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## Experts' Lunch on Competitiveness

**11 May 2010**

### VENUE

**EFTA Secretariat**  
**Rue Joseph II 12-16**  
**1000 Brussels**

### REGISTRATION

**RSVP by 5 May 2010**  
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## Improving European Competitiveness: Is more R&D and Innovation the answer?

- |       |                                                                                                                                                                                            |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12:00 | Sandwich lunch                                                                                                                                                                             |
| 12:30 | <b>Welcome and introduction</b><br>Mauro Dell'Ambrogio<br>State Secretary for Education and Research                                                                                       |
| 12:40 | <b>Europe 2020: An "Innovation Union"</b><br>Tonnie de Koster<br>Team Leader Strategic Objective Prosperity, Secretariat<br>General, European Commission                                   |
| 13:00 | <b>Benchmarking Europe's competitiveness and<br/>innovation capacity</b><br>Jennifer Blanke<br>Director, Senior Economist, Head of Global Competitiveness<br>Network, World Economic Forum |
| 13:20 | <b>Success factors for innovation and competitiveness</b><br>Klaus Müller<br>Pharmaceutical Research—Science & Technology Relations<br>F. Hoffmann-La Roche Ltd                            |
| 13:40 | <b>Discussion</b><br>Moderated by André Odermatt<br>European Advisor, SwissCore                                                                                                            |

## Improving European Competitiveness: Is more R&D and Innovation the answer?

The Geneva based World Economic Forum (WEF) has published the Global Competitiveness Report for 30 years. The report has become one of the world's most respected assessment of national competitiveness, helping policymakers and business leaders to identify obstacles to improved competitiveness. It covers today 133 countries and includes analysis of nations' innovation and education performances.

According to the results of the World Economic Forum's latest benchmarking, Switzerland has overtaken the United States as the world's most competitive economy, while five other European countries are among the top 10.

It is nowadays well understood how crucial innovation is to economic competitiveness and sustainable growth, and accordingly the "Europe 2020" strategy puts innovation at the heart of its blueprint for a more competitive Europe.

But under which conditions does more money for research and innovation also imply better results and more economic impact? How can innovation and research contribute most effectively to competitiveness? And how can Europe become a truly "Innovation Union", able to compete and grow?

In the light of the latest research made by the WEF, the Experts' Lunch intends to take stock of Europe's performance and stimulate a discussion on how Europe's competitiveness is influenced by its innovation capacity.

### Speakers

Jennifer Blanke

Director, Senior Economist, Head of the Global Competitiveness Network, World Economic Forum (WEF), Geneva

*Jennifer Blanke is Director, Senior Economist, and Head of the Global Competitiveness Network at the World Economic Forum. Since joining the team in 2002, she has written and lectured extensively on issues related to national competitiveness and has served as lead editor on a number of regional and topical competitiveness reports. From 1998 to 2002, she was Senior Programme Manager responsible for developing the business, management, and technology section of the World Economic Forum's Annual Meeting in Davos. Before joining the Forum, Jennifer Blanke worked for a number of years as a management consultant for Eurogroup, Mazars Group in Paris, France, where she specialized in banking and financial market organization. She obtained a Master of International Affairs from Columbia University and an MA and a PhD in International Economics from the Graduate Institute of International Studies (Geneva).*

Tonnie de Koster

Team Leader Strategic Objective Prosperity, Secretariat General, European Commission, Brussels

*Since November 2005, Tonnie De Koster is responsible for the design and implementation of the Lisbon Strategy for Growth and Jobs at the Secretariat General of the European Commission (a service reporting to Commission President Barroso). More recently he has been tasked with elaborating the new economic strategy for the EU, the „Europe 2020“ strategy. In the framework of his tasks, at the height of the 2008 economic crisis, he drew up the European plan for economic recovery which was subsequently endorsed by the December 2008 European Council. Tonnie De Koster also has a long experience in the field of ICT policy. First as Assistant to the Director-General for Information Society (1996-2000) and then as Member of Cabinet of Erkki Liikanen, Commissioner for Enterprises and Information Society (2002-2004). He was responsible for liberalising telecommunication services in Europe and for launching the eEurope strategy aimed at promoting ICTs in Europe. Previously he worked within the European Commission at developing a European policy in favour of SMEs (1993-1996). Tonnie De Koster is an economist.*

Klaus Müller

Pharmaceutical Research—Science & Technology Relations, F. Hoffmann-La Roche Ltd, Basel

*Klaus Müller obtained his education in chemistry at ETH Zurich. After several years in the US (University of Chicago and Harvard University), he returned to ETH Zurich, where he did his habilitation in Physical and Theoretical Organic Chemistry in 1977. He joined F. Hoffmann-La Roche AG, Basel, in 1982, to set up molecular modeling, structural biology, bioinformatics, and was involved in the development of automated miniaturized technologies. In 1990 he became extraordinary professor at the University of Basel. After his retirement in spring 2009, he continues as a chemistry consultant with Roche in the areas of 'Chemistry Innovation' and the Roche Postdoc Fellowship Programme and holds a teaching position in theoretical and physical organic chemistry at the ETH Zurich. He is also member of the working group Education and Research of economiesuisse.*