

**Europe INNOVA Conference 2008,
Accelerating Innovation in Europe
Accelerer l'innovation en Europe
Lyon, 22-24 October 2008**

DRAFT PROGRAMME – VERSION 6 of 16/09/2008

The 2nd Europe INNOVA Conference is organised by the French Presidency of the European Union in close collaboration with the European Commission (DG Enterprise & Industry) and hosted by the city of Lyon. The conference will address policy priorities for accelerating innovation in Europe with particular focus on the role of research-driven innovation and knowledge transfer, the role of strategic partnerships in strengthening industry's innovation capacity and the mechanisms for supporting innovative SMEs and entrepreneurs.

The conference will bring together the Europe INNOVA Community with key innovation stakeholders from the worlds of politics, academia and business to

- Analyse policy instruments and practices for transforming knowledge creation into successful businesses across various sectors such as knowledge intensive services, eco-innovation, life sciences and creative industries;
- Explore the most efficient ways of tackling access to finance and IPR and supporting fast growing companies and cluster collaboration;
- Showcase models and tools developed by Europe INNOVA projects to accelerate the commercialisation of new ideas and in support of innovative companies.

**Wednesday 22 October 2008
Pre-conference activities**

Hôtel de communauté Grand Lyon

14.00 - 15.30 Registration

14.30 - 17.00

Innovation Tours to:

- ❖ Sanofi Pasteur & Lyon BioPôle
- ❖ Soierie Brochier & Brochier Technologies
- ❖ Institut Français du Pétrole & Axelera

15.30 - 17.30

Pre-conference Roundtables

<p align="center">Roundtable 1 KIS 100 CLUB of Young Entrepreneurs (by invitation only)</p>	<p align="center">Roundtable 2 Cluster Managers Forum</p>	<p align="center">Roundtable 3 Knowledge transfer from universities and research centres</p>
<p>The KIS 100 CLUB, meeting for the first time at the Europe INNOVA Conference, brings together the most interesting and successful companies in Europe with high growth potential in the area of Knowledge Intensive Services. The Club provides members with an opportunity to network with their peers and develop new co-operation partnerships with businesses from other sectors and markets. Members expand their network of contacts beyond their national borders and identify potential business opportunities in other countries, while identifying barriers to and gaps in service innovation.</p>	<p>In recent years, cluster organisations have appeared on the scene as highly efficient forms of innovation support providers channelling specialised and customized business support services to enterprises, thus bringing creative energy to the economy. The Cluster Managers Forum will discuss the role of cluster organisations in the business eco-system, the links between cluster organisations and other innovation support providers, and how cluster managers cope with the regional, national and international challenges.</p>	<p>Research-industry knowledge transfer is much more than technology transfer; it covers the transfer of know-how, expertise and skills from one party to another and leads to innovative, profitable and/or economic improvements for the private and public sectors and positive/long-term benefits for society in general. This roundtable offers an opportunity to examine the key success factors in the KT process by showcasing examples of successful knowledge transfer seen through the eyes of the principal interested parties.</p>
<p align="center">Chairperson William Stevens CEO & founder, Europe Unlimited, BE & KISPLATFORM under the Europe INNOVA KIS-IP</p>	<p align="center">Chairperson Werner Pamminer Manager of Plastics Cluster & General Manager, Clusterland Upper Austria, AT</p>	<p align="center">Chairperson Gordon K. Ollivere Managing Director of RTC North, UK) & Immediate Past President of TII – Technology Innovation International</p>
<p align="center">15.30 - 17.30 Consortia meetings</p>		
<p>Official Opening Chambre de Commerce et d'Industrie de Lyon</p>		
<p>19.30 Registration</p> <p>20.00 – 22.00 Official opening & welcome reception (standing buffet)</p> <p>Welcome address: Jean-Michel Daclin, Vice-President of Grand Lyon</p>		

**Thursday, 23 October
Opening Plenary Session**

Centre de Congrès
The opening plenary session will set the scene for the conference discussions.

7.30
Bus transfer hotels - Congress Centre

8.00
Registration

Moderator: Henry Samuel, Daily Telegraph Bureau Chief France

9.00
Opening plenary session

9.00 - 9.45
Policy addresses:

Grand Lyon	European Commission	French Presidency
Gérard Collomb President of Grand Lyon	Françoise Le Bail Deputy Director General Directorate-General for Enterprise and Industry	Luc Chatel Minister of State for Industry

9.45 - 10.45
Press conference & VIP tour of the exhibition

9.45 - 10.10
Knowledge and excellence matter: the role of research in driving innovation
Eric Von Hippel
Professor and Head of the Innovation and Entrepreneurship Group, Sloan School of Management, Massachusetts Institute of Technology, USA

10:10 – 10:30
Collaboration matters: the role of partnership to support innovation in industry and SMEs
François Drouin
President of OSEO, FR

10:40 – 11:00
Entrepreneurship matters: the role of innovative SMEs
Juliana Lisziewicz
President of Genetic Community Kft, HU

11.00 - 11.30 Coffee break

11.30 - 12.30
Roundtable discussion: From innovation to growth

Eric Von Hippel, Massachusetts Institute of Technology, USA	Jean-Claude Prager Director, Agence pour la Diffusion de l'Information Technologique (ADIT), FR
Karin Bryskhe CEO, Colloidal Resource, SE	Jean Noël Durvy Director Innovation Policy Directorate-General for Enterprise and Industry, European Commission

12.30 - 13.00
Innovating a design revolution
Jeffrey Wix
Visiting Professor for Interoperability, Salford University, UK

This multi-media presentation will show the results of 'Build London: Live', how they were achieved and consider what impact they may have in the longer term.

For 48 hours in June 2008, 10 teams from 5 continents with over 300 participants showed how virtual collaboration will change building design in the digital world. Their task was to 'Build London: Live' on a site in the London Docklands area.

The outcome was beyond all expectations. From the brief provided and using open standards to support collaboration, teams went from outline concepts to detailed design to visual presentation, analyzing and solving complex design problems on the way. 992 buildings totaling 11,466,000 m² were studied, 1200 collaboration files were deposited and over 50000 hits

recorded on the web site each day.

13.00 - 14.30: Lunch & networking in the exhibition area

Parallel sessions		
Thursday, 23 October Theme I: Accelerating innovative companies		
<p>Our century's knowledge economy is urging regions, communities, firms and individuals to innovate and generate innovative resources as never before leading to the creation of significant business opportunities but also competition. Succeeding in this economic environment will require new tools, policies and collaborative relationships at all levels. The sessions will focus mainly on three areas that represent key factors for firms' innovation acceleration; Innovation to support the development of knowledge-intensive services industries, new means to increase the performance of clusters and business excellence through innovative entrepreneurial activities.</p>		
Parallel Session 1 Enabling faster innovation: Knowledge-intensive services	Parallel Session 2 Cluster cooperation: Thinking out of the box	Parallel Session 3 Innovative entrepreneurship: Developing champions
Chairperson (tbd)	Chairperson Antoni Subirà Professor of Financial Management, IESE Business School, ES	Chairperson Annie Geay Director of Innovation, OSEO, FR
<p>14:30 – 14:50 Developing effective innovation policies for services Tiina Tanninen-Ahonen Senior Technology Adviser, Tekes, FI & Coordinator of IPPS INNO-Net</p> <p>14:50 – 15:10 The European Innovation Platform for Knowledge Intensive Services (KIS-IP) Frank Meinzer LivingLabs, DE & Vice- chairperson of the KIS-IP Horizontal Steering Committee</p> <p>15:10 – 15:30 What makes a successful service innovator? Marta Turk (tbc) President of the Slovenian Association for Women Entrepreneurs & Vice- President of FCEM, SL</p> <p>15:30 – 16:00 Round table discussion: Supporting services innovation: what is needed to improve the business environment</p> <ul style="list-style-type: none"> • Tiina Tanninen-Ahonen • Frank Meinzer • Marta Turk (tbc) • Wim van der Linden, CEO and owner Arko b.v., NL • 1 services entrepreneur from KIS-IP (tbd) 	<p>14:30 – 14:50 Cluster cooperation & financial management: good practices and tools Christiane Egger Deputy Manager International Cooperation & Training EU-Projects, Ökoenergie-Cluster, AT & CENCE network</p> <p>14:50 – 15:10 The challenge of cross- sectoral cluster management Gianluca Carengo Parco Tecnologico Padano, IT & Coordinator of ABC Network</p> <p>15:10 – 15:30 A new profession: the cluster manager - a 'jack of all trades' (tbd)</p> <p>15:30 – 16:00 Round table discussion: Cluster managers reveal secrets and challenge prior experience. The new cluster cooperation guidelines</p> <ul style="list-style-type: none"> • Christiane Egger • Gianluca Carengo • Speaker 3 • Wolfgang Blank CEO, Biocon Valley, DE & ScanBalt • Dusan Busen Manager, Slovenian Automotive Cluster, SL & Europe Innova Cluster Manager 2006 	<p>14:30 – 14:50 Financing gazelles Jenny Tooth Business Development Director, GLE Growth Capital, UK & EASY INNO-Action</p> <p>14:50 – 15:10 Business incubation: the recipe for success Nadia Kamal Director, Lyon CREALYS incubator, FR Testimonial by Rachid Zenati CEO, Noraker, FR</p> <p>15:10 – 15:30 Innovation management: a factor for sustaining success Eva Diedrichs AT Kearney, DE & IMP³rove project Testimonial by Riccardo Brancaleon, CEO Promoscience, IT</p> <p>15:30 – 16:00 Round table discussion: What makes an innovation champion</p> <ul style="list-style-type: none"> • Jenny Tooth • Nadia Kamal • Rachid Zenati • Riccardo Brancaleon • Jeremy Carmichael Director of Business Development, Astex Therapeutics, UK

16.00 - 16.30: Coffee break & networking in the exhibition area

Thursday, 23 October
Theme II: Growing global ventures

Innovation capacity in Europe needs to adopt a more global approach, which could lead to a stronger competitive position for Europe and to the creation of domino effects in new business development, new technological applications and the internationalisation of firms. The sessions will focus on three main areas that play important role in growing global ventures. Lead markets that are the carriers of globally leading innovations, knowledge transfer for world wide markets assessing the conditions affecting the internationalisation of knowledge transfer and new ways of acquiring and protecting intellectual property rights.

Parallel Session 4 Lead markets: Turning European champions into global businesses	Parallel Session 5 Knowledge transfer: Opening world-wide markets	Parallel Session 6 Intellectual property: The challenge of knowledge protection and sharing
<p style="text-align: center;">Chairperson Klaus Rennings Senior Researcher, Zentrum für Europäische Wirtschaftsforschung (ZEW - Centre for European Economic Research, DE</p>	<p style="text-align: center;">Chairperson Tiina Tambaum Tallinn University - Knowledge Transfer Center, ET</p>	<p style="text-align: center;">Chairperson Laurent Buisson Head of Service for Innovation and Regional Action, Ministry of Higher Education & Research, FR</p>
<p>16.30 – 16:50 eHealth: illustrating the importance of interoperable standards Claudia Hildebrand GSF – National Research Centre for Environment and Health, DE & BioHealth network</p> <p>16:50 – 17:10 Bio-based products Camille Burel EuropaBIO – European Association of Bioindustries</p> <p>17:10 – 17:30 Protective textiles: a European lead market Lutz Walter EURATEX - European Apparel and Textile Organisation</p> <p>17:30 – 17:50 Member State actions in support of the Lead Market Initiative Tomáš Trpišovský IMA s.r.o., CZ</p> <p>17:50 – 18:00 Q&A session</p>	<p>16.30 – 16:50 Collaborative research and knowledge transfer: The Carnot network Bernard Froment Les Instituts Carnot, FR</p> <p>16:50 – 17:10 Standards facilitating international knowledge transfer: the case of the construction sector Wolfram Trinius Ingenieurbüro Trinius, DE & STAND-INN network</p> <p>17:10 – 17:30 Exploiting user-centred innovation to go global Lars Bo Jeppesen User-Centered Innovation Lab, Copenhagen Business School, DK</p> <p>17:30 – 17:50 Public-private partnerships for knowledge transfer in German development cooperation Kuemkwong Siemefo BioTropic, DE</p> <p>17:50 – 18:00 Q&A session</p>	<p>16.30 – 16:50 (title tbd) Alfred Radauer KMU Forschung Austria (Austrian Institute for SME Research), AT</p> <p>16:50 – 17:10 Applying IPR in a global market: the experience with China Simon Cheetham Director ERINYES International Ltd, UK & China IPR SME Helpdesk</p> <p>17:10 – 17:30 (title tbd) András Haszonits Hungarian Patent Office, HU & ip4inno, INNO-Action</p> <p>17:30 – 17:50 The perspective of two European IP organisations</p> <ul style="list-style-type: none"> • Eleni Kossonakou (tbc) European Patent Office • Andrea di Carlo Director for General Affairs & External Relations, Office for Harmonisation in the Internal Market <p>17:50 – 18:00 Q&A session</p>

18.15
Bus transfer Congress Centre to hotels

Official Dinner and Award Ceremony

Hôtel de ville de Lyon

20:00 – 23.00

Welcome:

Karine Dognin Sauze, Vice-President of Grand Lyon

During dinner, the Europe INNOVA “Cluster Manager 2008”, “Best New Tool 2008” and “Network of the Year” awards will be presented. The “Cluster Manager Award” shall encourage the further development of good cluster management practice and prepare the grounds for the recognition of cluster management as a new profession. The prize will be awarded to a Europe INNOVA partner, honouring excellent performance in cluster management. The “Best New Tool Award” shall be presented to the Europe INNOVA project or network which has developed and successfully implemented the most innovative tool, instrument, methodology or service supporting its target groups in their innovation activities. The “Network of the Year” award will be handed out to the Europe INNOVA network which has made the most efforts in reaching public awareness and visibility for its project outside as well as within Europe INNOVA.

The awards will be presented by

Grand Lyon	European Commission	French Presidency
Karine Dognin Sauze Vice-President of Grand Lyon	Françoise Le Bail Deputy Director General Directorate-General for Enterprise and Industry	Hervé Novelli Minister of State for Trade

23.30

Bus transfer Hôtel de ville to hotels

<p>Friday, 24 October</p> <p>Centre de Congrès</p> <p>8.00 Bus transfer hotels - Congress Centre</p> <p>09.00 – 10.30</p> <p>Parallel sessions</p>		
<p>Theme III: Shaping new industries</p> <p>These 3 sessions will give insights into some of the most promising emerging sectors in Europe. Promising not only in terms of competitiveness and economic development, but also in terms of improvement of the quality of life and social well-being of European citizens. The sessions should focus on the presentation of case studies from each sector with emphasis on the benefit and added value for the local/regional environment and for the public, introduction of innovative processes, products and services, business models and (public-private) partnerships and the potential transferability of such models.</p>		
<p>Parallel Session 7 Life sciences: Developing a competitive edge at regional level</p>	<p>Parallel Session 8 Creative industries: Making business with creative professions</p>	<p>Parallel Session 9 Eco-innovation: Shaping the future</p>
<p>Chairperson Philippe Archinard President, Lyon Biopôle, FR</p>	<p>Chairperson Pascal Cools Flanders District of Creativity, BE</p>	<p>Chairperson Sebastian Gallehr CEO, European Business Council for Sustainable Energy</p>
<p>09.00 – 09:20 Cluster dynamics: a powerful lever of regional economic development Nicolas Carboni General Manager, Alsace Bio Valley, FR</p> <p>09:20 – 09:40 Creating a ripple effect in the North Great Plain Region economy László Fésüs Rector of the University of Debrecen, HU</p> <p>09:40 – 10:00 The Innovative Medicines Initiative (tbd)</p> <p>10:00 – 10:30 Round table discussion: (title tbd)</p> <ul style="list-style-type: none"> • Nicolas Carboni • László Fésüs • Speaker 3 • Charlotte Stausholm Brabo Ventures, BE & InJection network • Reimund Fickert Project Director, Barcelona Biomedical Research Park, ES 	<p>09.00 – 09:20 Encouraging innovation through artistic creativity: the world of art as a source of innovation and business differentiation Joanna van Antwerpen Director, Amsterdamse Innovatie Motor, NL</p> <p>09:20 – 09:40 Stimulating innovation through design applications Jacques Tankéré, CEO Texinov, FR</p> <p>09:40 – 10:00 Playing with innovation Olivier Masclef CEO, Widescreen Game & Chairperson of Cluster Imaginove, FR</p> <p>10:00 – 10:30 Round table discussion: (title tbd)</p> <ul style="list-style-type: none"> • Joanna van Antwerpen • Jacques Tankéré • Olivier Masclef • Andreas Wierse, CTO & founder, VISENSO, DE • Darragh Murphy National Centre for Product Design and Development Research, UK & ADMIRE INNO-Action 	<p>09.00 – 09:20 New model for bringing research to market in the renewable energy and energy efficiency sector Katarina Krell, Greenovate Europe! & PRORETT project Testimonial by Jorge Navarro Montesinos (tbc) GLOBAL FORECASTERS, ES</p> <p>09:20 – 09:40 Life Cycle Thinking Gary P. Waterworth-Owen CEO, ResponseABILITY Alliance & Associate of the Centre for Sustainable Design, UK</p> <p>09:40 – 10:00 Financing eco-innovation Robert Earhart Director, FUNDETEC</p> <p>10:00 – 10:30 Round table discussion: (title tbd)</p> <ul style="list-style-type: none"> • Katarina Krell • Gary P. Waterworth- Owen • Robert Earhart • Mark Azzopardi, Head – PR & Environment, Malta Enterprise, MT & METTES project • Representative of the Energy and Cleaner Production Branch, UNIDO

10.30 - 11.00: Coffee break & networking in the exhibition area

Friday, 24 October 2008

Closing Plenary Session

This session will summarise the main results and policy recommendations that were discussed during the conference.

Moderator: Henry Samuel, Daily Telegraph Bureau Chief France

11.00 - 12.15

Voting session on key messages from the parallel sessions with comments from 3 business representatives (tbd)

12.15 - 13.00

Closing addresses:

European Commission

Jean Noël Durvy
Director of innovation policy,
Directorate-General for
Enterprise and Industry

French Presidency

Agnès Arcier
Head of Innovation Services,
Ministry of Economy,
Industry and Employment

European Parliament

Jorgo Chatzimarkakis (tbc)
MEP, member of the
Committee on Industry,
Research and Energy

13.00 -14.30: Lunch & networking in the exhibition area