



# 1. Cleverland Innovation Forum

## Cross-Border Knowledge Transfer in the euregio rhine-meuse-north

Dear Participants,

Small and medium-sized enterprises (SME) characterize the economy in the Cleverland knowledge region. In contrast to large companies and multinational enterprises, these SMEs do not have as manifold possibilities and resources to always keep up with the research strength of large companies. Therefore, it is especially interesting for SMEs to participate in knowledge transfer and knowledge flows originating, amongst others, from universities of applied sciences.

Successful economic structural change builds on existing regional competencies, where regional actors (i.e. companies, science, and transfer agencies) jointly develop and apply innovations and disseminate them into the region. While this finding holds for all regions, border regions are subject to particular strengths and challenges. The border has still barrier effects (i.e. language, cultural differences), but also offers the possibility to create synergies.

We organize the first “Cleverland Innovation Forum” to strengthen cross-border knowledge flows, knowledge creation and hence innovation in the euregio rhine-meuse-north. This event aims to lower existing barriers between research and practice, not only between these two “spheres” but also across borders within the Cleverland region. Similarly, the Innovation Forum contributes to both facilitate and enhance contacts and project initiation between universities of applied sciences and their research institutes on the one hand and regional SMEs on the other hand.

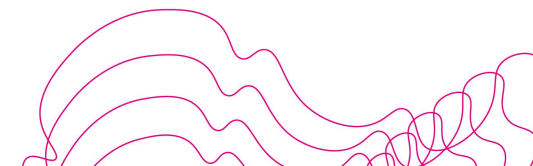
With a series of input statements from university transfer agencies and reports from SMEs located in the euregio rhine-meuse-north, this Cleverland Innovation Forum exemplifies how universities can both support and drive the innovation process of companies. Our presenters come from both sides of the Dutch-German border additionally highlighting the potentials a cross-border knowledge region, such as Cleverland, offers.

The digital event will take place on

**March 11, 2021 from 4:00 to 5:30 pm**

Target group: companies, start-ups, development agencies, municipalities, students

Join us and register quickly!  
Cleverland-Team



## Agenda

- 3:45-4:00 pm **Sound and Video Check**
- 4:00-4:10 pm **Welcome**  
Prof. Dr. Rüdiger Hamm (NIERS/Hochschule Niederrhein)
- 4:10-4:30 pm **Knowledge Transfer from HSNR + Best Practice Bergman Media Group**  
Markus Menkhaus (Hochschule Niederrhein),  
Andree Bergman (Bergman Media Group)
- 4:30-4:50 pm **Knowledge Transfer from Fontys + Best-Practice**  
Dr. Vincent Pijnenburg (Fontys Venlo),  
Chris Ketelaars (RSM Netherlands Belastingadviseurs N.V.)
- 4:50-5:15 pm **Knowledge Transfer from Brightlands + Best-Practice**  
Niels Visschers (Brightlands)
- 5:15-5:30 pm **Questions**
- 5:30 pm **Closing Statement**

## Contact

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<sup>1</sup> <https://www.hs-niederrhein.de/fileadmin/dateien/it-support/datenschutzhinweise/zoom.pdf>  
[https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme\\_Webmeeting-HN.pdf](https://www.hs-niederrhein.de/fileadmin/dateien/it-support/anleitungen/Zoom-Teilnahme_Webmeeting-HN.pdf)

## Place

Zoom Meeting<sup>1</sup>

## Registration

To participate in the event, please register via the following link:

<https://hs-niederrhein.zoom.us/meeting/register/tZcpde6hrjsiGtlmDRrOBrBxQVikYwsgKbhj>

After registration, you will receive a confirmation email with information about the participation in the event. In advance, you will have the opportunity to send us your questions for the speakers to [info@cleverland.eu](mailto:info@cleverland.eu) until March 8, 2021. We will present your questions in the discussion. Spontaneous questions are of course welcome.

Participation in the event is free of charge.

 [Cleverland Knowledge Region](#)

 [cleverlandknowledgeregion](#)



MÖNCHENGLADBACH 

 **STADT KREFELD**  
INNOVATIV – KREATIV – WELTOFFEN

 Hochschule Niederrhein



provincie limburg 



Ministerium für Wirtschaft, Innovation,  
Digitalisierung und Energie  
des Landes Nordrhein-Westfalen 

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