



## HIGHLIGHTS

### PAGE 2

#### WHAT'S NEW IN BRUSSELS

The Zlin Region in Brussels launches the Showroom for the promotion of the local businesses in Europe

### PAGE 3

#### WHAT'S NEW IN BRUSSELS

Instructions for the registration of your business in the new Showroom

### PAGE 4

#### FOCUS ON EU PROGRAMMES

SF 2007-13: Guide on best practices and successful projects. This time we deal about best technologies

### PAGE 5

#### SHORTS FROM BRUSSELS

The debriefing of the Bali Summit, a new EU contest and the Open Days 2008

### PAGE 6

#### CALLS FOR PROPOSALS

### PAGE 7

#### VACANCIES IN EUROPE

Don't forget to have a look at our calendar of EU events and at the vacancies currently published by the EC

## Editorial

*Mattia Crosetto*

Dear readers,

The topics concerning future energy supply and climate change have become such big preoccupations that the EU's Sustainable Energy Week has become a major annual event in Brussels.

From 28 January to the 1st of February, the Energy Week brought together European institutions, civil society and players on the energy the market. After the Bali Summit, participants received information about the last twelve months and review recent political developments, particularly in the context of the adoption of the new European strategy on energy and climate change.

The week had in agenda some 80 events organised in eight different countries - thus building up a unique international forum for stakeholders to exchange experience and best practice.

Key events were the official launch of the mayors' pact, binding a hundred European towns (including 15 capital cities) to do even better than the European target of reducing greenhouse gas emissions by 20%, and the presentation of the Sustainable energy awards. These prizes are intended to raise awareness of vanguard programmes, action and projects in the field of sustainable energy.

This year, to underline the importance of the event, more than 240 projects entered the Sustainable Energy Europe Awards Competition. Considered as an integral part of the Sustainable Energy Europe Campaign, this initiative provides an invaluable opportunity to highlight the successes of the most outstanding, ambitious and innovative programmes or actions and to reward those Sustainable Partners most worthy of recognition and praise.

We will study the projects that received the Award so as to collect useful ideas and suggestions for effective initiatives to be launched in our Region too.

Sincerely,

Mattia Crosetto  
The Head of Office  
Zlin Region in Brussels

## WHAT'S NEW IN BRUSSELS?



*The website of the Zlin Region in Brussels is now enriched with the activation of the virtual Showroom for the local businesses wishing to enter into the European market. The Showroom – totally free of costs for all interested companies – is made up as a fair where the stands are distinguished by categories and alphabetic order.*

### The Zlin Region in Brussels launches the new virtual Showroom in its website

On January 31<sup>st</sup> 2008, the Zlin Region in Brussels has activated the Showroom service on its official website, available at the address:

<http://www.zlinregioninbrussels.eu>

This page of the Regional Representative Office's website provides a marketing opportunity to all businesses in the Zlín region that are interested in growing up on the EU internal market.

Open for free to all businesses having a trans-border market dimension, the showroom represents an operational tool for the local companies to gain international visibility. Regional firms have the possibility of presenting themselves in a virtual space, providing links to their own source of information and asking for industrial or commercial partners. In this way, the Zlín Region in Brussels contributes to create a customized channel to reach the European markets for all the local operators.

A first group of "pioneer" businesses is already registered there, but the inscription can be done whenever, without deadlines.

### The structure of the Showroom

The Showroom is structured in three parts.

The Homepage – accessible at the address: <http://www.zlinregioninbrussels.eu/mission/showroom.html> introduces the service and provides the visitors the tool for the searching of the categories in which the businesses are organised:

- Agriculture
- Industry
- Services
- Media
- Tourism and Leisure
- Others

Once the visitor has made the choice for the category he is interested in, a new page is opened with the complete list of the companies registered there. The list resumes the basic information, including address and contacts. Then, if the visitor is willing to deepen the information about a specific company, by clicking on its name, obtains access to a new page where the single company is presented in details.

This page describes the specific fields of specialisation of the company, giving information about the products or services provided on the market, main initiatives undertaken or scheduled on the international market. A special area can also resume the profile of the ideal partners (commercial or industrial) that the company would like to find out for strengthening its position in Europe.

All these information are provided both in Czech and English versions.

The content is defined by the companies directly and can be updated in any moment without any charge for the local businesses.

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[www.zlinregioninbrussels.eu](http://www.zlinregioninbrussels.eu) is the official website of the Representative Office of the Zlin Region to the EU.

Created in 2006 upon initiative of the Office in Brussels, the website contains all the information about the activities of the Zlin Region having reference to the EU, including the projects co-financed by the European budget. An information section collects all the editions of our bi-monthly Newsletters, as well as our studies, reports and info dossiers. Links to the EU Institutions and other info-channels are also provided.

The site is available in both Czech and English versions.

## The new virtual Showroom How to register and promote your business

**The registration is easy, fast and totally free.**

**Just fill in the forms and submit: Zlin Region in Brussels takes care of the publication**

On the first page of the Showroom – at <http://www.zlinregioninbrussels.eu/mission/showroom.html> - you can find the link to our simply application form. You have just to fill it in with all the basic information concerning your business, including name, address and contacts (telephone, email, website). Then, fill in the fields for the presentation of the company's activities, proposals for cooperation and researched partners. Please, do it both in the Czech and English versions, so as to allow us make the promotion among all the interested parties in Europe.

Application form ← Back to the results   ← New search

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Registration to the virtual showroom

First name  Obligatory information \*

Last name

Company

Address

Telephone / Fax

e-mail

VAT

Website

Main fields of activity and of EU interest

Category

Company profile

Main fields of specialization

Proposals for cooperation

Ideal partners

**Notes**

1. By filling in the application form, the company agrees with the use of provided data on [www.zlinregioninbrussels.eu](http://www.zlinregioninbrussels.eu).
2. The Representative Office of the Zlin Region in Brussels reserves the right not to publish information about companies that are contrary to the EU ethic standards.
3. All the above mentioned information have to be provided in English and Czech.

Once finished, just click on "Submit" and the form is automatically sent to our Office where we will take care of the registration of your business in our database. You can repeat the operation whenever you wish to update the profile of the company you submitted to us.

For any further information, don't hesitate to contact us at: [info@zlinregioninbrussels.eu](mailto:info@zlinregioninbrussels.eu)

## FOCUS ON EU PROGRAMMES



### Special Section on Innovation

Within this section, you can find some examples of successful projects realized in the field of innovation. A good source of inspiration for new initiatives in the Region.

#### CASE 7

#### Thinking bigger, by studying the small

*With nanotechnologies, Franche-Comté is crossing the borders of the 'micro' while, with Interreg, cooperation is crossing the border with French-speaking Switzerland. These two sister regions, the pioneers of the very small, are joining forces to get to grips with the big issues at stake: a future industrial revolution, a real challenge and an opportunity for Europe.*

For more than 200 years, the watch- and clock-making traditions of Franche-Comté — the most industrial of the French regions — have made it a pioneer, together with the neighboring French speaking Switzerland, of 'micro' techniques, with applications in other fields of micromechanics such as spectacles and screws and bolts.

After the crisis in the watch- and clock-making industries of the 1970s and in the face of current competition in various sectors, the region is today delving deeper into the very small. Although still in their infancy, the innovative nanotechnologies — which are concerned with the structure and behavior of matter at the molecular and atomic levels — are destined to have an enormous impact, both practical and economic, in every sector. Pierre Courjon, Vice-President of the European Associated Laboratory in Microtechnics (LEA), believes that, 'their application, to nanomaterials for example, will be comparable to the change from clothes made of animal skin to the techniques of weaving'.



*The cases presented in this special section, have been selected among those published by the EC in "Regions for Economic Change". The first sheet has been published in the edition of 31 of October 2007.*

As a 'laboratory without walls', the LEA provides structures that enable teams from various European countries to share their resources in realising a joint research programme. The Franco-Swiss LEA is the fruit of the Interreg I and II cross-border programmes. In addition to making it possible to develop an intelligent intestinal microcapsule, Interreg II also revealed the need for a lasting basis for cooperation over and above contractual agreements with their inevitable budgetary uncertainties.

It was this approach that resulted in the LEA, followed in 2003 by the LEA-Microtechnic, a major project under Interreg III and with the same partners: the two Franche-Comté universities (Besançon and Belfort-Montbéliard), the Higher National School of Mechanics and Microtechnology, the Microtechnology Transfer Centre and, on the Swiss side, the University of Neuchâtel, the Federal Polytechnical School of Lausanne and the Swiss Centre for Electronics and Microtechnology.

The objective is threefold: to increase awareness of common challenges for the Jura region, to support scientific projects between border regions and, finally, to encourage initiatives such as 'Ateliers d'Arc & Senans' (annual meetings between researchers, PhD students and industrialists) and the summer school 'Highlights in microtechnology' (advanced international courses for PhD students, postdoctoral students and engineers). The eight scientific projects adopted (Syncope, SAIRI, Mosgam, Prommod, Medima, Micropuce, Crislar, Nanotool) cover all microtechnology sectors micromanufacturing, microrobotics, nano-tools, nanooptics — whose applications range from the electronic microscope to ovocyte handling, including microfactories and insect robots.

#### Details of the project

**Project:** Consolidation and development of the LEA Microtechnic (ILEA)

**Programme:** Interreg IIIA France/Switzerland  
January 2004 to December 2007

**Total cost:** EUR 1 799 000

**EU contribution:** EUR 96 800

**Fund:** EU Regional Development Fund (ERDF)

#### Contact

Pierre Courjon  
Vice-President of the Associated European Laboratory  
University of Franche-Comté  
16 Route de Gray  
F-25030 Besançon Cedex  
Tel. (33) 3 81 66 64 15  
Fax (33) 3 81 66 64 23  
daniel.courjon@univ-fcomte.fr  
<http://lea-microtechnique.org/>

## SHORTS FROM BRUSSELS



*Climat change has become one of the major concerns of the EU Institutions and will be also a topic of next Open Days. The Zlin Region in Brussels was present at a meeting at CoR about this critical issue. In the picture, a moment of the session.*

### **The Zlin Region in Brussels at the debriefing of the Bali Summit**

The Climate Change is one of the strategic concerns of the European Institutions and of the EU Member States for the present and the immediate future. The dramatic consequences of the climate unbalances at the global level have direct impact also for the development perspectives of local communities and all economic sectors.

To stress the importance of the topic, the Committee of the Regions organized an information meeting with the European Commission about the results of the Bali Conference occurred in December 2007.

During the meeting, Mr. Metzger of the European Commission resumed the two weeks of the Bali Summit, during which the EU defended the need to set precise targets to combat climate change. He presented also the 'Bali roadmap' where it is recognised that only deep cuts in global emissions of greenhouse gases can prevent global warming from reaching dangerous levels.

Finally he underlined the conclusions: developed countries, including the United States, and developing countries, have to immediately undertake appropriate policies to reduce their emission, although no quantified objectives have been set out.

The Bali Conference also took important decisions on other issues, including deforestation, funds to help developing countries adapt to climate change and the transfer of technology to developing countries..

### **Young journalist competition to focus on EU expansion**

The EU is giving journalists aged 17 to 35, from across the EU as well as potential new member Countries, the chance to make a name for themselves through its enlarge your vision award.

Organized jointly by the European Commission and the European youth press association, the award encourages young journalists to express their views on the expansion of Europe. To enter the competition, applicants are being invited to register and submit an article by 15 March.

So whether you've been writing for a school or university magazine, are just starting out on a career in journalism or have been in the business for a while, this is an ideal opportunity to show your talents.

Participating countries will each select a national winner through a panel of journalists and a representative of the EC. The 35 winners will get the chance to go on a special fact-finding tour of the Balkans in June this year, the region most likely to be next up for EU membership.

As the EU continues its expansion eastwards, it is not just the landscape of Europe that is changing but the vision too. Covering and reflecting on this transformation is an important service that European journalists can provide.

Should you be interested, please see go to:

<http://www.eujournalist-award.eu/your-competition/competition.html>

### **Open Days 2007: Zlin Region in Brussels has presented the video by UTB CoR**

During the the Open Days 2007, the Tomas Bata University, with the support of the Zlin Region, realized a video introducing the European Week of Regions and Cities to the wide public and resuming the main moments of this important event.

The resulting video is extremely interesting and of high-quality, both for the images and the texts.

For this reason, the Zlin Region in Brussels has decided to present it to the Committee of the Regions as a demonstration of the important promotional activities for the Open Days implemented at home. Further promotion of the video is also scheduled in the next future in Brussels.

This positive experience of the video-making could also be repeated in 2008, also because the spreading of information about the Open Days within our Regions is part of the official program of the event.

# Calls for proposals

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|------------------------|---|
| <b>Education</b>       | Cooperation Programmes with the United States of America and Canada in the fields of higher education, training and youth (Atlantis)<br>Deadline: <b>02. 04. 2008   11. 04. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:013:0051:0051:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:013:0051:0051:EN:PDF</a> |
| <b>Media 2007</b>      | Development of interactive works on all platforms both online and off line<br>Deadline: <b>15. 04. 2007 / 15. 04. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_204/c_20420070901en00090009.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_204/c_20420070901en00090009.pdf</a>   |
| <b>Media 2007</b>      | Development, distribution and training<br>Deadline: <b>14. 03. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:011:0014:0015:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:011:0014:0015:EN:PDF</a>  |
| <b>Media 2007</b>      | Support for the transnational distribution of EU films and the networking of distributors - The 'selective' scheme<br>Deadline: <b>01. 04. 2008 / 01. 07. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_311/c_31120071221en00200020.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_311/c_31120071221en00200020.pdf</a>                 |
| <b>Culture Program</b> | Support for bodies and cultural actions, cooperation and networks<br>Deadline: <b>01. 04. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_184/c_18420070807cs00090010.pdf">http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_184/c_18420070807cs00090010.pdf</a>   |
| <b>CIP</b>             | Competitive & Innovation Program - Services for Business Innovation<br>Deadline: <b>February 2008 (indicative)</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_227/c_22720070927en00100015.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_227/c_22720070927en00100015.pdf</a>   |
| <b>FP7 – People</b>    | VII Framework Programme – People Programme<br>Deadline: <b>13. 03. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_275/c_27520071116en00170017.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_275/c_27520071116en00170017.pdf</a>  |
| <b>FP7 – Capacity</b>  | Capacities Program – Development of research policies (OMC-NET)<br>Deadline: <b>06. 03. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_245/c_24520071019en00200020.pdf">http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/c_245/c_24520071019en00200020.pdf</a>   |
| <b>COST</b>            | European Cooperation in the field of Scientific and Technical Research<br>Deadline: <b>28. 03. 2008</b><br><a href="http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_289/c_28920071201cs00190020.pdf">http://eur-lex.europa.eu/LexUriServ/site/cs/oj/2007/c_289/c_28920071201cs00190020.pdf</a>  |

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## Zlin Region in Brussels

### The Rose House

46, Boulevard de la Cambre – B1000 Bruxelles

Tel. (32) 2 641.17.60 – Fax (32) 2 641.17.69

email : [info@zlinregioninbrussels.eu](mailto:info@zlinregioninbrussels.eu)

## CALENDAR

### FEBRUARY

#### 04-05. 02. 2008

iLearning Forum 2008  
Designing strategies for  
learning organisations  
European Commission  
Paris, France

#### 06-08. 02. 2008

73<sup>rd</sup> Plenary Session of the  
Committee of the Regions  
CoR and European Parliament  
Brussels, Belgium

#### 26-27. 02. 2008

4<sup>th</sup> Annual Brussels Climate  
Change Conference  
Europan Commission  
Brussels, Belgium

### MARCH

#### 04-05. 02. 2008

IV International Conference  
on the implementation of the  
EU Institute of Public  
Administration  
Milan, Italy

## Vacancies in Europe

### European Investment Bank

#### • Junior Legal Officers

General Secretariat, Legal Affairs and Human Resource Unit

Vacancy notice: IN08WWW02

Grade: Trainees

Place of work: Luxembourg

Deadline: 08. 02. 2008

Info: <http://www.eib.org/about/jobs/in08www02.htm>

### European Investment Bank

#### • Information Technology Junior Experts

Strategy and Corporate Centre

Vacancy notice: IN07WWW20

Grade: Trainees

Place of work: Luxembourg

Deadline: 10. 03. 2008

Info: <http://www.eib.org/about/jobs/in07www20.htm>

### European Investment Bank

#### • Economists, Statisticians or IT Graduates

Methods and Process Improvements (MAPI) task force

Vacancy notice: IN08WWW03

Grade: Trainees

Place of work: Luxembourg

Deadline: 28. 03. 2008

Info: <http://www.eib.org/about/jobs/in08www03.htm>



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Form closed:  
30. 02. 2008

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