

Europe INNOVA Conference

Valencia, 26-28 November 2006

Re-innovating Europe:
Challenges for clusters and
innovative businesses

Programme
DRAFT



Europe INNOVA Conference

The main topic of the Europe INNOVA Conference 2006 is **how to innovate by building upon existing industrial strengths and entrepreneurial spirit in Europe.**

This conference brings together the Europe INNOVA community with key innovation drivers from politics, academia and enterprises, looking at what works best in support of entrepreneurial innovation and discussing the future innovation policy agenda options for Europe.

Re-innovating Europe: Challenges for clusters and innovative businesses

The first Europe INNOVA conference will take place in Valencia from 26-28 November 2006 and is organized by the European Commission (Directorate General Enterprise and Industry) with the support of the Regional Government of Valencia (Generalitat Valenciana). The conference will focus on innovation in traditional industry sectors, such as construction, automotive and textile as well as on fast growing innovative companies, the so-called "gazelles". This recognizes the strong industrial base in Europe and the need to "re-innovate" Europe.

Challenges for the renewal of clusters

Clusters play a key role in driving innovation and economic growth. They provide new firms with an ideal breeding ground, by offering them the proximity to other companies, investors, educational institutions and research centres. But clusters can not be built from scratch. Their success depends on long-term business experience, fuelled by new research and the commitment to join forces. The conference will look into the successful transformation of "old" clusters into new business opportunities. Particular attention will be paid to the evolution of clusters in traditional industries and the determinants of successful cluster management. In addition, real-life cluster 'stories' will be used to showcase successful models of cluster development.

Challenges for innovative businesses

More research is a key factor for future competitiveness but only in combination with better commercialization of new ideas. Faster growing innovative companies are needed in Europe to transform higher research investments into better innovation performance. This calls for more professionalized innovation support services but also for better entrepreneurial skills to manage innovation successfully. The conference will discuss how the growth of innovative young companies can be facilitated so that more new world class companies will be created in Europe.

Innovation experts from across Europe will discuss:

- **How to build innovation on industrial strengths**
- **How to better commercialize new ideas**
- **How to help young, innovative companies to grow faster**
- **How to promote innovative spirit and capabilities**



European Commission
Directorate General
for Enterprise and Industry



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GENERALITAT VALENCIANA
CONSELLERIA D'EMPRESA, UNIVERSITAT I CIENCIA



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Official Opening

15:00 - 19:00

Registration at Centro de Eventos

Guided city tours

The Valencia Region has a wealth of history, architecture, culture, gastronomy and nature to offer visitors. Guided tours of the city and its surroundings will be offered during the afternoon. Places are limited in number; early registrations are therefore encouraged.

Official Opening - Cocktail Dinner at City of Arts and Sciences

19:30 - 19:40

Rita Barberá

Mayor of the City of Valencia

19:40 - 19:50

Janez Potočnik (tbc)

Commissioner for Science and Research, European Commission

19:50 - 20:00

Francisco Camps (tbc)

President of the Generalitat Valenciana, Spain

Sunday 26

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8:00 - 9:15

Registration (open from 8:00)

Morning Opening Plenary Session: Re-innovating Europe

The **opening plenary session** will set the scene and present the main policy challenges and trends for innovation in the EU. The focus of this opening session is on how different stakeholders perceive the challenge to promote innovation and entrepreneurial spirit.

Chairman:

David White (tbc)

Director of DG Enterprise and Industry

Monday 27

9:15 - 9:40

Welcome address

Re-innovating Valencia

Justo Nieto

Regional Minister of Enterprise, Universities and Science, Generalitat Valenciana, Spain

Janez Potočnik (tbc)

Commissioner for Science and Research, European Commission

Francisco Camps (tbc)

President of the Generalitat Valenciana, Spain

9:40 - 10:10

Future innovation policy agenda for Europe

Pilar del Castillo (tbc)

MEP, Rapporteur on Innovation and Research

10:10 - 10:40

The academic view

Parimal Patel (tbc)

Senior Research Fellow at SPRU (University of Sussex), U.K.

10:40 - 11:00

The industry perspective

Federico Faggin (tbc)

European Inventor of the Year 2006, Italy

11:00 - 11:30

Coffee-break / networking activities

11:30 - 12:00

Creating an innovative Europe

Esko Aho

Former Prime Minister of Finland & President of the Finnish National Fund for Research and Development, Finland

12:00 - 13:00

Round table: Europe 2010 - the innovation policy challenges ahead

Esko Aho, Former Prime Minister of Finland & President of the Finnish National Fund for Research and Development, Finland

Alain Pompidou, President, European Patent Office (tbc)

Lars Eklund, Director Competitiveness VINNOVA, Sweden

Juan Mulet Meliá, President, Foundation COTEC for Technological Innovation, Spain

Tomáš Hruša, CEO CzechInvest, Czech Republic

Moderator: Manuel Toharia, Journalist

13:00 - 14:30

Lunch

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Afternoon Parallel Sessions Challenges for clusters

The parallel sessions will discuss which strong innovation clusters exist in Europe ("cluster mapping") and how they have evolved over time. What are the European strongholds and which future innovation potential do they offer? How have clusters changed over time? Which are in decline and which have been successfully transformed? What is the role of cluster management in the creation and further development of successful clusters? Are clusters research or industry-driven? Which role plays politics? These questions will be discussed in a practical manner, providing real life examples and offering sufficient scope for open discussions.

PARALLEL SESSION 1	PARALLEL SESSION 2	PARALLEL SESSION 3
Cluster Analysis Mapping strengths* Chairman (tbc)	Cluster Policies Boosting regions* Chairman Bent Dalum (tbc) Associate professor of economics University of Aalborg, Denmark	Cluster Management Shaping a new profession* Chairman Bruno Broseta Managing Director of the Network of Technological Institutes of the Valencian Region (REDIT), Spain
20 minute presentations followed by 10 minutes Q&A		
14:30 - 15:00 Cluster mapping in the 10 New EU Member States Christian Ketels Principal Associate Harvard's Institute of Strategy and Competitiveness, USA	14:30 - 15:00 Wind energy case in Navarra: or how to rejuvenate a region Imanol Perez Sarasola (tbc) Head of the Wind Energy Department Centro Nacional de Energías Renovables, Navarra, Spain	14:30 - 15:00 Cluster management: Guidelines for the development and management of cluster Initiatives Steffen Buhl (tbc) Wirtschaftsförderung Karlsruhe, CLOE - Clusters Linked over Europe, Germany Gerlinde Pöchhacker Head of Cluster and Network management, TMG Upper Austria, Austria
15:00 - 15:30 The role of clusters in facilitating innovation in Europe. Results of the Innobarometer survey 2006 Speaker from UNICE (tbc)	15:00 - 15:30 Polish Clusters in traditional and high-tech sectors. The advantages of regional bottom-up networking Krzysztof Gulda Director of Innovation, National Ministry of Economy and Labour, Poland	15:00 - 15:30 Training for successful cluster management Ifor Ffowcs-Williams (tbc) CEO Cluster Navigators Ltd, Hungary
15:30 - 16:00 Cluster mapping: A driver for innovation policy Antoni Subirà (tbc) Professor of Financial Management, IESE Business School, Spain	15:30 - 16:00 InnovatieNetwork: Groundbreaking innovations in the Dutch Horticulture Cluster Ger Vos Director InnovatioNNetwork, The Netherlands	15:30 - 16:00 Cluster management for world leading clusters Erik Lundqvist (tbc) General Manager Robotdalen (Robotics Valley), Sweden
16:00 - 16:30: Coffee break		

* Rapporteurs will be students in innovation-related topics.

PARALLEL SESSION 4		PARALLEL SESSION 5		PARALLEL SESSION 6	
Cluster Story (Ceramics/Tiles)*		Cluster Story (Automotive)*		Cluster Story (Biotech)*	
Chairman from European Association of Ceramics (tbc)		Chairman Lars Holmqvist (tbc) CEO, Strategic and International Relation, Aftermarket, Clepa (European Association of Automotive Suppliers), Sweden		Chairman David J. Bennett (tbc) Task Group Secretary European Federation of Biotechnology	
16:30 - 17:00		16:30 - 17:00		16:30 - 17:00	
The Ceramics Cluster in Valencia Pedro Riaza General Secretary of Spanish Ceramics Association, Spain		Crisis support mechanism: The Rover case in the region of Birmingham David Malpass Senior Operations Manager Accelerate, Birmingham Chamber Of Commerce, U.K.		Knowledge creation support mechanisms in the densest bio- cluster in Europe Isabelle Barbelet (tbc) Activities & Coordination Manager Rhône-Alpes Bio-Cluster, France	
17:00 - 17:30		17:00 - 17:30		17:00 - 17:30	
Villeroy & Boch: from traditional practice to innovative techniques Wendelin Von Boch (tbc) President Villeroy and Boch, Germany		Interrelating clusters: supplying for manufacturing in the automotive sector Wolfgang Wister (tbc) Executive Adviser Governmental & Business Affairs, Magna Steyr Fahrzeugtechnik, Austria		Industry affairs: From a regional cluster to an international bio- business centre Kai Lahtonen (tbc) Managing director Turku Bio Valley Ltd, Finland	
17:30 - 18:30					
Round table discussions with the participation of the speakers and two experts Moderated by the Chairmen					
European Association of Ceramics Pedro Riaza Wendelin Von Boch		Lars Holmqvist David Malpass Wolfgang Wister		David J Bennett Isabelle Barbelet Kai Lahtonen	
Italy expert (tbc)	Hungary expert (tbc)	H. Wallentowitz (tbc) Head of the Institute of the Automotive Engineering, Aachen University	A representative from ZEW (tbc)	Dirk Dohse (tbc) Coordinator Globalization and Growth, Head Research Area The Kiel Institute for the World Economy, Germany	Speaker from Cambridge (NetBioClue) (tbc)

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20:00 Official dinner and Award Ceremony

During dinner, the "Cluster manager 2006" and "Europe INNOVA network of the year" will be presented.

The "Best European Cluster 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. For this year the prize will be awarded to a Europe INNOVA partner, honouring excellent performance in cluster management. The "Europe INNOVA 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.

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Morning Parallel Sessions 7-9

Reinforcing Innovation in Europe: Challenges for innovative businesses

Europe lacks fast growing research-driven spin offs. This session will look at the different stages of the valorisation process from research to commercialisation, with the view to identifying scope for better innovation efficiency. How can universities be encouraged to better valorise patents? How can the links between universities and locally supported start-up's be strengthened? How can the links between incubators and investors be improved? How can innovation management be coached? Is there a lack of capital or of investment readiness and how to close the gap between different market expectations? Is there a need to improve innovation support services and which solutions could serve as a model? This session will look at the entire valorisation process, from knowledge creation to commercialisation, with the view to find out the best ways of promoting "gazelles" in Europe.

Tuesday 28

PARALLEL SESSION 7	PARALLEL SESSION 8	PARALLEL SESSION 9
Research and Industry*	Incubation and Finance*	Innovation Management*
Chairman Francisco Mora Director of the Innovation City of the Polytechnic University of Valencia, Spain	Chairman Desmond Fahey Member of the board of Directors, EVCA (tbc)	Chairman Speaker from PERA Innovation Park
09:00 - 09:30	09:00 - 09:30	09:00 - 09:30
A novel approach to research and industry Speaker from Tech SME Partnering PRO INNO Europe (tbc)	Business Incubation: A useful Business Acceleration Tool? Luis Sanz (tbc) Director General, International Association of Science Parks (IASP)	A European approach for managing innovation Kai Engel IMP ³ rove A.T. Kearney, Germany
09:30 - 10:00	09:30 - 10:00	09:30 - 10:00
Speaker from Imperial Innovations Group plc (tbc)	The latest techniques in incubation and finance Tamir Agmon Professor, Graduate School of Business, The College of Management Rishon Lezion, Israel	Innovation vouchers for SMEs as a structural measure Jaap Bruins Senternovem, The Netherlands
10:00 - 10:30	10:00 - 10:30	10:00 - 10:30
Actions to improve transnational research cooperation between PROs and industry Gilles Capart (tbc) Chairman, PROTON Europe, Belgium	Benchmarking of business incubators Jack Malan Centre for Strategy & Evaluation Services LLP (CSES), U.K.	Introducing design and Marketing applications for Innovation Management Speaker from Design Prize PRO INNO Europe
10:30 - 11:30		
Round table discussions with the participation of the speakers and two experts Moderation by the Chairmen		
Francisco Mora Tech SME Partnering Gilles Capart	Desmond Fahey Luis Sanz Tamir Agmon Jack Malan	Speakers from PERA Innovation Park Kai Engel Jaap Bruins
Jan van den Biesen Vice-President Public R&D Programmes, Philips, The Netherlands (tbc)	Bernhard Hertel (tbc) Managing Director Garching Innovation Max Planck Institute, Germany	Uffe Bundgaard-Jørgensen Mermaid Ventures, Denmark
	Keith Silverang (tbc) CEO Technopolis Ventures Ltd, Finland	Regine Seidel (tbc) Flemming Pehrsson GmbH, Germany
		Nikos Komninos Professor Aristotle University of Thessaloniki, Greece
10:30 - 11:00: Coffee break		

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Closing Plenary session Reinforcing Innovation in Europe: Challenges for innovative businesses

This session will summarise the main results and policy recommendations that were discussed during the conference. A young graduate student will be invited to present provocative conclusions. A "Valencia Declaration" will be presented and voted by the audience.

11:00 - 11:10

A student's perspective on future challenges

11:10 - 11:40

The "Valencia Declaration": voting event

11:40-12.40:

Round table discussion: from research to market: a policy and industry perspective

David White, Director, Innovation Policy, DG Enterprise and Industry, European Commission

Reinhard Büscher, Head of Innovation Policy Development Unit, DG Enterprise and Industry, European Commission

Emilio Barberá, Vice Minister of University, Science and Technology, Regional Government Valencia

The chairmen of the parallel sessions

Moderator: Manuel Toharia, Journalist

12:40 - 13:00

Closing remarks and presentation of the "Valencia Declaration"

13:00 - 14:30: Lunch

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Europe INNOVA Partnering Event

14:30 - 17:30

Following the Europe INNOVA Conference 2006, a partnering event for the Europe INNOVA community will be organized, bringing together all partners involved in this initiative. Additional networking sessions will be organized for Europe INNOVA partners.

Parallel sessions of the Europe INNOVA Networks

Innovation Tours

The region of Valencia has been recognised as one of the most innovative Spanish regions and as one of the leaders in environmental technology transfer projects. Innovation tours will offer a unique opportunity to visit some of the region's most dynamic companies and clusters. Registration to the tours is strongly encouraged, as places are limited.

Innovation Exhibition

An innovation exhibition will offer the opportunity to take a sectoral walk from traditional to emerging industries and discover outstanding examples of innovation activities across Europe. The exhibition area will be the backdrop to informal discussions and networking throughout the conference.

Tuesday
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Valencia, 26-28 November 2006

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Useful Information

Venue

Feria Valencia (Centro de Eventos)
Avda. de las Ferias s/n
46035 Valencia (Spain)
www.feriavalencia.com

Languages

The languages of the conference are English, French, German and Spanish. Simultaneous interpretation will be provided in these four languages.

To register

Please go to the conference website and click on "Registration". Registration will be possible as from 1 September 2006 at www.europe-innova.org/conference.

Accommodation

A hotel booking form will be made available on the website.

Questions may be sent to conference@europe-innova.org.

Organized and supported by:



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