



College of Europe
Collège d'Europe



VBO FEB
Verbond van
Ondernemers
in België
Fédération des
Associations de
Belges de
Belgique

EU EXECUTIVE PROGRAMME 2009 - Seminar 3

16TH June 2009 at FEB, Brussels

DRIVING INNOVATION IN EUROPE – STRATEGIES FOR SUCCESS

A one-day seminar – draft programme

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.

08.30-09.00 Registration Coffee/Refreshments

09.15-09.30 Welcome

Mr Pierre Hermant, General Manager, European Business Forum - **Dr Carol Cosgrove-Sacks**, Director, Executive Programme, College of Europe (& Senior Policy Advisor to OASIS, the global information technology standards consortium)

09.30-11.00 Panel 1 – The EU, Innovation & Research

Dr Khalil Rouhana, Head of Unit for ICT Research & Innovation, DG Information Society & Media, European Commission - **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

11.00-11.30 Networking coffee break

11.30-13.00 Panel 2 – The EU, Innovation and Sustainability

Dr Dorothea Seebode, Director of Sustainability, Philips Research - **Mr Tanguy de Monceau**, Managing Partner, CO2logic - **Ms Johanna Coleman**, Director, Corporate & Government Relations, BASF A.G.

13.00-14.15 Networking Lunch

14.15-15.15 Keynote speech by Mr Jean-Noel DURVY, Director of Innovation Policy, DG Enterprise, European Commission

15.15-15.45 Networking Break – Refreshments

15.45-17.15 Panel 3 – Winning Strategies for Innovation

Senior official from DG for Education & Culture, dealing with Innovation Strategies - **Dr Frederic Luizi**, Director, Nanocyl SA - **Ms Margot Froehlinger**, Director, Copyright & Knowledge-Based Economy, DG Internal Market, European Commission - **Dr Jeanette Mueller**, Director, EU Grants Consultancy, Accelopment A.G.

17.15-17.30 Review of Main Points from the Programme by the Facilitator

17.30-18.00 Networking Drinks