



**REGIONS
& CITIES**

**European Week
Brussels 8-11 October 2018**

**Innovative technologies
and partnerships
in developing
regions**

11 October
11:30-13:00

SQUARE - Brussels
Convention
Centre

PHILIPS



INTRODUCTION

Regional Development Agency Bucharest-Ilfov has the pleasure of welcoming you to the workshop, ***Innovative technologies and partnerships in developing regions***, organised in partnership with Philips and COCIR, under the umbrella of the European Week of Regions and Cities 2018.

The event, chaired by MEP Jan Olbrycht (EPP, PL), will present the benefits of public-private partnerships supported by the EU funds. Participants will have the opportunity to reflect together on how access to innovative healthcare solutions can improve European citizens' daily lives. The event will combine the views of regional authorities from Poland and Romania. EU policy makers, healthcare managers, and innovators will formulate policy recommendations for the next EU budget.



CONTEXT

The European Commission proposal for the next Multiannual Financial Framework (MFF) was published on 2 May 2018. The new MFF has a strong health dimension: health policies will be funded both through dedicated funding as well as through research (Horizon Europe Programme), digital market (Digital Europe Programme), and regional and cohesion funds (Cohesion and Values Programmes) increasing the impact of health policies and support innovative medical and digital health technologies.

In order for the health sector to fully enjoy the benefits of this initiative, we would like to offer the recommendations below, to ensure that the EU Cohesion and Value Funds allow innovative medical and digital health to benefit the European citizens.

**1 IMPROVE ACCESS TO HEALTHCARE;
STRIVE FOR AN EFFICIENT HEALTHCARE SYSTEM**

**2 SUPPORT INTEGRATED CARE,
INCLUDING INNOVATIVE CARE AND
FINANCIAL MODELS**

**3 SUPPORT DIGITAL TRANSFORMATION
OF THE HEALTHCARE SECTOR**

"Life expectancy in the European Union continues to increase and recently exceeded 80 years, while at the same time birth rate is consistently decreasing.

Of people aged 65 or older in the EU, 80% have at least one chronic disease, representing 70% to 80% of health care budgets, an estimated whopping €700 billion per year!

Given the scale and unfavourable trend, this requires urgent attention.

Digital transformation is certainly going to play an important role as it not only revolutionises diagnosis and treatment, broadens access to care and helps overcome resources constraints, but also enables a shift to prevention and outcome based care."

Reinier Schlatmann
CEO of Philips Central and Eastern
Europe



ORGANISERS

Bucharest-Ilfov Regional Development Agency (BIRDA) is a non-governmental, non-profit institution of public utility, with legal personality, established in 1999. The basic activity of BIRDA is the provision of specific services to the local public administration and private sector, with the view of developing the Bucharest-Ilfov Region.

Since its establishment until the present moment, BIRDA has implemented several programmes: Phare Programme – Social and Economic Cohesion, REGIO-Regional Operational Programme 2007-2013, and some programmes funded by the Government of Romania.

BIRDA has the capacity of Intermediate Body for REGIO 2014-2020 at the level of the Bucharest-Ilfov region, and fulfills its duties and responsibilities related to the REGIO implementation, based on adequate management, according to the principles of transparency and partnership.

PHILIPS

ORGANISERS

Philips is a leading health technology company headquartered in Amsterdam, the Netherlands, and founded in 1891. Philips is globally present with sales and services in more than 100 countries worldwide.

Our mission is improving people's lives through meaningful innovation. Our goal is to improve the lives of 3 billion people a year by 2025. We are committed to becoming a global leader in health and well-being.

The Philips European Affairs Office is focused on investing in adequate and sustainable health systems in the EU, on making Philips' innovative solutions available for citizens, on Medical Devices and Health Technology Assessment, and on issues pertaining to data protections, interoperability, intellectual property rights and trade policies.



ORGANISERS

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries. Founded in 1959, COCIR is a non-profit association headquartered in Brussels, Belgium, with a China Desk based in Beijing since 2007.

COCIR is unique as it brings together the healthcare, IT and telecommunications industries. Our focus is to open markets for COCIR members in Europe and beyond. We provide a wide range of services on regulatory, technical, and market intelligence, and environmental, standardisation, international and legal affairs.

COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association.

SPEAKERS

Jan Olbrycht
Member of the
European Parliament



PhD in Sociology. Lecturer, expert, politician and social activist. Former mayor and president of one of the Polish regions, active in many European local and regional government organisations. Regional policy and urban development expert. Speaker at international conferences on urban related issues.

Member of the European Parliament since 2004: Vice-Chairman of its Committee on Regional Development in the years 2004-2009; Vice-Chairman of its Special Committee on Policy Challenges and Budgetary Resources for a Sustainable European Union after 2013 in the years 2010-2011. Vice-president of the European People's Party Group at the European Parliament, responsible for intercultural and interreligious dialogue in the years 2011-2014.

Currently Member of the Parliamentary Committees on Budgets (standing rapporteur on Multiannual Financial Framework) and substitute member of the Regional Development Committee. President of the European Parliament's URBAN Intergroup.

SPEAKERS

Claudia Ionescu

Chief of Department of Regional Promotion
and Investments, Bucharest-Ilfov Regional
Development Agency (BIRDA)



Claudia Ionescu has 20 years' experience in regional development, being chief of department for regional promotion and investment, international relations, and spokesperson in Bucharest-Ilfov Regional Development Agency (BIRDA).

She has over 15 years' teaching experience, gained in universities from Romania, Spain, Slovakia, Poland and Germany. She gained extensive international experience participating in international conferences and seminars in, among others, Japan, Italy, Poland, Portugal, Slovakia, Belgium, Germany, Austria, and Ireland.

SPEAKERS

Marek Przeor

Team Leader in the Directorate-General for
Regional and Urban Policy,
European Commission



Responsible for Smart Growth in cohesion policy since 2009. Przeor's team, within the Competence Centre Smart and Sustainable Growth Unit, is responsible for the coordination of negotiations and implementation of European Regional Development Fund programmes in the fields of RDI, ICT and SME/industrial policy across EU Member States and regions, in particular the regional innovation strategies for smart specialisation. The unit is responsible for providing assistance and expertise on the smart and sustainable growth pillars of the Europe 2020 strategy.

Przeor graduated from the Warsaw School of Economics in 1997 in finance and banking, and international economic and political relations. In 1999, he was awarded Master of Business Administration by the consortium of Warsaw University and the Free University of Brussels. He completed a PhD in the Faculty of Management at Warsaw University. Since 1996, he has worked in the banking sector and top-management consulting services where he was in charge of a number of business development and restructuring projects.

Przeor joined the European Commission in 2004 as policy officer in the Directorate-General for Enterprise and Industry, where he worked on legislation proposals in climate change, environment, energy and transport, and was responsible for evaluation of Polish structural reforms in the Lisbon strategy implementation.

SPEAKERS

Reinier Schlatmann

CEO of Philips Central and Eastern Europe



Reinier has over 20 years of professional experience in the areas of management, marketing, sales and finance, in both mature and emerging markets. Since November 2016, he has been the CEO of Philips Central and Eastern Europe. Prior to that, he was responsible for healthcare in the Middle East, CEO of Ukraine, Caucasus and Central Asia, and Area Marketing Officer for the Nordic and Baltic regions. Based in Warsaw, Reinier oversees 19 countries, including Poland, Romania and the Czech Republic. He has been with Philips since 2004. He also worked in strategy consulting and venture capital across Europe.

Reiner graduated from Erasmus University Rotterdam and Michigan State University and has degrees in Business Economics of Enterprise and International Marketing. He also completed Business Valuation at Rotterdam School of Management, Executive Leadership Program at Wharton Business School and Advanced Management Program at INSEAD.

SPEAKERS

Professor Marek Gzik

Dean of the Faculty of Biomedical Engineering
and Head of the Biomechatronics Department,
Silesian University of Technology, Poland



Member of the Biocybernetics and Biomedical Engineering Committee, Polish Academy of Science. Member of Silesia Regional Assembly. Chairman of Economy and Innovation Commission.

Professor Gzik is a professor in the Department of Biomechatronics, at the Silesian University of Technology, Zabrze, Poland. His research interests focus on the biomechanics of the human musculoskeletal system, the modeling of human biomechanics, and the design process of modern rehabilitation devices.

Professor Gzik actively promotes wide cooperation between medical doctors and engineers. He has managed over 30 scientific projects, engaging interdisciplinary teams representing technical and medical institutions.

At present, he is Dean of the Faculty of Biomedical Engineering, which is the first and only such faculty in Poland.

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