



# CLUSNET Budapest seminar programme

## 3 March, Wednesday

- 17:00-17:20 Welcome  
*Speaker: Imre Ikvai-Szabó, deputy mayor*
- 17:20-17:25 Hungary: a short film
- 17:25-18:00 Introduction of Budapest, short history of the Budapest Pole Strategy  
*Speaker: Éva Beleznay, chief architect of Budapest*
- 18:00-18:30 The Pole Programme and general cluster development in Hungary  
*Speaker: Zita Zombori, Pole Program Office*
- 18:40 Departure to the restaurant
- 19:00 Dinner

## 4 March, Thursday

- 9:00-10:30 Presentation of the Hungarian Pole Programme and the national cluster development policy, cluster strategy of the Central Hungarian Region; short introduction of the 5 Central Hungarian accredited clusters; setting the scene and defining problems and issues of *knowledge market*  
*Speaker: Zoltán Bendó, Pole Program Office*
- 10:30-11:00 Coffee break
- 11:00-12:30 Short presentation of the Case Study, giving additional information related to it, questions-answers  
*Speaker: Zoltán Bendó, Pole Program Office, Gábor Lemák, MM Cluster*
- 12:30-14:00 Buffet lunch
- 14:00-14:20 Summary, establishing workgroups  
*Speaker: Örjan Sölvell*
- 14:20-16:00 Discussion in workgroups



16:00-16:20	Coffee break
16:20-18:30	Reports of the workgroups, summary; presenting the seminar results to the local stakeholders. <i>Speaker: Örjan Sölvell</i>
18:30-18:50	Closing remarks(possibly debate regarding the results) <i>Speaker: Zoltán Bendó / Gábor Lemák / Zita Zombori</i>
19:00	Dinner
<b>March 5, Friday</b>	
9:00-10:45	Follow-up, effects of previous seminars in the host cities <i>Speaker: Örjan Sölvell, Manchester, Lyon</i>
10:50	Departure to the Kitchen Budapest
11:00-12:50	Guided tour in the Kitchen Budapest 11:00-11:05 – Welcome speech (Gábor Lemák) 11:05-12:00 – Interactive tour within the Kitchen Budapest which is the member of MMCluster and one of the most important Media Lab in Budapest. We will have the opportunity to come to know brand new innovative installations and new media solutions which connect the life of a modern city. (Barnabás Málnay) 12:00-12:20 – Short introductions about innovative mobile and virtual city solutions. 12:20-12:30 – Announcement: “Smart Cities” project opportunity 12:30-12:50 – Networking
13:00	Lunch