



## Final Conference, Thursday 26 June 2014

### BOZAR – Palais des Beaux-Arts

Rue Ravenstein 23, 1000 Bruxelles

## Programme

- 13.00 – 13.30** Registration & Coffee
- 13.30 – 13.45** Welcome  
**Bonifacio García-Porras**, DG Enterprise and Industry, Head of Unit
- 13.45 – 14.00** Introducing €Design  
**Isabel Roig**, BCD
- 14.00 – 14.30** Design creates value  
**Robin Edman**, SVID
- 14.30 – 15.15** Alternative ways in which firms might be asked about design  
**James Moultrie**, UCAM
- 15.15 – 15.30** Coffee Break
- 15.30 – 16.15** Guidelines for collecting and interpreting design data  
**Eusebi Nomen**, BCD
- 16.15 – 16.30** Communicating how to measure design value  
**Severin Filek**, designaustria
- 16.30 – 17.20** Plenary discussion on measuring design value  
(Moderated by **Michael Thomson**, Design Connect)
- 17.20 – 17.30** Closing remarks and next steps  
**Bonifacio García-Porras**, DG Enterprise and Industry, Head of Unit
- 17.30 – 18.30** Drinks Reception

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