> to November 1<sup>st</sup>. This year, the Forum will have as main subject the **"Innovation and Competitiveness of Insular Enterprises"**.

This Forum is registered at the agenda of the **European events organized under the French presidency of the European Union**. Note that the General Assembly of INSULEUR will take place on Wednesday October 30 in the morning.

*"Today, innovate became an absolute need for all the companies and more for our insular territories. In Reunion Island, with the project "Réunion 2030", but as in many European islands, the economic actors assert true plans for the future answering the problems of the sustainable development, convergence between a world reality and the capacity of our insular economies. Thus, small, medium and large companies concentrate around spheres of strategic and innovating activities which will become the future of our society.*

*Also, it seemed to us useful to discuss innovation and competitiveness of the insular companies with the whole of the Presidents of Island Chambers of Commerce and Industry, socio-economic representatives, European Parliament and Commission representatives. Which are our assets to make innovation a factor of competitiveness whereas we evolve on territories with handicaps? Which difficulties do we meet? How the public policies answer them? Which role can have our Chambers? Which co-operative projects can we develop?"*

*Expecting you to make us the honor of your presence, please accept our deep respect.*

*Mr. Eric Magamootoo, Reunion Chamber of Commerce and Industry*



For registration to the 8<sup>th</sup> Forum INSULEUR, please contact:

**Mr. Ludovic SERRE**

Tel. + 262 262 94 21 60

Fax. + 262 262 94 22 78

[ludovic.serre@reunion.cci.fr](mailto:ludovic.serre@reunion.cci.fr)

With the partnership of:





## 8th Forum INSULEUR

Hôtel de Région – Saint-Denis (Réunion, France)

29<sup>th</sup> October – 2<sup>nd</sup> November 2008

### Wednesday 29<sup>th</sup> October 2008

- Arrival of the participants
- Welcoming at the airport / Transfer to the hotels
- 15.30 Technical Committee
- 17.30 Departure for the visit of Bois Rouge Factory (sugar cane refinery / rum distillery / electricity production) - Dinner on the site
- 21.00 Return to hotels

### Thursday 30<sup>th</sup> October 2008

- 9.00 Board of Directors - Reserved to the Members of the Board of Directors and the Members of the Technical Committee
- 10.15 General Assembly - reserved to the Members of the INSULEUR Network
- 12.00 Observatory of Tourism OTIE General Assembly
- 12.30 Lunch

During the morning, a parallel program will be organized for people which are not members of INSULEUR (Speakers, personalities).

- 14.00 Opening Speech
- 15.15 Actions of the European Commission in favor of innovation and of the competitiveness of enterprises
- 15.45 Innovation in France and Europe
- 16.15 Questions
- 16.30 Break
- 17.00 How an isolated insular territory can become place of experimentation? The example of Reunion 2030 - GERRI
- 18.00 Return to hotels
- 20.00 Dinner (for guests only)

### Friday 31<sup>st</sup> October 2008

- 9.00 Workshop 1: "Innovation and globalization of the economy, challenges for insular territories"
  - Management and training as a source of competitiveness
  - The role of clusters as engines of innovating actions
  - The innovation like engine of sustainable development and instrument of competitiveness for the insular companies
  - The innovation in transport and the infrastructures, like condition of the competitiveness of the insular companies
- 10.30 Break
- 11.00 Workshop 2: Why and how innovate in non-technological sectors?
  - Innovation and tourism
  - Innovation and retail trade
  - Innovation and services
  - What role for our Chambers of Commerce and Industry?
- 12.30 Lunch break
- 14.00 Roundtable: "Innovation always starts with little stories and nice ideas"  
Testimonies of entrepreneurs and of persons playing an active role in innovation
- 15.30 Break
- 16.00 "Grands Témoignages" session
- 17.30 Closing session
- 18.00 Back to the hotels
- 19.45 Departure to the gala dinner
- 20.30 Gala dinner - By invitation only

**Saturday 1st November** - Excursion (The Volcano) -optional-





## A look into an Insular Chamber:

### Reunion Chamber of Commerce and Industry, France

Created in 1830, the **Reunion Chamber of Commerce and Industry** belongs to the network of the French Chambers of Commerce and Industry (CCI). The national network is composed of 155 Chambers of Commerce and Industry in France and 20 Regional Chambers of Commerce and Industry (CRCI). The Chambers of Commerce and Industry in France are publicly-owned establishments of State law 1898. They represent in France 2 million companies.

In France, a CCI is an administrative establishment of the State, placed under the supervision of the Ministries for Industry and Commerce. For the overseas departments, this supervision is delegated to the Prefect. Its field of activity covers the **economic development** as a whole, it profits from a financial administrative autonomy. The mission of the CCI Reunion is triple: to represent the companies and defend their economic interests, to train the companies and their collaborators, and to implement the structuring equipments.



\*Port Réunion



\*CCI Réunion headquarters



\*Automobile sector

Also, the CCI Reunion exerts a **mission of representation** and acts like a force of proposals, by representing under the Public Authorities the economic interests of the companies of Reunion, and on another side, by giving opinions and while contributing its share to the reflexion on the large files of economic development in the region.

As its **knowledge of the local economic network** enables the Chamber to build privileged professional information, to propose an offer of formation adapted to the labour market and the needs of the companies, to be on the initiative of very many works and structuring equipments facilitating the access and the circulation of people and goods (ports and airport), and to be the privileged spokesperson in front of authorities as regards local development and regional planning.

Regarding the main operational actions, the mission of **support to the companies** is one of the most important. Among a wide range of product, CCI Reunion offers information services and counseling to the chiefs of enterprises, thanks in particular to the Economic Information Resources Center (CRIE), to the Economic Observatories, the Euro Info Centre, and the Regional Agency of Scientific and Technical Information (ARIST).

On the subject of **training**, CCI Reunion is the second formative institution after the National Ministry of Education (Education Nationale), highlighting apprenticeship, vocational training in particular the Schools and Institutes (Écoles & Instituts), such as the Management and Commerce School, Sales Institute, Feminine Institute of Automobile Sales, and the Commerce and Distribution School.

Lastly, regarding the **mission as developer**, CCI Reunion undertakes the indispensable structural installations to the life of enterprises, for the development of business interactions and to the openness strategy of the island, as managing authority of Reunion Port, fishing ports and the nautical ports of Saint-Gilles-les-Bains, Pointe-des-Galets and Sainte-Marie, and the Roland Garros Reunion Airport.



**Magazine REUCCIR** is an economic magazine of information of the Reunion Chamber of Commerce and Industry, which offers the direct contact with the whole of the industrialists, tradesmen, service providers and regional decision makers. This quarterly newsletter proves to be useful for more than 20500 companies, a support adapted to obtain information which they seek.

Last but not least, **Mr. Eric Magamootoo**, President of the Reunion Chamber of Commerce and Industry was born on July 18, 1956 in Saint-Denis (Reunion). He holds a Master's Degree in Law accomplished at Reunion University. His **professional career** goes from being Director General of the Réunionnaise Cardboard, director at the Development Service at Saint-Benoît City Council, Director of the Jean – Claude Fruteau Cabinet at Saint-Benoît City Council to lawyer at Saint-Pierre Bar association. Regarding his **economic, political and social responsibilities**, President Magamootoo is elected member at Reunion Chamber of Commerce since November 2000, founding member of the Association for the Safeguard and Development of Enterprises, secretary at ORPME (Small and Medium Enterprises Organisations of Reunion) becoming CGPME and, finally elected as President of the Reunion Chamber of Commerce the 6th December 2004.

**For more information, Reunion Chamber of Commerce and Industry:**

<http://www.reunion.cci.fr/>

**Next "Look into an Insular Chamber":**

*Las Palmas Chamber of Commerce, Industry and Navigation (Spain)*



## EU news

### European Institute of Innovation and Technology (EIT) begins its work

The European Institute of Innovation and Technology (EIT) launched its activities with the **first meeting of its Governing Board** on 15 September 2008. The meeting took place in the Institute's host city of **Budapest**, and was preceded by a ceremonial opening in the presence of Hungarian Prime Minister Ferenc Gyurcsány, Commission President José Manuel Barroso (left), and Commissioner for Education, Training, Culture and Youth, Ján Figel (left), among others.



The EIT is the first European initiative to integrate fully the three sides of the **"Knowledge Triangle"** (Higher Education, Research, Business-Innovation) and will seek to stand out as a world-class innovation-orientated reference model, inspiring and driving change in existing education and research institutions. By boosting the EU's capacity to **transform education and research results into tangible commercial innovation opportunities**, the EIT will further bridge the innovation gap between the EU and its major international competitors. Direct involvement of business stakeholders, including SMEs, in all strategic, operational and financial aspects of the Institute is the cornerstone of the initiative.

The KICs, covering current and future challenges such as **climate change, renewable energies and the next generation of information and communication technologies (ICTs)**, will fully integrate the innovation, research and education dimensions and each one will last for between 7-15 years. Universities, research institutions and businesses interested in applying should therefore monitor closely the future decisions of the Governing Board on this point.

The Community contribution to the EIT will amount to **€ 308.7 million for the 2008-2013 period**. It will be used to finance the costs arising from the establishment, administration, coordination and integration of the EIT and the KICs. In addition to Community financing, the EIT aims to attract a significant amount of funding from private sources.

European Institute of Innovation and Technology - Video:

[http://ec.europa.eu/eit/video\\_en.htm](http://ec.europa.eu/eit/video_en.htm)

*Source: European Commission*

## European Commission adopts Green Paper on Territorial Cohesion



The Commission adopted the Green Paper on Territorial Cohesion the 6<sup>th</sup> October 2008, signaling the start of a **major consultation with regional and local authorities, associations, NGOs, civil society and other organizations, aimed at achieving a better and shared understanding of territorial cohesion and its implications for the future of the EU's regional policy.** The Commission is publishing the Green Paper in response to a request by Member States and the European Parliament. Also the Green Paper, among

others, highlights the **challenges faced by regions with specific geographical features, for instance, island regions.** The objective of the consultation is to launch a debate on territorial cohesion with a view to deepening the understanding both of the concept and of its implications for policy, cooperation and coordination. Organizations interested to submit their contributions should do it **before 28<sup>th</sup> February 2009.** More information on the debate on territorial cohesion launched by Commissioner for Regional Policy Ms Danuta Hübner (photo): [http://ec.europa.eu/regional\\_policy/consultation/terco/index\\_en.htm](http://ec.europa.eu/regional_policy/consultation/terco/index_en.htm)

## 2009 - European Year of Creativity and Innovation

Last 23<sup>rd</sup> October, the European Parliament supported the Commission proposal that 2009 will be designated as the European Year of Creativity and Innovation.

The aim is to **exploit and promote creative and innovative approaches and initiatives in different domains of human activity and at all levels.** While education and culture will be at the centre of the Year, it feeds into many other policy areas, such as enterprise, information society, employment or regional policy. Details of Year, including a rolling programme of events, will be made known through a website which the Commission will be launching soon.



Source: EU Commission

## EuroparlTV launched: the European Parliament own webTV channel

The European Parliament launched last 17<sup>th</sup> October EuroparlTV, the Parliament's own webTV channel. From now on, anyone with Internet access will be able to watch a regularly changing set of programmes based around the life of the Parliament. The aim of EuroparlTV is to bring Parliament closer to the European society in a modern and creative format. EuroparlTV is available at the following address:

[www.europartv.europa.eu](http://www.europartv.europa.eu)

Source: Europartv website



## Calls of proposals

### 1<sup>st</sup> European SME Week, 6-14 May 2009: Call for event organizers

The Commission is organizing the 1<sup>st</sup> European SME week in May 2009 to **inform SMEs about available support at EU and national level and to encourage more people to become entrepreneurs.** The SME week will be a European umbrella campaign for activities that take place throughout Europe. It will be launched in Brussels on 6 May 09 but the vast majority of events during the week will take place in the Member States. **To organize an event as part of the SME week,** interested institutions should fill in the event form and send it to the national coordinators for their country. More information:

[http://ec.europa.eu/enterprise/entrepreneurship/support\\_measures/smeweek2009/index.htm](http://ec.europa.eu/enterprise/entrepreneurship/support_measures/smeweek2009/index.htm)

### EU Gateway Programme Japan & Korea: Open for applying

EU Gateway Programme Japan & Korea intends to **strengthen the presence of EU companies in Japan and Korea.** The Programme runs for a multi-annual period from 2008 to 2015, focusing on assistance in specific technological sectors with a high market potential in Japan and Korea as well as design sectors. **Each Business Mission includes one Business Week in Japan or Korea.** The participants are EU companies being active in the same business sector.

Open applications for the following Business Missions:

[www.eu-gateway.eu/go](http://www.eu-gateway.eu/go)



Source: EUGateway website





## Research for the benefit of SMEs at FP7 Capacities: open calls

Knowledge lies at the heart of the Lisbon Strategy to become the most dynamic competitive knowledge-based economy in the world. The **Seventh Framework Programme (FP7)** bundles all research-related EU initiatives together under a common roof playing a crucial role in reaching the goals of growth, competitiveness and employment, along with a **new Competitiveness and Innovation Framework Programme (CIP)**.

The broad objectives of FP7 have been grouped into four categories: Cooperation, Ideas, People and Capacities. The Commission's proposals for the **FP7 Capacities programme** aim to enhance research and innovation capacities throughout Europe and ensure their optimal use. In this sense, the domain of **"Research for the benefit of SME"** aims to strengthen the 'innovation capacity' of SMEs in Europe and their contribution to the development of new technology based products and markets.

The EU Member States have earmarked a total of **€ 1336 million for funding SME research support over the duration of FP7**. More information on open calls:

<http://cordis.europa.eu/fp7/dc/index.cfm>

*Source: FP7 website*



## Small, Clean and Competitive: LIFE+ programme

SMEs and a range of other European organisations can now apply for funding from the EU to support a wide variety of "green" projects. In July, the Commission published a call for proposals under its **LIFE+ programme**, a financial instrument which aims to **protect and nurture the natural environment**.

The LIFE+ programme supports the development and implementation of EU policy on the environment and covers three specific areas: **nature and biodiversity; environmental policy and governance; and information and communications**.

Advice on the call will be provided through a series of **workshops, to take place in every Member State between July and November 2008**. Applicants must send their proposals to Member State authorities by **21 November 2008**. Project proposals will then be evaluated by the Commission between January and July 2009, before grant agreements are signed by 31 December 2009. Successful applicants could expect to start work on projects funded by this call from January 2010. More than **€207 million** has been made available for the 2008 call. More information:

<http://ec.europa.eu/environment/life/funding/lifeplus.htm>

*Source: Life+ website*



## European Enterprise Awards 2008: selection starts

The European Enterprise Awards 2008 selection process is open. The Commission launched in 2005 the European Enterprise Awards, which **recognise and reward outstanding initiatives that support entrepreneurship at the regional level**. Eligible entities include national organizations, towns, cities, regions and communities as well as public-private partnerships between public authorities and entrepreneurs, educational programmes and business organizations. Interested parties can enter the awards in one of the following **five categories**: **1)** Entrepreneurship Promotion Award; **2)** Red-tape Reduction Award; **3)** Enterprise Development Award; **4)** Investment in Skills Award, **and 5)** Responsible and Inclusive Entrepreneurship Award. More information:

[http://ec.europa.eu/enterprise/entrepreneurship/smes/awards/participate/index\\_en.htm](http://ec.europa.eu/enterprise/entrepreneurship/smes/awards/participate/index_en.htm)

## Tools



## IMP³rove: Commission helping SMEs growth through Innovation Management

Insular SMEs can benefit now from the European Commission's premier online benchmarking tool for small- and medium-sized enterprises (SMEs). IMP³rove can help businesses grow by means of superior Innovation Management. Besides an **online assessment**, **IMP³rove offers a personalized consulting workshop for SMEs**. Advantage can be taken of the diverse benefits that IMP³rove offers to SMEs by following the respective link for SMEs at IMP³rove website:

[www.improve-innovation.eu](http://www.improve-innovation.eu)

*Source: IMP³rove website*





## European portal for SMEs: On-line tool for funding

This tool aims to present the main **European funding programmes available to small and medium-sized enterprises (SMEs)** and contains brief information as well as the main web sites for each programme.

More information: [http://ec.europa.eu/enterprise/sme/fund\\_tools/fund\\_tools\\_theme6\\_en.htm](http://ec.europa.eu/enterprise/sme/fund_tools/fund_tools_theme6_en.htm)

## EU Events



## Clusters & Chambers of Commerce, 12<sup>th</sup> November 2008, Sophia Antipolis (France),

The Assembly of French Chambers of Commerce and Industry (ACFCI) is organising in partnership with EUROCHAMBRES and Nice-Côte-d'Azur CCI, the **European Conference of Chambers of Commerce and Industry and Clusters**. This initiative, which is a follow up of the Eurochambres Manifesto, will take place on November 12<sup>th</sup> 2008 in Sophia Antipolis, Nice (France).

This conference is linked to the **Competitiveness Clusters Forum (Sophia Antipolis)** which will occur the day after (13/11/08), and during which the European Chambers will bring their contribution.

Information on program, accommodation and registration, contact:

ACFCI – Ms. Anne ZIMMERMANN - 00 33 (0)1 40 69 38 14

ACFCI – Mr. Alexandre CZMAL - 00 32 (0)2 221 04 34



## World Standards Day 2008 - Standardisation and SMEs, Paris, 21<sup>th</sup> October (France)

Entrepreneurs, organisations representing SMEs, the national standards bodies, administrations and other interested parties will meet on 21<sup>st</sup> October 2008 in Paris in order to share their experiences and throw new light on the **strategic importance of standardisation for SMEs**, the challenges ahead and the solutions which work. More information:

[http://ec.europa.eu/enterprise/standards\\_policy/international/world\\_standards\\_day/2008\\_en.htm](http://ec.europa.eu/enterprise/standards_policy/international/world_standards_day/2008_en.htm)



## 2<sup>nd</sup> European Conference on Industrial Tourism, 11-13<sup>th</sup> November, Toledo (Spain)

Toledo (Spain) will host next 11-13<sup>th</sup> November, the **2<sup>nd</sup> European Conference on Industrial Tourism**, which is organized by the Toledo Chamber of Commerce, ACFCI (Assembly of French Chambers of Commerce) and Cámaras (High Council of Spanish Chambers of Commerce).

The Conference has the aim of **contributing to the expansion and professionalization of the industrial tourism at a European scale**, presenting the most emblematic initiatives existing countries and presenting the keys that can guarantee the competition skills in this activity: the promotion, the communication, the human resources preparation, and the quality and entertainment management.

More information: [www.turismo-industrial.eu](http://www.turismo-industrial.eu)



## Europe INNOVA: driving European innovation, 22-24 October, Lyon

The city of **Lyon** in France will be hosting the **2<sup>nd</sup> Europe INNOVA Conference from 22 to 24 October 2008**, which is organised in collaboration with the French Presidency of the European Union. The Europe INNOVA Conference 2008 will focus on accelerating innovation in Europe and how to optimise knowledge transfer, strengthening industry's innovation capacity through strategic partnerships and supporting innovative entrepreneurs.

The Europe INNOVA Conference 2008 is the sixth innovation fora that take place every two years in different European regions: Vienna (1998), Lyon (2000), Stockholm (2002), Stuttgart (2004) and Valencia (2006).

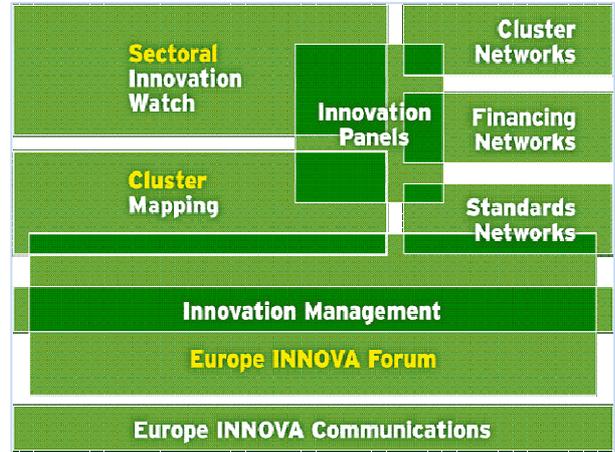
The conference will bring together the Europe INNOVA Community with **key innovation stakeholders from the worlds of politics, academia and business**, notably innovation agencies, universities and research institutions, technology transfer offices, business incubation and support services, financing intermediaries and cluster organizations, to explore the most effective ways of accelerating and supporting innovation and to debate innovation policy priorities for Europe.

Europe INNOVA is an initiative for **innovation professionals** supported by the European Commission under the 6th Framework Programme. The fundamental objectives of this initiative fall in line with the policy direction set out within the FP6 priority of "Structuring the European Research Area". In acting as the focal point for innovation networking in Europe, Europe INNOVA aspires to inform, assist, mobilise and network the key stakeholders in the field of **entrepreneurial innovation, including firm managers, policy makers, cluster managers, investors and relevant associations.**

Europe INNOVA brings together **more than 300 partners from 23 Member States**, and is currently composed of the elements depicted in the diagram.

The sector-based approach activates **cooperation between business clusters** in Europe through the **establishment of networks** between clusters that operate in the same or different domains. Through such cooperation it is envisaged that existing clusters will adopt "outward looking" approaches by establishing **learning platforms for exchanging experiences, information, good practice and knowledge.**

[www.europe-innova.org](http://www.europe-innova.org)



Source: EuropeINNOVA website

-Coming back in November with issue 4-

**For more information:** Antonio Cañellas, INSULEUR  
[acanellas@cscamaras.es](mailto:acanellas@cscamaras.es); tel: +32 2 7060896

Please, do not hesitate to contact us if you would like to collaborate with INSULEUR  
[www.insuleur.net](http://www.insuleur.net)