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Agenda for Competitive Sectors Program Publicity Event

DAY – 1, 15 MARCH 2021

TIME

PROGRAM

09.00 – 09.45

Registration & Breakfast offerings

09.45 – 09.50

MASTER OF CEREMONY / ŞAFAK TÜKLE UYSAL

Introduction of the Event & Speakers

09.50 – 11:00

OPENING SPEECHES

Mr. Mustafa ERDOĞAN

Ministry of Industry and Technology, Director-General for EU and Foreign Affairs,

Video Screening

Mr. Nikolaus MEYER-LANDRUT

European Union Delegation to Turkey, Ambassador

Video Screening

Mr. Faruk KAYMAKCI

Ministry of Foreign Affairs, Deputy Minister, Director for EU Affairs and Ambassador

Video Screening

Mr. Mustafa VARANK

Minister of Industry and Technology

11.00 – 11.15

Coffee break

11.15 – 11.30

KEYNOTE SESSION

Prof. Dr. Hasan MANDAL, *President of The Scientific and Technological Research Council of Turkey (TÜBİTAK)*





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DAY 1 – CONTINUED (1), 15 MARCH 2021

| TIME | PROGRAM |
|---------------|--|
| 11.30 – 12.30 | <p>PART I: STRATEGIC CONTEXT - ACHIEVING SUSTAINABLE AND INCLUSIVE GROWTH IN TURKEY</p> <p>Moderator: FIRAT GAZEL</p> <p>RESEARCH AND DEVELOPMENT</p> <p><i>How “Research and Development Based Product / Production Technology Development” would serve increased competitiveness? What is needed in terms of policymaking? How SMEs can be supported in that respect?</i></p> <ul style="list-style-type: none">• Mr. Hakan AKBULUT, Ankara Innovative Cancer Theranostics Development Center (AnkaTheraHub), ANKARA UNIVERSITY• Mr. Cengizhan ÖZTÜRK, R&D Support Labs for LifeSci SMEs towards Global Competitiveness, BOĞAZIÇI UNIVERSITY• Mr. Semih BİLGİN, Open Innovation Autonomous Vehicle Development and Testing Platform (OPINA), ISTANBUL OKAN UNIVERSITY• Mr. Cesarettin ALAŞALVAR, Development of Research and Innovation Facilities for Improving Regional Competitiveness of Food Industry (INNOFOOD), Marmara Research Center / SCIENTIFIC AND TECHNOLOGICAL RESEARCH COUNCIL OF TURKEY <p>ENERGY / GREEN DEAL</p> <p><i>Where does Turkey stand in terms of achieving a resource-efficient and competitive economy from a policy perspective? Are SMEs in Turkey aware of their role in achieving a resource – efficient economy? How can these SMEs be supported in order to protect their competitive advantages and yet be more benefiting from natural resources?</i></p> <ul style="list-style-type: none">• Ms. Dilara GÜNER, Productive SMEs of Trakya Region Project, TRAKYA DEVELOPMENT AGENCY• Mr. Berat HAZNEDAROĞLU, Integrated Bio Refinery Concept for Bio Economy Driven Development (INDEPENDENT), BOĞAZIÇI UNIVERSITY• Ms. Hülya ULUSOY SUNGUR, Boosting Efficient and Support for Sustainable Transformation for Energy (BEST), IZMIR DEVELOPMENT AGENCY <p>Q&A Session</p> |
| 12.30 – 13.30 | Lunch |





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13.30 – 14.30

PART II: KEY CHALLENGES AND HOW TO ADDRESS THEM BEST? – CREATIVE ASPECTS
"Supporting Projects and Activities for Increasing Competitiveness in Turkey"

Moderator: AÇIL SEZEN

INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT

Are Turkish SMEs able to compete with their rivals in terms of design? What are their advantages and disadvantages considering their design and innovation capabilities, what are the advantages and disadvantages? How can design contribute to regional competitiveness?

- **Mr. Sedat TELÇEKER**, Eskisehir Design and Innovation Centre (EDIC), ANATOLIAN TECHNOLOGY RESEARCH PARK
- **Ms. Eda ÇIĞ TÜRKTAŞ**, Industrial Design Ecosystem Axis for ISTANBUL, ISTANBUL CHAMBER OF INDUSTRY
- **Mr. Barış Samim NESİMİOĞLU**, Smart Technologies Design, Development and Prototyping Centre (STEDEC), KONYA KARATAY UNIVERSITY

DIGITAL INNOVATION HUBS

Manufacturing/production changes globally. With emerging digital trends, comprehension of “product”, “production” and “consumer” transforms at once. So, what should manufacturing industries do in order to survive in the competition environment? How can they create a digital value?

- **Mr. Burak ÖZAYDEMİR**, Digital Transformation of SMEs in Turkey through Establishment of the Industry 4.0. Competence Center, WHITE GOODS SUPPLIERS ASSOCIATION (BEYSAD)
- **Mr. Mustafa İLHAN GÖKLER**, Digital Innovation Center, MIDDLE EAST TECHNICAL UNIVERSITY (METU)
- **Ms. Sertaç YERLİKAYA**, Digitalization Transformation of Manufacturing Industry in Turkey, SCIENTIFIC AND TECHNOLOGICAL RESEARCH COUNCIL OF TURKEY
- **Ms. Jale TUNÇEL**, From Design to Production: Digital Transformation of Apparel Sector in Turkey, ISTANBUL APPAREL EXPORTERS’ ASSOCIATION (IHKIB)

CREATIVE INDUSTRIES

What do creative industries hold for future of Turkey and Europe? What are the unique benefits of creative industries for competitiveness? What does cross innovation means?

- **Ms. Sezgi KAYNAK**, Creative Industries Platform, KADIR HAS UNIVERSITY
- **Mr. Kürşat ÇAĞILTAY**, Emergence of Creative Industries and Transformation of Economy through Innovative Technologies: Games, Wearables and New Generation Film-making, MIDDLE EAST TECHNICAL UNIVERSITY (METU)

Q&A Session

14.30 – 14.45

Coffee Break





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DAY 1 – CONTINUED (2), 15 MARCH 2021

| TIME | PROGRAM |
|---------------|--|
| 14.45 – 15.45 | <p>PART III: KEY CHALLENGES AND HOW BEST TO ADDRESS THEM? – PRIVATE SECTOR "Supporting Innovation, Commercialization and Capacity Building for Increasing Competitiveness in Turkey" Moderator: AHMED ARPAT</p> <p>TRADITIONAL SECTORS <i>Traditional sectors have an important role in economic growth and yet they may be overlooked in terms of innovation. How this approach can be changed? What is the key to their competitiveness? What are the facilitating factors? Is it creativity? Is it a new paradigm? What would increase innovation in traditional sectors in order to be more competitive? How do strategic planning and multi-level governance may guide environmentally sustainable and yet economically competitive tourism development?</i></p> <ul style="list-style-type: none">• Mr. Akay GÜNDOĞAN, Transformation to Technical Textile in Denizli “TTT in Denizli”, NORTH ANATOLIAN DEVELOPMENT AGENCY• Mr. İbrahim KARAHALLI, Bovine Leather Processing in Uşak, UŞAK LEATHER ORGANIZED INDUSTRIAL ZONE <p>ENTREPRENEURSHIP / COMMERCIALIZATION / UNIVERSITY & INDUSTRY COOPERATION <i>What are the pillars of “University Industry Cooperation” within the scope of innovation policy? What kind of measures is needed to foster entrepreneurship within this context? How research comes into commercial use?</i></p> <ul style="list-style-type: none">• Ms. Derya ÇAĞLAR, Final Stop Before Climbing the Ladder: Mantar Cultivation and Technology Commercialization Center, ANKARA ORGANIZED INDUSTRIAL REGION (OSTIM)• Ms. Miray KARAKUZU, İzmir Network and Innovation Centre (NIC), IZMIR TECHNOLOGY DEVELOPMENT ZONE• Mr. Mehmet KARAHAN, Bursa Composite Material and Technical Textile Prototype Production and Application Center, BURSA ULUDAG UNIVERSITY <p>CAPACITY BUILDING <i>What do capacity-building projects provide to end recipient institutions in terms of increasing strategic capacity for innovation and competitiveness? What are the pros and cons of these projects? Is capacity building just about training?</i></p> <ul style="list-style-type: none">• Mr. Çağrı YILDIRIM, Turkey in Horizon 2020, SCIENTIFIC AND TECHNOLOGICAL RESEARCH COUNCIL OF TURKEY (TUBITAK)• Ms. Pınar IŞIN, Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME), SMALL and MEDIUM ENTERPRISES DEVELOPMENT ORGANIZATION of TURKEY (KOSGEB) |
| | Q&A Session |
| 15.45 – 16.00 | CONCLUDING REMARKS |
| 18.00 – 20.00 | Networking / Dinner |





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DAY – 2, 16 MARCH 2021

| TIME | PROGRAM | | | | | | | | |
|---|---|---|---|------------|-----------|---|--|---|---|
| 09.00 – 09.30 | Registration & Breakfast offerings | | | | | | | | |
| 09.30 – 09.35 | MASTER OF CEREMONY <i>Introduction of the Event & Speakers</i> | | | | | | | | |
| 09.35 – 09.45 | PART I: IPA 3 – PREPARING FOR THE FUTURE <i>An Introduction to the "Multi-annual financial framework after 2020" and Prospects for the next financial perspective and strategic direction for IPA</i> Mr. Ahmet Alperen SAĞKAYA - Head of EU Financial Programmes Directorate / Ministry of Industry and Technology | | | | | | | | |
| 09.45 – 10.15 | PART II: IPA EXPERIENCE and EXPECTATIONS FROM COOPERATION IN TURKEY <ul style="list-style-type: none"> CSP Projects: the view of the ERAs (IPA I) Mr. Erdal Suat BAŞKAN, Establishment of Giresun Hazelnut Licensed Warehouse and Spot Exchange IPA-I Project Impact of CISOP programme (Projects) on Turkey Mr. Özden KARADAĞ, Contract Manager, DG for EU and Foreign Affairs, MINISTRY OF INDUSTRY AND TECHNOLOGY <i>Lessons learned and future prospects for Industrial cooperation with Turkey</i> Mr. Semih VARDAR, Coordinator of Project Management Department, DG for EU and Foreign Affairs, MINISTRY OF INDUSTRY AND TECHNOLOGY | | | | | | | | |
| 10.15 – 10.30 | CISOP TECHNICAL ASSISTANCE – With joint efforts we are stronger Ms. Nataša GOSPODJINAČKI , <i>Team Leader of the CISOP Technical Assistance Team</i> | | | | | | | | |
| 10.30 – 10.45 | Coffee Break | | | | | | | | |
| 10.45 – 12.15 | PART III: EXPERIENCE SHARING (Presentations by ERAs) | | | | | | | | |
| 12.15 – 12.20 | CLOSING OF THE MORNING SESSION (The programme will continue with the ERAs only) | | | | | | | | |
| 12.20 – 12.30 | INTRODUCTION TO VISIBILITY INFORMATION MEETING AND EXPERIENCE SHARING WORKING GROUPS | | | | | | | | |
| 12.30 – 13.30 | Lunch | | | | | | | | |
| 13.30 – 14.30 | PARALLEL SESSIONS | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>ROOM – I</th> <th>ROOM – II</th> <th>ROOM – III</th> <th>ROOM - IV</th> </tr> </thead> <tbody> <tr> <td>Visibility Information Meeting (Hybrid)</td> <td>Technical Dossier Preparation (Hybrid)</td> <td>Tendering and Evaluation (Face-to-face)</td> <td>Implementation (works, supply, TA) (Hybrid)</td> </tr> </tbody> </table> | ROOM – I | ROOM – II | ROOM – III | ROOM - IV | Visibility Information Meeting (Hybrid) | Technical Dossier Preparation (Hybrid) | Tendering and Evaluation (Face-to-face) | Implementation (works, supply, TA) (Hybrid) |
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| Visibility Information Meeting (Hybrid) | Technical Dossier Preparation (Hybrid) | Tendering and Evaluation (Face-to-face) | Implementation (works, supply, TA) (Hybrid) | | | | | | |
| 14.30 – 14.45 | Coffee Break | | | | | | | | |
| 14.45 – 15.10 | PRESENTATION of FINDINGS OF TECHNICAL WORKING GROUPS | | | | | | | | |
| 15.10 – 15.20 | PRESENTATION of VISIBILITY INFORMATION MEETING | | | | | | | | |
| 15.20 – 15.30 | WAY FORWARD – CLOSING WORDS | | | | | | | | |

