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Experts' Lunch on Innovation

24 June 2009

VENUE

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Swiss and EU innovation strategies in the global economy: What does really matter for success?

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| 12:00 | Sandwich lunch |
| 12:30 | Welcome and introduction
Franziska Schwarz
Director, International Relations, Swiss Federal Office for Professional Education and Technology |
| 12:40 | EU innovation strategy facing global challenges
Jean-Noël Durvy
Director, DG Enterprise and Industry, European Commission |
| 13:00 | What matters to achieve and maintain top capacity in innovation?
Dominique Foray
Professor, EPFL and Vice-Chair of the EU expert group „Knowledge for Growth“ |
| 13:30 | Where innovation meets industry
Georg Brodach
Senior Vice-President ABB Europe Ltd |
| 13:45 | Discussion
Moderated by André Odermatt
European Advisor, SwissCore |

Swiss and EU innovation strategies in the global economy: What does really matter for success?

The 2008 European Innovation Scoreboard shows Switzerland at its top, even if the country has few and relatively weak instruments for innovation policy. However, Switzerland has the highest overall level of innovation performance, with relative strengths in the high number of innovative SMEs and the high quantity of patents. The scoreboard also discloses that the EU still remains some way behind the US, but that the gap continues to narrow.

In view of these results the Experts' Lunch wants to take stock of innovation policy developments in the last few years and discuss the future global challenges of innovation, with a special focus on Switzerland and the EU:

- What strengths and weaknesses appear in the Swiss innovation system? How can innovation-specific policies be improved? Are the framework conditions still adequate?
- What are the challenges for the EU in order to build a strong and efficient European innovation policy? How can the joint commitment of EU Member States towards innovation be implemented most efficiently? Will the Lead Market Initiative be the gateway to growth?
- How should the EU innovation policy be redirected in the context of the EU Innovation Plan (foreseen for the end of 2009) and the future Lisbon strategy? Which steps have to be taken in order to create a strong knowledge based economy and to boost Europe's competitiveness?

It is nowadays well understood how crucial innovation is to economic competitiveness and sustainable growth. Even – or perhaps especially – in times of economic downturn, innovation remains the most important differentiator, separating economic winners from also-rans. But what does really matter in innovation policy and how much interventionism is needed?

Presentations by Jean-Noël Durvy (Director at DG Enterprise and Industry), Dominique Foray (Professor at EPFL and Vice-Chair of the EU expert group "Knowledge for Growth") and Georg Brodach (Senior Vice-President at ABB Europe Ltd) on those issues will be followed by a discussion with the public.

Speakers

Jean-Noël Durvy

Director DG Enterprise and Industry, European Commission

Since October 2007, Jean-Noël Durvy is Director of Directorate D "Innovation Policy" at DG Enterprise and Industry after having been acting Director since January 2007. The Directorate is responsible for the elaboration and implementation of the strategy for innovation in the EU and for a part of the Competitiveness and Innovation Programme (CIP). Mr Durvy joined the European Commission in 1978. Previously he was among other functions Head of the Innovation policy unit and Head of the Unit "Financing SMEs, entrepreneurs and innovators". Jean-Noël Durvy has a double degree in Sciences (Mathematics) and Economics (PhD). He worked during a few years in France as a statistician in the Prime Minister's services and as a lecturer at the University of Rheims.

Dominique Foray

Vice-Chairman of the EU expert group „Knowledge for Growth“, Professor at EPFL

Prof. Dominique Foray is Director of the Chair of Economics and Management of Innovation (CEMI) at the Ecole Polytechnique Fédérale de Lausanne (EPFL). He is currently Vice-Chairman of the EU expert group "Knowledge for Growth", a group of prominent economists created to advise Commissioner Potocnik. Prof. Foray is recognized as one of the leading academic experts in the economics of innovation and knowledge and economic policy implications of the new knowledge-based economy. His research interests include all topics and issues related to economics and management of technology, knowledge and innovation at both micro and macro levels. From 2000 to 2004 he was a Principal Analyst at the Organization of Economic Cooperation and Development (OECD). He is also member of the Research Council of the Swiss National Science Foundation, the Advisory Board of the Swiss Economic Institute (KOF) and the World Economic Forum's Global Agenda Council. He serves as President of the European Policy for Intellectual Property (EPIP) association for 2009.

Georg Brodach

Senior Vice-President ABB Europe Ltd

Dr Georg Brodach is Senior Vice-President of ABB Europe Ltd in Brussels where he is responsible for representing ABB's European interests, monitoring and influencing the political trends and liaising with the EU. ABB is a global leader in power and automation technologies. Innovation plays a key role for ABB. ABB's nine research centers, 6,000 scientists and 70 university collaborations across the world – are all working to develop unique technologies that make their customers more competitive, while minimizing environmental impact. Beforehand Mr Brodach was working for AT&T Communications Services as Regional Director of International Affairs. Previously, Mr Brodach held various managing positions, mostly dealing with international and policy affairs, as well as finance and HR. He studied law, economics and political sciences at the Universities of Göttingen, Madrid and Toulouse and holds a PhD in International Private Law.