



## Special Session

### Reinforce Competitiveness of Regional Transport SMEs

#### **Description:**

The RECREATE project (Reinforce Competitiveness of Regional Transport SMEs) focuses on improving the capacity and capability of regional transport SMEs through support for: 1. Research and Development 2. Rapid development and implementation of products and services 3. Access to finance schemes 4. Internationalisation opportunities.

Its aim is to improve the status quo of business support structures targeting Innovative Transport SMEs in the four participating regions, with the objective of adding value and increase growth for such businesses.

The session will show how the project has mapped transport SME support measures, assessed their effectiveness, and explored the best Good Practices in the sector to ultimately deliver Action Plans and Policy Recommendations to improve the competitiveness of transport SMEs in the four regions involved.

#### **Session Moderator:**

- Dr Eleni Anoyrkati  
Operations & Development Manager, Coventry University Enterprises Ltd

#### **Topics and Presenters:**

##### **Interreg Europe programme: State of play**

- Anne Rocheteau, Finance Officer, Joint Secretariat – Interreg Europe

##### **The RECREATE Project: project overview and main results**

- Dr Eleni Anoyrkati, Operations & Development Manager, Coventry University Enterprises Ltd

##### **West Midlands region: adapting a sectorial approach in business support programmes**

- David Hope, Business Development Manager, Coventry City Council

##### **The South Aegean region's experience through the RECREATE Project: from the identification of regional best practices to the creation of a cluster**

- Alkis Kyriakou, Director of Strategic Development Department, LEVER SA

##### **The state of the transport sector in Lithuania: what the country has learnt from the RECREATE project and what is the potential for future development**

- Povilas Bacevičius, Expert, Lithuanian Innovation Centre

##### **The RECREATE project in South-West Oltenia region: innovation increase and strengthening of Transport SMEs competitiveness through digital support**

- Sorin Cosmulescu, Manager of the Unit for ROP Monitoring & Evaluation, Regional Development Agency South-West Oltenia



**Moderator: Dr Eleni Anoyrkati**



**Dr Eleni Anoyrkati**

Operations & Development Manager, Coventry University Enterprises Ltd

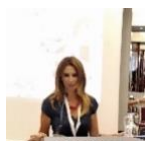
Eleni joined Coventry University in 2004 and she oversees the portfolio of the EU research projects. She is specialised in sustainable mobility, transport and foresight. Eleni has participated and coordinated a large number of research projects and proposals in the areas of transport innovation and urban sustainable mobility. Eleni holds an MBA and a PhD on the topic: *'Megatrends- A Roadmap to sustainable mobility: Policy directions for sustainable passenger mobility based on Megatrends'*.

### ***Interreg Europe programme: State of play***



**Anne Rocheteau**, Finance Officer, Joint Secretariat – Interreg Europe  
 Anne joined the team of Interreg Europe in 2019. She is responsible for support to applicants and project partners as well as for the assessment of applications and finance monitoring. She has experience in several EU programmes working from partner organization’s perspective in Spain, France, Ireland and other non-EU countries. Anne is the finance officer monitoring RECREATE project at the Joint Secretariat.

### ***The RECREATE Project: project overview and main results***



**Dr Eleni Anoyrkati**, Operations & Development Manager, Coventry University Enterprises Ltd  
 Eleni joined Coventry University in 2004 and she oversees the portfolio of the EU research projects. She is specialised in sustainable mobility, transport and foresight. Eleni has participated and coordinated a large number of research projects and proposals in the areas of transport innovation and urban sustainable mobility. Eleni holds an MBA and a PhD on the topic: ‘Megatrends- A Roadmap to sustainable mobility: Policy directions for sustainable passenger mobility based on Megatrends’.

### ***West Midlands region: adapting a sectorial approach in business support programmes***



**David Hope**, Business Development Manager, Coventry City Council  
 David leads Coventry City Council’s Major Projects & Economic Policy Team. He has been responsible for designing and developing some of the main business support projects covering Coventry & Warwickshire through the 2014-2020 ERDF programming period, working closely with local partners such as Warwickshire County Council, Coventry & Warwickshire Chamber of Commerce, CWLEP Growth Hub and Coventry and Warwick Universities. He also leads Coventry City Council’s input into transnational projects covering Enterprise & Innovation, and has been the Council’s Lead Stakeholder in the RECREATE, Future Ecom and INTRA projects through the 2014-2020 INTERREG programme.

### ***The South Aegean region’s experience through the RECREATE Project: from the identification of regional best practices to the creation of a cluster***



**Alkis Kyriakou**, Director of Strategic Development Department, LEVER SA  
 Alkis is Director of Strategic Development Department at LEVER SA and External Expert of the Development Agency of South Aegean (READ SA). Alkis has provided technical support, administration, and project management services to the Public Sector for more than 20 years, in the framework of Co-financed projects, European Territorial Cooperation Programs and National Programs.

### ***The state of the transport sector in Lithuania: what the country has learnt from the RECREATE project and what is the potential for future development***



**Povilas Bacevičius**, Expert, Lithuanian Innovation Centre  
 Povilas is an Expert at the Lithuanian Innovation Centre. Povilas works mainly in the field of innovation policy, implementing various national and international initiatives aimed at fostering an efficient and effective national innovation ecosystem. His activities include analysis and monitoring of economic indicators, innovation indicators and indices, analytical studies and policy recommendations. One of Povilas' sectorial priority areas is the transport sector and its development.

***The RECREATE project in South-West Oltenia region: innovation increase and strengthening of Transport SMEs competitiveness through digital support***



**Sorin Cosmulescu**, Manager of the Unit for ROP Monitoring & Evaluation, Regional Development Agency South-West Oltenia

Sorin joined Regional Development Agency South-West Oltenia in 2004 and is responsible for the department for monitoring and evaluation of the ROP. Sorin has participated in several Interreg Europe funded projects in the area of innovation, value engineering and SMEs competitiveness.