

2009 - 03 Draft Seminar Agenda

16TH June 2009 at FEB, Brussels

DRIVING INNOVATION IN EUROPE – REPRESENTING YOUR INTERESTS TO THE EU

A one-day seminar – provisional draft agenda - all speakers to be confirmed- only indicative of the level and range of the programme at this preliminary stage

Innovation means business! Europe's ability to innovate is a key determinant of prosperity and a crucial tool for economic growth and competitiveness. Europe is in competition with the rest of the world to grow scientific and research capacity and to create the building blocks for knowledge-based economies. The EU gives high priority and substantial resources for innovation. Major EU programmes, such as the Competitiveness & Innovation Programme [CIP], the Lisbon Agenda and i2010 [soon to be i2020?], the INNOVA programme, the European Enterprise Network, Pro-Inno Europe, and the new ICT Research & Innovation Strategy all contribute to strengthening an open and competitive digital economy. The aim of the Executive Seminar is to facilitate the policy debate and to assist businesses to understand better how to participate.

Outline of the Day

08.30-09.00 *Registration Coffee/Refreshments*

09.30-10.30 *Opening Session*

- Welcome by **Professor Paul Demaret**, Rector, College of Europe
- Welcome by **Mr Thomas Leysen**, President, Belgian Federation of Enterprises (FEB/VBO)
- Keynote speech **Mme Françoise Le Bail**, Deputy Director General, DG Enterprise, European Commission
- Briefing by the Facilitator, **Dr Carol Cosgrove-Sacks**, Director, Executive Programme, College of Europe [& Senior Policy Advisor to OASIS, the global information technology standards consortium]

10.30-11.00 *Networking Break Coffee*

11.00-12.30 *Panel 1 –The EU, Innovation & Research*

Chair/Moderator : **Mme Anne Troye**, Head of Unit, DG Information Society & Media, European Commission

Goal: To explain the main EU innovation programmes and to discuss their role in promoting SMEs, employment & competitiveness.

Speakers:

Mr Patrick Lambert, Director, European Agency for Competitiveness & Innovation

Senior speaker from DG Research, European Commission on the major EU-funded programmes

Dr Andreas Ebert, Regional Technology Director, Microsoft Europe

Interactive discussion between the Participants and the Speakers, moderated by **Ms Troye**

12.45-14.00 *Lunch*

14.00-15.30 *Panel 2 – The EU, Innovation and New Technologies- chemicals, biotech, sustainability*

Chair/Moderator **Mr Piet Steel**, Director, Toyota Motor Europe, and former Ambassador of Belgium

Goal: to discuss how the EU innovation agenda helps to shape industry's Research and development and stimulates new technologies

Speakers: **Dr Dorothea Seebode**, Director of Sustainability, Philips Research
Mr Stefaan Lambrecht, Director, Groep Danis
Ms Johanna Coleman, Director, Corporate & Government Relations, BASF A.G.

Interactive discussions moderated by **Mr Steel**

15.30-16.00 *Networking Break – Refreshments*

16.00-17.20 *Panel 3 – Winning Strategies for Innovation*

Chair/Moderator **Mr John Richardson**, Director of Development, Madariaga Foundation of the College of Europe

Goal: To discuss how the EU may be a partner for driving innovation, especially for smaller companies

Speakers: **Senior Speaker from the Enterprise Europe Network**
Ms Margot Froehlinger, Director, Copyright & Knowledge-Based Economy, DG Internal Market, European Commission
Dr Jeanette Mueller, Director, EU Grants Consultancy, Accelompment A.G.

Interactive discussion moderated by **Mr Richardson**

17.20.30 *Review of Main Points from the Programme by the Facilitator*

17.30-18.00 **Networking Drinks**

Next Executive Seminar – 8th October 2009 – Europe & Emerging Markets in Asia:
Representing your Interests to the EU