



DRAFT Agenda

EU-UAE Matchmaking Event 2025

Wednesday, 1 October 2025

Organised in the framework of [The Water, Energy, Technology, and Environment Exhibition \(WETEX\)](#)

Participants also have free access to the [World Green Economy Summit \(WGES\)](#).

WETEX seminars agenda: <https://www.wetex.ae/en/seminars>

WGES summit agenda: <https://wges.ae/agenda/>

Venue: Dubai World Trade Center

Address: Sheikh Zayed Rd - Trade Centre - Trade Centre 2 - Dubai - United Arab Emirates

Time	Activity	Location
08:10 – 09:00	Registration & “Who is Who” in the group	Novotel WTC Hotel, main foyer, near reception
09:00 – 09:55	World Green Economy Summit (WGES) Opening Panel: “Green Tech for Resilience: Innovations in Smart Climate Solutions” (<i>optional</i>)	WGES Main Hall
10:45 – 11:30	<p>Pitching Session A – CleanTech, Smart Infrastructure, Digital, Industrial Innovation</p> <p>Join this exclusive pitching session to connect with leading European clusters and SMEs driving innovation in clean technologies, smart infrastructure, and industrial transformation. Through short, dynamic pitches, each EU delegate will present their expertise and outline opportunities for collaboration in the UAE and the wider Gulf region.</p> <p>Focus Areas</p> <ul style="list-style-type: none"> - Renewable energy - Smart infrastructure and digital innovation - Industrial transformation and decarbonisation - Construction technologies <ul style="list-style-type: none"> • Photovoltaic Industrial Technology Cluster – FETEK (Lithuania) • Inteligentna Energija (Croatia) 	Delegate Zone @ WETEX Stand A24, Hall 2

	<ul style="list-style-type: none"> • Transylvania Energy Cluster (Romania) • GEODATA SERVICES (Romania) • SOLAR ECO SYSTEMS (Romania) • TEC CLUSTER (Romania) • ENSIA – Energy Industrialists and Business Association (Türkiye) • Archenerg Cluster (Hungary) • Kb Proiectare si consultanta srl (Romania) • Energy Transition Norway (Norway) 	
11:30 – 12:05	Ad hoc Matchmaking Meetings, following the pitching session A Delegates participating in the pitching session A are asked to stay in the delegate zone for ad hoc meetings.	Delegate Zone @ WETEX, Hall 2 Stand A24
	Possible parallel activities for non-pitchers: – WETEX and WEGES seminar programme (Wetex Seminars ; WGES agenda) – Stand visits & exhibitor meetings	WETEX Conference Area / Exhibition Halls/WEGES Exhibition Hall
13:00 – 14:00	Lunch Break	Self-organised
14:00 – 14:55	Pitching Session B – Mobility, Aerospace, Creative Industries, Tourism, Hydrogen This session will showcase European organisations leading innovation in sustainable mobility, hydrogen, aerospace, tourism, and creative industries. Each delegate will deliver a short pitch outlining their collaboration goals and areas of expertise relevant to the UAE’s innovation ecosystem. Focus Areas – Sustainable mobility and smart transport – Hydrogen and decarbonisation – Creative industries and tourism – Aerospace and digital transformation <ul style="list-style-type: none"> • NAVIGO (Italy) • Automotive Cluster Bulgaria (Bulgaria) • Descartes Développement et Innovation (France) • Forum Oceano (Portugal) • Sustainable Infrastructure Cluster (Poland) • Silesia Automotive & Advanced Manufacturing Cluster (Poland) • Latvian IT Cluster (Latvia) • JET-VILL Ltd. (Hungary) • HyGEN Technologies GmbH (Germany) • Smart Tech Energy EOOD (Bulgaria) 	Delegate Zone @ WETEX, Hall 2 Stand A24
15:00 – 15:45	Ad hoc Matchmaking Meetings, following the pitching session B Delegates participating in the pitching session B are asked to stay in the delegate zone for ad hoc meetings.	Delegate Zone @ WETEX, Hall 2 Stand A24
	Possible parallel activities for non-pitchers: – WETEX and WEGES seminar programme (Wetex Seminars ; WGES agenda) – Stand visits & exhibitor meetings	WETEX Conference Area / Exhibition

		Halls/WEGES Exhibition Hall
17:00 – 18:00	Booth Visits, Informal Networking <i>The exhibition official closing time is 18:00</i>	Exhibition Grounds

Day 2

Thursday, 2 October 2025

EU – UAE Conference and Matchmaking Day

Venue: Hotel Novotel World Trade Centre

9:00 – 09:30	Registration of all participants Location: Hotel Novotel World Trade Centre ONYX + PEARL + EMERALD MEETING ROOM 1 st Floor, Novotel World Trade Centre, P.O. Box 9622, Al Mustaqbal Street, Dubai, United Arab Emirates
09:30 – 10:00	Opening remarks and speeches <ul style="list-style-type: none"> • H.E. Lucie Berger, Ambassador of the European Union to the United Arab Emirates • Mariella Masselink, Head of Unit, from DG GROW, European Commission (video message) (tbc) • H.E Maria Al Qassim, Assistant Undersecretary of Economic policies and studies, the Ministry of Economy and Tourism, UEA • Martina Bacova, Policy Officer, European Innovation Council and SMEs Executive Agency (EISMEA) Moderator: Teodora Jilkova, Veritas Cluster, ECCP Team Member
10:00 -11:00	<p>Session I: Doing Business in the UAE: Opportunities, Frameworks and Partnerships for EU Organisations</p> <p>This session will provide EU participants with practical insights into the UAE's business landscape, focusing on investment opportunities, regulatory frameworks, and pathways for establishing a commercial presence. Representatives from the UAE Ministry of Economy, Dubai Chamber of Commerce, and the UAE Ministry of Investment (tbc) will share concrete guidance on setting up operations, navigating legal and administrative procedures, and building long-term business partnerships in the region.</p> <p>The session will also explore the role of UAE free zones, local support structures, and public-private cooperation models relevant to European companies seeking to expand in priority sectors.</p> <ul style="list-style-type: none"> • H.E Maria Al Qassim, Assistant Undersecretary of Economic policies and studies, the Ministry of Economy and Tourism, UEA • Fatima Ghanem Alhajri, Director of Investment & Talent Attraction Department, Ministry of Foreign Trade, UAE Moderator: Teodora Jilkova, Veritas Cluster, ECCP Team Member
11:00 – 11:30	Networking coffee break

11:30 – 12:30	<p>Session II : Cluster development journeys: European stories to inspire the UAE path</p> <p>This session will offer UAE representatives a series of concise, real-world insights into how clusters are built, grown, and sustained across Europe.</p> <p>Introductory presentation: Mapping the European Cluster Landscape:</p> <ul style="list-style-type: none"> • Dr. Jan-Philipp Kramer - Head of EU Services, Prognos / ECCP Team Member <p>Moderated session featuring 3–5 short presentations of a selection of EU cluster managers and experts. They will share their development journeys—highlighting national policy frameworks, governance models, key milestones, and lessons learned. The aim is to provide inspiration and practical references to support the UAE’s own cluster development pathway. The session will be followed by Q&A and exchange with UAE participants.</p> <p>Key content :</p> <ul style="list-style-type: none"> • Lifecycle of clusters: from initiation to internationalisation • Practical success factors and challenges encountered • Romania – Mr Felix Arion, AgroTransilvania Cluster, with support from Mr Flaviu Iorgulescu, CLUSTERO and ECCP Team Member • Lithuania – Ms Skirmantė Žemaitienė, Photovoltaic Industrial Technology Cluster - FETEK • Poland – Ms Irena Łobocka, Sustainable Infrastructure Cluster • Italy – Mr Giovanni Scaramuzzo, Senior EU Project Manager, DARE Puglia Cluster <p>Moderator: Teodora Jilkova, Veritas Cluster, ECCP Team member</p>
12:30 – 13:30	<i>Networking Lunch</i>
13:30 – 14:00	Transit from Novotel Hotel to WTC, Delegation Zone at WETEX, stand A24, Hall 2
14:00 – 17:00	<p>Matchmaking event: B2B Meeting</p> <p>Location: Delegation Zone at WETEX, stand A24, Hall 2</p> <p>Facilitator: Flaviu Iorgulescu, ECCP Team Member</p>
17:15 – 18:00	<p>Debriefing session: feedback harvesting for the EU Participants</p> <ul style="list-style-type: none"> • Martina Bacova, Project Adviser at European Innovation Council and SMEs Executive Agency (EISMEA) • Teodora Jilkova, ECCP Team Member • Flaviu Iorgulescu, ECCP Team Member <p>Location: Delegation Zone at WETEX, stand A24, Hall 2</p>
19:00 – 21:00	<p>Networking Reception</p> <p>This evening gathering will bring together European clusters and SMEs, along with UAE government representatives, business leaders, chambers of commerce, innovation actors, and international partners. It will provide a</p>

	<p>relaxed and welcoming setting for cross-sectoral networking, informal dialogue, and international cooperation.</p> <p>Whether or not you have taken part in the EU–UAE Matchmaking Event earlier that day, the reception is an excellent opportunity to connect with key stakeholders and contribute to strengthening EU–UAE collaboration in strategic sectors.</p> <p>Light refreshments and non-alkoholic drinks will be served.</p> <p>We would be delighted to welcome you to this special evening.</p> <p><u>Location: Outdoor Pool Area, Hotel Novotel World Trade Centre</u></p>
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Day 3

Friday, 3 October 2025

Note: Please be aware that no further changes for the site visits allocations will be made.

Time	Programme		
7:30 – 09:30	Pick up and transportation to site visits		
	Track A: Sustainable City Pick-up point: Novotel World Trade Centre Dubai Pick-up time at Novotel: 08:30 (local time) Departure from Novotel: 07:15 sharp	Track B: DEWA Sustainability & Innovation Centre Pick-up point: Novotel World Trade Centre Dubai Pick-up time at Novotel: 07:10 (local time) Departure from Novotel: 08:35 sharp	Track C: Agri-food Silal – Agri-Food Innovation in the UAE Pick-up point: Novotel World Trade Centre Dubai Pick-up time at Novotel: 8:00 am (local time)
09:30 - 14:00 <i>*Time varies for each site visit</i>	<p>On Day 3, participants will take part in curated site visits organised in separate tracks based on the core sectoral priorities of the delegation. These visits will offer direct exposure to leading innovation hubs and sustainable development initiatives in the UAE. Transportation will be provided, and the organising team will support with coordination and contact with local host organisations.</p> <p>Track A – Site Visit: Sustainable City</p> <p>The Sustainable City in Dubai is a recognised model for circular and energy-positive urban living. This visit offers participants a close look at how environmental, economic, and social pillars of sustainability are integrated into a functional community.</p> <p>Agenda Highlights :</p> <ul style="list-style-type: none"> • Introduction to the Sustainable City Model, covering its approach to environmental, economic, and social sustainability • Guided tour of the community, highlighting six key environmental themes: <i>Food, Energy, Water, Products, Mobility, and Waste</i> • Visit to the SEE Institute – the region's first net-zero emissions building <p>This visit provides valuable insights into sustainable urban development, clean technologies, and community-scale innovation in action.</p> <p>Track B – Site Visit: DEWA Sustainability & Innovation Centre</p> <p>Location: Mohammed bin Rashid Al Maktoum Solar Park</p> <p>The DEWA Sustainability & Innovation Centre is a pioneering global hub for clean and renewable energy technologies, located at the heart of</p>		


	<p>the Mohammed bin Rashid Al Maktoum Solar Park — the largest single-site solar park in the world.</p> <p>This exclusive visit will give EU delegates the opportunity to explore Dubai's best practices in sustainability and energy innovation, as showcased by DEWA.</p> <p>Agenda Highlights:</p> <ul style="list-style-type: none"> • Introduction and welcome at DEWA's Sustainability & Innovation Centre • Screening of an introductory video about DEWA's innovation activities and strategic goals • Guided tour of the centre, including exhibitions and interactive demonstrations on solar power, hydrogen, smart grids, and future energy systems • Insight into DEWA's role in advancing Dubai's clean energy transition, R&D collaboration, and educational outreach <p>The centre collaborates with universities, research institutions, and start-ups, and serves as a platform for events, seminars, and global dialogue on sustainability.</p> <p>Track C – Site Visit: Silal – Agri-Food Innovation in the UAE</p> <p>Location: Silal, Abu Dhabi</p> <p>Overview: Silal is a leading UAE company focused on food security, sustainable agriculture, and agritech innovation. It plays a vital role in advancing local food production and resilient supply chains through technology, R&D, and partnerships.</p> <p>This dedicated site visit offers a practical perspective on how the UAE is addressing food security challenges, while also enabling direct engagement between European agri-food delegates and local counterparts.</p> <p>Agenda Highlights:</p> <ul style="list-style-type: none"> • Welcome and introduction to Silal's Innovation Strategy and activities • Presentation of the Silal Innovation Centre • EU Company Pitches from participating agri-food clusters and SMEs • Networking and exchange with UAE-based agri-food organisations, including private companies, investors, and research actors • Guided tour of Silal's facilities, showcasing practical approaches to smart farming, sustainability, and agribusiness development <p>The visit offers opportunities to explore partnerships in food tech, certification, traceability, and sustainable production models.</p>
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Extended Value for Agri-food Sector Participants

In addition to their full participation in the official matchmaking programme (2–3 October), **Agri-food delegates** will have a **unique opportunity** to extend their stay

and attend [Agra Middle East 2025](#), the leading agricultural exhibition in the Middle East.

- **Dates:** 6–7 October 2025
- **Venue:** Dubai World Trade Centre
- **Profile:** The region's most prominent agri-food trade show, showcasing innovations in vertical farming, aquaculture, and sustainable agriculture.
- **Scale:** 150+ exhibitors, 6,000+ visitors from 180+ countries
- **Access:** Free for professionals with pre-registration

 **Note:** This optional extension falls outside the scope of the official ECCP-funded programme, and any associated costs must be covered by the participants themselves.

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