

# 1<sup>st</sup> European Innovation Summit

European Parliament, Brussels 12-16 October 2009  
Conference Exhibition and Session Descriptions

## *Exhibition*

*Monday 12 October – Friday 16 October*

### Background and Rationale

The key priority is to establish showcase innovations from the public, private and academic sectors which all together improve Europe's innovation performance. The exhibition is for information only and not for commercial transaction.

### Description of Event

All Exhibition Spaces in the European Parliament in Brussels have been reserved. Exhibiting at the European Parliament provides an excellent opportunity to show your organization's innovative potential and to create networking opportunities with EU decision makers and other like-minded organizations from across Europe. Pointing out that there is a new elected European Parliament it is an exceptional opportunity to mark the new legislative period. The exhibition will also serve as a special place for interviews with Members of the European Parliament.

### Our offer

- Space in the exhibition area: 2 x 2 x 2 meters
- Panels with lights or metal grids to highlight your display
- One table and one chair
- Electricity plug

### Optional:

- Internet Access
- Additional poster space in the EP

### Audience

- Members of the European Parliament
- Decision makers in the various European Institutions, Agencies and Member States

### Target Groups

- Organizations that specialize in innovation, knowledge transfer, and R &D
- Regional Organizations, Cities and City Regions
- Representatives from the business community

- Small and large innovative businesses
- Representatives from Associations and Foundations
- Innovation support organizations
- Universities

### *Session I. Europe's Future Nobel Prize Winners*

*Tuesday, October 13, the Hemicycle<sup>1</sup>, 9:30-12:30*

#### Background and Rational

The competitiveness of Europe's future industries is threatened by a lack of human resources due to the disinterest of young people in scientific and technical careers. As new sectors develop that require different sets of qualifications, a skills gap may well be the greatest challenge that our society is confronted with. The idea of the European Innovation Summit (EIS) and the *Future Nobel Prize Winners* event is to have an annual event and programme not only in the European Parliament but also at the schools in the form of an 'Innovation Day'. The structure of the session will be focused on a key set of questions, such as: How can Europe better nurture the interest of students in science and technology? Why is it important for Europe's youth to take part in science careers? What sorts of careers are available in the innovation field? What are positive steps that the European Institutions can take in creating an environment that strengthens the institutions which education our children?

#### Description of Event

This session will involve students between the ages of 12-16 years old. The Hemicycle will be occupied by 750 students from schools near Brussels and from Member States. Schools from around the EU will be connected live through the Parliament's EuroParlTV. The objective of the session is to allow students to gain a better understanding of their future career prospects in science and technology. Following an introduction by a Nobel Prize Winner, there will be a series of role model testimonies starting from school age to those with successful careers. The session will be simultaneously interpreted into all EU languages.

#### Target Groups

- Members of the European Parliament
- Decision makers in the various European Institutions, Agencies and Member States
- Ministries of Education from Member States
- School organizations and networks
- Representatives from the education systems
- Organization's that specialize in innovation, knowledge transfer, and R&D
- Universities
- Representatives from the business community
- Employer's organizations
- Representatives from Associations and Foundations

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<sup>1</sup> To be confirmed.

## *Session II. An Intellectual Property Rights Strategy for Europe*

*Tuesday, October 13, 14:00-18:00*

### Background and Rational

Effective protection of intellectual property rights is fundamental to maintain Europe's future global competitiveness. Many initiatives and attempts have been made over the past to define a European Patent System i.e. a Community Patent, Patent Litigation Court, Software Patents, Patent infringement procedures and also to address aspects such as piracy and counterfeiting. Moreover, there are other issues such as copyright levies that have been debated for many years yet no 'fair' solutions have been found. In times of open innovation and increasing international science and technology cooperation, knowledge can be created and exploited without borders. Given this, Europe needs to consider - while defining its own strategy - the Intellectual Property Rights (IPR) systems in other regions of the world. On March 17, 2009, The Lisbon Forum, in cooperation with the STOA Panel organised a dinner discussion on "Intellectual Property Rights: Sustaining Europe's Knowledge and Innovation Economy" hosted by MEP Rübzig. The structure of the session will be focused on a key set of questions, such as: What are the main IPR concerns for Europe? Will Europe ever be able to achieve a 'Community Patent' and what are the institutional roadblocks which are keeping it from being established?

### Description of Event

Following the March IPR dinner debate, a STOA project proposal to organise a workshop during the European Innovation Summit (EIS) has been adopted by the STOA Panel. In practice this means that K4I and STOA will jointly host the workshop on IPR during the summit. The workshop will explore the opportunity for a 'last' attempt to establish a 'Community Patent' and why there is a need for a 'European Patent Litigation Court' (proposal made by Ms. Fröhlinger during the dinner) as well as the consequences and possible impact of such developments and also take a particular view on the IPR systems in other regions of the world. The workshop agenda however will not be limited to patent issues and address further aspects relevant to an IPR system including the international dimension.

### Target Groups

- Members of the European Parliament
- Decision makers in the various European Institutions, Agencies and Member States
- Organization's that specialize in innovation, knowledge transfer, and R &D
- Universities
- Representatives from the business community
- Small and large innovative businesses
- Representatives from Associations and Foundations

## *Session III. Innovation Policies & Practices Across Europe*

*Tuesday, October 13, 14.00-18.30*

## Background and Rational

Innovation represents a key priority for the European Union. In the context of the Lisbon Strategy innovation policies and strategies are core elements in support of Europe's global competitiveness. Innovation actors from the public, private and academic sectors are contributing at all levels to improve Europe's innovation performance.

Innovation policies and practices at the metropolitan and regional level are of particular interest, and so is the cooperation between regions across Europe. Many innovation policies, programs and instruments are put in place here to support the work of small and growing innovative businesses helping them to generate more and better innovations and extent their markets. The economic impacts at metropolitan and regional level and the cooperation between regions across Europe add up to a substantial contribution to the competitiveness of Europe in the global markets.

## Description of Event

The Innovation Policy Workshop will explore a number of aspects relevant to the Innovation Strategy for Europe. First, it will take stock of existing policies and practices at the EU, member states, regional and metropolitan level. This will be followed by a debate about future developments and the policy responses that they require. The workshop will not only identify possible short and medium term policy responses to the crisis, but also cover long term actions in view of major challenges the European Union is facing. Decision makers at EU, member state and regional level, as well as representatives of the public and private sectors will participate in the debate.

## Target Groups

- Members of the European Parliament
- Decision makers in the various European Institutions and Agencies
- Member States representatives
- Representatives of local and regional authorities
- Organisations that specialise in innovation, knowledge transfer, and R&D
- Universities
- Small and large businesses
- Representatives from Associations and Foundations
- Innovation support organisations

## *Session IV. What is the Future for Europe's Innovative Companies?*

*Wednesday, October 14, 9:00-12:00*

## Background and Rational

Innovative, growing and globalizing businesses are henceforth confronted with a changing set of challenges if they want to succeed in the global marketplace. The post financial crises era and other recent developments require a rethinking for all the actors involved in the innovation ecosystem: start-ups, incubators, business angels, seed and venture capital

providers, regional and local authorities, scientific workers etc. Moreover aspects such as sustainability, environmental friendliness and social compatibility must be taken into account when creating and marketing new products and services. The structure of the session will be focused on a key set of questions, such as: Which are the strategies of successful companies regarding start-up and growth financing, access to and generation of new knowledge and exploitation of knowledge assets? How do companies make sure they hire the right workforce, what are the strategies to attract the best people and how to make sure that the human and financial capital pipeline keeps fluid?

#### Description of Event

This session will present and debate current risks and opportunities for innovative businesses in various cycles of their company development from start-ups to globally acting large corporations.

#### Target Groups

- Members of the European Parliament
- Decision makers in the various European Institutions, Agencies and Member States
- Organization's that specialize in innovation, knowledge transfer, and R &D
- Representatives from the business community
- Regional organizations and networks
- Small and large innovative businesses
- Representatives from Associations and Foundations
- Innovation support organizations
- Representatives from clusters
- Regional Organisations, Cities and City Regions

### *Session V. Reshaping R&D for Excellence in Innovation*

*Wednesday, October 14, 14:00-18.00*

#### Background and Rational

Europe is rich of ideas and knowledge that are developed in the framework of a multitude of publicly financed programmes at all levels from European to local. The other major source of knowledge creation comes from the business sector with leading European businesses investing billions of Euros in research and development every year. On the other side there has been increasing criticism when it comes to turning knowledge into innovations as the drivers for economic growth and job creation.

New instruments such as the European Institute for Innovation and Technology (EIT) have been created and measures have been put in place to strengthen university-industry cooperation to improve the return on research investments. Regions, city regions and cities providing best practices in support of research and innovation have become important drivers for clusters and other support measures.

#### Description of Event

This session will explore how the European Research Area should develop to best support European innovation performance in support of economic competitiveness in a global marketplace.

#### Target Groups

- Members of the European Parliament
- Decision makers in the various European Institutions, Agencies and Member States
- European Institute of Innovation and Technology (EIT)
- European Technology Platforms (ETPs)
- Joint Technology Initiatives (JTIs)
- EUREKA
- Organization's that specialize in innovation, knowledge transfer, and R &D
- Regional organizations and networks
- Universities
- Company representatives
- Representatives from Associations and Foundations
- Innovation support organizations