

# Grenoble Alpes Métropole

17-19 October



## EUROCITIES Economic Development Forum meeting 'Internationalisation of cities & economic attraction'

### Concept:

Urban societies are more and more facing global challenges which have a strong impact on management of local economic development.

This internationalisation is challenging for the local development strategies, which have to face new issues (migrants, security, climate change, digitalization, economic competition) or to look further for new opportunities (markets, investments, scientific partnerships) and solutions (projects and case studies).

In this context international, European and national frameworks tend to give to cities greater capacities to act at international level (eg: Sustainable Development Goals, European calls of projects, metropolises in France, etc.), especially as a support for local stakeholders (companies, universities, associations) but also to develop its own attractiveness and resilience capacity to global changes. In this framework some of them have adopted explicit strategies, others not.

This Forum proposes to debate on the way to act on internationalisation at local level: how are city working on international policies and strategies?

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Economic internationalisation, matchmaking, networking, cross-border cooperation, commitment of cities in EU innovation policies and international city branding are issues to be discussed.

<http://www.opencities.eu/download/internatocs.pdf>

### Objectives:

Discussing the meanings and the ways, directions to develop internationalisation strategies at local level. Adopt a broad approach supporting European & international cooperation (NSA-LA, Interreg Europe, etc.) and programs for innovation & economic development (horizon 2020, etc.).

### Themes:

- Measures of internationalisation;
- SMEs internationalisation, matchmaking, networking, cross border cooperation, EU programs for SMEs & innovation;
- Cities in EU programs, interclustering, twin cities, thematic networks;
- International promotion & marketing;
- International investments;
- Observation and evaluation.

### Short overview meeting:

Wednesday	Morning	Steering Committee meeting Newcomers session Welcome lunch and registration
	Afternoon	Official welcome and information on Grenoble Alpes Metropole's economic and social context Three WGs (City branding, Innovation, Enterprership & SMEs) in sequence (tbc)
	Evening	Aperitif: nibbles based on local products and then informal welcome reception and dinner
Thursday	Morning	Speech presentation about strategy for economic attraction and internationalisation of Greater Grenoble city area High-level panel debate on internationalisation of cities and economic attraction World Café + Report from the World Café Project match-making lunch and political lunch in parallel

	Afternoon	Family Photo
		Speed-networking session Study visits
	Evening	<i>Formal dinner</i>
Friday	Morning	EDF business meeting Presentation of the candidatures for the new Chair and Vice Chair of Economic Development Forum Voting
		Lunch and farewell + In parallel: Steering Committee meeting Touristic visit of Grenoble (optional)
		Lunch time Afternoon

**DAY 1: Wednesday 17 October**  
Venue: *GEM*

10.00-12.00	<b>Steering Committee meeting</b>
11.00-12.00	<b>Newcomer session</b>
12.00-13.00	<i>Welcome lunch and registration</i>
13.00-13.30	<b>Official welcome and information on Grenoble Alpes Metropole's economic and social context</b> <ul style="list-style-type: none"> <li>- EDF Chair, Vienna</li> <li>- Grenoble Alpes Metropole representative</li> </ul>
13.30-18.00 (including coffee break from 15.30 to 16.00)	<b>WG City Branding and International and Economic relations</b> <b>WG Innovation</b> <b>WG Entrepreneurship and SMEs</b>
18.00-20.00	<b>Free time</b>

20.30 - 22.00 *Aperitif: nibbles based on local products and then informal welcome reception and dinner*

## DAY 2: Thursday 18 October Venue: Campus

9.00-9.30 *Coffee and registration*

9.30-12.00 **Plenary session (opened to local actors). Content based on the results of the survey.**

9.30-10.45 **Speech presentation about strategy for economic attraction and internationalisation of Greater Grenoble city area.**

10.45-12.00 **High-level panel debate on internationalisation of cities and economic attraction - Roundtable discussion & interaction with the audience:**

→ **Conference / business meetings**

- **Concept of cities internationalisation & economic internationalisation**
- **Sharing of member internationalisation strategies & activities (Terrassa, Bilbao and Barcelona)**
- **Internationalisation impacts & local SDG.**

12.00-13.00 **World Café + Report from the World Café.**

13.00-14.00 *Project match-making lunch*

*In parallel: political lunch*

*Family Photo*

14.00-16.00 **Speed-networking sessions: EUROCITIES members presents their experiences and projects**

16.00-16.15 *Coffee break*

16.15-17.00 **Bus**

17.00-19.00(tbc) **Study visits (transport to the location and back is organised):**

1. **Orange lab / Tarmac;**
2. **University campus;**
3. **Petzl.**

19:00-20:00 **Bus**

**DAY 3: Friday 19 October**  
Venue: WTC

9.00-12.00

**EDF business meeting**

- Presentation of the projects related the theme and activities of EDF
- Policy briefing by EUROCITIES
- Reports on WG meetings outcomes
- Discussion on the strategy of EDF (Including small groups discussion)

12.00-13.00

**Presentation of the candidatures for the new Chair and Vice Chair of Economic Development Forum****Voting**

12.30-13.00

*Lunch and farewell*

12.30-13.00

**Steering Committee meeting**

13.30-16.30

**Touristic visit of Grenoble (optional): city centre + Bastille**