

## TOWARDS A NEW

# EUROPEAN INDUSTRIAL COMPETITIVENESS

#SUSTAINABILITY #INCLUSION #INNOVATION

22 MAGGIO 2015

10H00 - 13H00

REGIONE EMILIA ROMAGNA

RUE MONTOYER 21, BRUSSELS

Increasing the global competitiveness of Europe is a key objective of the EU's 2014-2020 industrial policy. The cornerstone of the policy of the new Emilia-Romagna government is to an industrial growth based on skills, equity and inclusion and also the industry argues that these are important parameters when considering competitiveness as in an integrated manner. Sustainability, workers' welfare, inclusion, innovation and industrial leadership are at the core of Europe's long term strategies and should be recognised by a European label to foster a bottom up harmonization. Increasingly, these issues are also of concern to consumers as it is demonstrated by those EU countries where products are already labelled to indicate a company's or cluster's adherence to these basic principles.

In this contest E.R.-AMIAT proposes that a **European wide harmonised system of labelling** industrial products be introduced with the ultimate aim of underpinning international initiatives to ensure equal standards across the global manufacturing value chain.

This is the first roundtable within a roadmap that aims to develop the concept of **MADE in EUROPE**. This first event involves the European Commission, industries and regions to discuss the need for a European label with the goal to **increase the material and immaterial value chain of the European industry through ethical and high-quality brands**.

### Agenda

10h00 - 10h05	Lorenza Badiello, Head of the EU Office - Regione Emilia Romagna
10h05 - 10h15	Giuseppe Lucisano and Daniele Vacchi, E.R.-AMIAT
10h25- 10h35	Andrea Gentili, Deputy Head of Unit for Key Enabling Technologies - DG RTD European Commission
10h35- 10h45	Maurizio Gattiglio, Chairman of EFFRA
10h45 - 11h05	<u>MODERNISING INDUSTRY: ADVANCED MANUFACTURING AND INNOVATION</u> Grzegorz Drozd, Officer for Innovation Policy for Growth - DG GROW European Commission
11h05 - 11h15	<u>SOCIAL SUSTAINABILITY AND HUMAN CENTERED MANUFACTURING</u> Paola Fantini, Politecnico di Milano, Department of Management, Economics and Industrial Engineering - SO SMART & MAN-MADE Projects

<b>11h15 – 11h30</b>	<b>Morena Diazzi</b> , Director General - Regione Emilia Romagna
<b>11h30 – 11h50</b>	<b>Michele Poggipolini</b> , Poggipolini s.r.l
<b>11h50 – 12H10</b>	<b>Ryan Titley</b> , Communication & Planning Manager Errin
<b>12h10 – 12h30</b>	<u>Round table with representative regions of Europe:</u> Baden-Württemberg cluster, Lombardia and Rhone Alpes and the others regions presents
<b>12h30-13h00</b>	<u>Final remarks</u> <b>Daniele Vacchi</b> , Secretary-General - E.R.-AMIAT

A networking lunch will follow

Working Language: EN