

# Distinctly Birmingham

## EUROPEAN ASSOCIATION STEERING GROUP MEETING

### AGENDA – FINAL VERSION

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#### Practical details:

Time: 13:00-14:30 (Arrival from 12:30 welcome)

Date: Friday 13 March

Venue: Birmingham Chamber of Commerce and Industry,  
Rooms Venture A and B  
75 Harborne Road  
Birmingham  
B15 3DH

Parking: Entrance is situated on Highfield Road. On-site parking is available at the Chamber (please note: charges apply). A map is available [here](#).

Chair: Steve Harding, Research, Innovation & Enterprise, Birmingham City University

From 12:30	Tea and coffee available. Participants welcome to arrive early for networking etc.	
13:00	1. Welcome. Introductions and apologies	Steve Harding
13:05	2. <a href="#">Notes of previous meeting</a>	Steve Harding
13:10	3. Update on Priority 1 of our action plan - Deepening exchange, exposure and partnerships  Local stakeholders and Birmingham's European partner cities: <ul style="list-style-type: none"><li>• Promotion in Milan linked to the BCU link to the Design for Europe project and Birmingham Made Me</li><li>• Leipzig's 1000<sup>th</sup> anniversary celebration</li><li>• Frankfurt-Birmingham 50<sup>th</sup> anniversary in 2016</li></ul>	B. Nielsen / S. Harding J Crisp J Crisp
13:20	4. Update on Priority 2 of our action plan - Maximising large-scale, pan-European initiatives to support the development of Birmingham's key growth sectors:	

	Update on Healthy living and active ageing KIC	Andrew Roadnight
13:25	<p>5. Update on Priority 3 of our action plan - Supporting the city's competitiveness and innovation agenda through European working</p> <p>Plans for Horizon 2020 workshop aimed at SMEs (see tabled paper)</p> <p>Promotion of Horizon 2020 health calls</p> <p>Feedback from event at UoB - Marie Curie Actions: Bridging Business and Research, 18 February</p> <p>Interreg proposal</p>	<p>J Crisp for Stuart Russon</p> <p>Jennifer Crisp</p> <p>Xavier Rodde</p> <p>Steve Harding</p>
13:40	<p>6. Update on Priority 4 of our action plan - Develop greater joined-up working among local partners, as well as closer working with our ambassadors in Europe to further enhance Birmingham's reputation and influence</p> <p>Publication of Benefits to Birmingham of being in the EU</p> <p>Recent discussions with MEPs about raising the profile of Birmingham and the West Midlands in Brussels:</p> <ul style="list-style-type: none"> <li>• Exhibition in the EP sponsored by Neena Gill MEP</li> <li>• Establishing an apolitical Brussels friends of Birmingham and the WM – Dan Dalton MEP</li> </ul> <p>Update on recent meeting of Chairs of the other area-based associations (Commonwealth, North America and China)</p>	<p>Heather Law</p> <p>Jennifer Crisp</p> <p>Steve Harding</p>
13:55	<p>7. Any other business</p> <p>Date of next meeting: Friday 12 June (tbc)</p> <p>Suggestions for theme?</p>	
14:00	<p><u>Thematic part of meeting:</u></p> <p>8. Presentation on the work of EEN (Enterprise Europe Network)</p> <p>Followed by discussion on how the Europe Association can work more closely with EEN</p>	Sunny Claire / Rupi Nandra
14:30	Close of meeting	