There was an open discussion where the Philips representative shared their ideas and visions and tried to figure out how an SME's propositions could fit in some Philips product, research and so on. We had a nice brainstorm on potential ways of cooperation and likely future developments. We took lots of action points and Philips will be following this up within the company."

In the meantime knowledge was shared through lively round table sessions about Urban Life and Mobility, Future Cloud, and Smart Spaces innovation areas.

During the whole day, success stories, kind of services and products aimed at changing an entire sector for the better, were showcased in a gallery. This lively market place generated a lot of networking and business contacts in parallel with the round table sessions and the business meetings.

The outcomes of the round tables were numerous.

About Future Cloud, Security, Privacy and Trust are the primary concerns for the European economy. EIT ICT Labs and its partners are in front line in developing security solutions for the Cloud services. Europe needs trusted Cloud solutions: EIT ICT Labs' role is to boost and support great European solutions. In Future Cloud Round Table, some selected solutions and services were presented.

Question was set should EIT ICT Labs community support, test and deploy **more** the solutions developed in Europe by the EIT ICT Labs partners. F-Secure, a new partner of EIT ICT Labs, promised their Younited service (www.younited.com) for all EIT-ICT Labs employees as well as for Future Cloud action line activities for free for two years. This is a good opportunity to test European content management solution. Similarly, partners are encouraged to test Stratosphere, big data analytics platform, as well as other solutions developed by the partners. European market is big and starting to support European – great - options gives an excellent extra boost for the European Cloud business.

Cloud and Big Data enable brand new innovations and business. EIT ICT Labs supports start-ups and SMEs in various ways through business development coaching, access to funding, competitions and so much more. As cloud is still fast emerging, business models are complex and there is not one single model. That is why SMEs need support and best practices in Cloud technology adoption, SLAs, mapping with standards and certificates, interoperability, value network building…

About Smart Spaces

 Smart Spaces round table discussed three visions or claims. First claim was that brick and mortar retail can compete with e-commerce with superior user experience at shop and exploiting transaction and delivery solutions of e-commerce. The importance of good user experience was agreed and the need for much better user interaction was recognized by all participants.

Secondly, the round table discussed the vision of urban digital on-site service business resulting to digital content creation and delivery. The business model was debated and new ideas were brought in like leasing the digital space.

The third part of the discussion on smart buildings and on a concept called New Ways of Working (NWOW) explored the vision of extending the dynamic use of offices and buildings. In NWOW, flexible working spaces support the varying working modes of teams and eventually produce savings for facility management. This idea was further discussed to "third places" i.e. the places after home and workplace, and how ICT solutions could enable them.

At the end of the day, a new annual business event has been announced for 2015.

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