



## Conference on JEREMIE and JESSICA: Towards successful implementation

29-30 November 2010, Conrad Hotel, Brussels

### Monday, 29 November 2010

16.00 Registration

17.00 Key Note Adresses

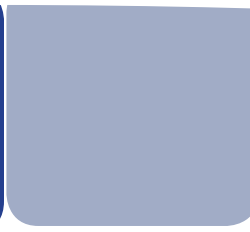
**Johannes Hahn**, Commissioner for Regional Policy, European Commission

**Matthias Kollatz-Ahnen**, Vice-President, European Investment Bank Group

**Danuta Hübner**, Chairwoman, European Parliament Committee on Regional Development (REGI)

**Rudy Demotte**, Ministre-Président de la Communauté française et de la Région wallonne, Belgique

18.30 Welcome Cocktail



## Tuesday, 30 November 2010

**08.00 Registration (for participants not registered on 29/11) & Welcome Coffee**

### 09.00 Workshop 1 (JEREMIE)

**Different markets, tailored approaches - JEREMIE implementation in the Member States**

**Chair:** **Rudolf Niessler**, Director for Policy Coordination, Directorate General for Regional Policy

1. **JEREMIE snapshot – an introduction**  
*Directorate General for Regional Policy, Financial Engineering Unit*
2. **JEREMIE implementation with a regional development agency – The case of Andalucía: challenges, achievements and perspectives**  
*Antonio Valverde Ramos, Director-General of Agencia de Innovación y Desarrollo de Andalucía IDEA*
3. **Venture Capital financed from ERDF – The case of Northwest England: challenges, achievements and perspectives**  
*David Malpass Director of European Programme, Northwest Regional Development Agency*
4. **Views from a national holding fund on the JEREMIE implementation – The case of Hungary: challenges, achievements and perspectives**  
*József Vingelman, Chief Executive Officer of MV - Venture Finance Hungary Private Ltd. Company*

**Followed by open discussion**

### 09.00 Workshop 2 (JESSICA)

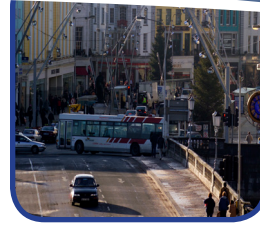
**Learning from JESSICA implementation - Horizontal themes**

**Chair:** **Dorota Zaliwska**, Head of Financial Engineering Unit, Directorate General for Regional Policy

1. **JESSICA snapshot – an introduction**  
*Directorate General for Regional Policy, Financial Engineering Unit*
2. **From evaluation to operation – The Handbook on JESSICA Holding Funds**  
*Fabio D'Aversa, PriceWaterhouseCoopers*
3. **JESSICA Urban Development Funds – Typologies & Governance Structures of UDFs**  
*C. Kreuz, RWTH Aachen / M. Nadler, HTWG Konstanz, Germany*
4. **JESSICA and State aid principles**  
*Egle Striungyte, Directorate General Competition*
5. **Addressing State aid issues in Wielkopolska (PL), Andalucia (ES) and the UK**  
*Frank Lee, Head of Holding Funds and Advisory Northern Europe, JESSICA and Infrastructure Funds Division, EIB*

**Followed by open discussion**

**10.45 Coffee Break**



**11.15 Workshop 3 (JEREMIE)**

**Learning from JEREMIE implementation - Successes and challenges**

**Chair:** **Marc Schublin**, Director, European Investment Fund (EIF)

1. **Latest developments of EIF JEREMIE Activities**  
*Hubert Cottogni, EIF*
2. **JEREMIE Operational Procedures**
  - Introduction of JEREMIE Handbook on Operational Procedures: Directorate General for Regional Policy, Financial Engineering Unit
  - A Practical Case to Illustrate JEREMIE Implementation: Selection Process of a financial intermediary: *Graham Cope, EIF*
3. **Selection Process of a JEREMIE Financial Intermediary - A Practitioner's View Outlining the Benefits and Challenges to Channel Structural Funds to SMEs**  
*Donatas Savickas, Deputy CEO of Siauliu Bankas Lithuania*

**Followed by open discussion**

**11.15 Workshop 4 (JESSICA)**

**Bringing Structural Funds into action - JESSICA implementation in the Member States**

**Chair:** **Eugenio Leanza**, Head of JESSICA, European Investment Bank (EIB)

1. **JESSICA Holding Fund implementation – Lessons learned from Calls for Expression of Interest & the selection of financial intermediaries in the Member States**  
*Frank Lee, Head of Holding Funds and Advisory Northern Europe, JESSICA and Infrastructure Funds Division, EIB*
2. **JESSICA implementation through a bank-managed UDF: The case of BGK in Wielkopolska (Poland)**  
*Radosław Krawczykowski, Director of Wielkopolska Managing Authority and Marek Szczepański, Director, Bank Gospodarstwa Krajowego*
3. **Investment funds as UDF manager: The business plan and investment strategy for Wales**  
*Ken Cook, Head of Spatial Support and Regeneration, Welsh European Funding Office (WEFO)*  
*Jenny Curtis and Leo Bedford, Amber infrastructure*

**Followed by open discussion**

**13.00 Plenary Concluding Remarks**

- **Richard Pelly**, Chief Executive, European Investment Fund
- **Matthias Kollatz-Ahnen**, Vice-President, European Investment Bank
- **Rudolf Niessler**, Director for Policy Co-ordination of Directorate General for Regional Policy, European Commission



**14.00 Lunch**

**15.00 Bi-lateral meetings European Commission / EIB / EIF (see registration form)**

*Participants are invited to request a bi-lateral meeting with responsible staff from Directorate General for Regional Policy, EIF or EIB. These meetings will provide an opportunity to share, on an informal basis, critical issues encountered in the implementation of the JEREMIE or JESSICA initiatives.*

*Bi-lateral meetings will last maximum 15 minutes and participants have the possibility to indicate their meeting request and to clearly define a topic for discussion in the registration form. The total number of bi-lateral meetings will be limited and requests will therefore be processed on a first come - first served basis.*

**17.00 Event closes**