

# News in brief



## The EUREKA label: European innovation inside

One of the communications goals of the current EUREKA Chairmanship is to raise the visibility of the EUREKA label. This goal has been taken quite literally in the latest publicity campaign appearing through *Brussels International Airport* and within the *Brussels Airlines bthere* magazine. A label, featuring the EUREKA logo, appears as part of the advertisement, with the aim of increasing understanding of the added value that this endorsement represents to project participants. See more about this campaign at [www.iameureka.eu](http://www.iameureka.eu)

## INCOMING CHAIR

International Conference launching  
German EUREKA Chairmanship



Germany will launch its Chairmanship starting July 1 with a major international conference on world-class innovation and international cooperation gathering European and international high-level representatives from industry, the scientific community and governments. The conference will take place on July 6-7, 2009, in Dresden, Germany, and will be opened by the Federal Minister for Education and Research, Dr Annette Schavan.



The launch conference intends to initiate a debate on the future role of EUREKA within the European Research Area. Key topics of the lectures and workshops will include opening up EUREKA for glo-

bal partnerships, handling of intellectual property rights in international cooperation, building international innovation management capacity of SMEs, advancing strategic initiatives and European clusters and financing innovation. The outcome of the conference will further substantiate the priorities and work programme of the German Chairmanship in order to prepare the political decisions of the Ministerial Conference in June 2010 which will conclude the German Chair Year.

Please contact the German EUREKA/COST Bureau and ask for further information if you are interested in participating. Registration will be possible in due course on the website [www.eureka.dlr.de](http://www.eureka.dlr.de)

## EUREKA CLUSTER

### CELTIC Event 2009 in Paris

The EUREKA telecommunications Cluster CELTIC organised its fourth official event on 11 and 12 March 2009. The event targeted industry and political decision-makers, managers, along with technical experts from the telecommunications industry, operators and academia. As with previous editions, the main objective was to present the current state of affairs, latest results and developments in running CELTIC projects. The event also provided an excellent opportunity to demonstrate the state-of-the art of telecommunications development, and the move towards integrated next-gen-

eration telecommunications and multimedia systems. This included Future Internet, for seamless use across mobile and fixed networks as well as discussions on the needs on future research in these areas. An exhibition that ran in parallel to the workshop and conference sessions, enabled CELTIC project teams to demonstrate their achievements, show prototypes and discuss their results with visitors and the media.

[www.celtic-initiative.org](http://www.celtic-initiative.org)

## Turkish R&D Day



At the end of January the European Parliament played host to a Turkish R&D Day 'Boosting

*Excellence in Times of Economic Downturn*. Speakers included Nüket YETİŞ of the Turkish Research Council (TÜBİTAK), European Parliamentarian Vittorio PRODI and Janez POTOČNIK, the European Research Commissioner. Turkish speakers urged a closer cooperation between their nation and the EU, adding that its active involvement in the Seventh Framework Programme illustrated its strength in research, development and innovation. Franco COZZANI, representing EUREKA, spoke of the country's long history with the network, both as a founder member and a Chairmanship. Turkey, he added, also has a strong presence in the EUREKA Eurostars SME Programme. Mehmet AYDIN, Turkish Minister of Science, Technology and Information, talked of how his country is closely associated with cutting-edge innovation, specifically in telecoms and manufacturing. Turkey is involved in the development of three-dimensional television (3DTV), an innovation where EUREKA Cluster CATRENE (formerly MEDEA+) is heavily involved.

[www.turboppp.org/trday/](http://www.turboppp.org/trday/)

€ 26 BILLION

EUREKA Projects represent  
26 billion euros since 1985

5000

70% of EUREKA Participants are Industrials, more  
than 5000 SMEs supported since EUREKA started