



AER Conference:
“Regional Innovation in the European Context”
Linz, Upper Austria, (A), 27-28 October 2008

RATIONALE

WHAT IS INNOVATION?

At the launch of the 21st century, the EU is facing new challenges including globalisation and transition from industry to knowledge-based economy. The Lisbon and Gothenburg agendas call for further development of the EU's competitive advantage through innovation and creative potential that exists within its borders to ensure that the EU is leading and steering the new developments in the world economy. Contrarily to the classical economic models which thrived on natural resources and geographical advantages, people are at the core of innovation and focus must be made on highlighting their knowledge and capacities.

WHY A CONFERENCE ON REGIONAL INNOVATION?

If Europe's innovative and creative potential lies in its people, then it is also true that it lies in its regions. When we talk about region innovation, we suggest a form of change that generates productive improvements and optimization of costs, growth of sales and enhanced performance.

- there is a need for awareness building on the importance of innovation and its implications in modern day economy
- the role of regions is crucial in innovative policies and must be further underlined
- regions are always interested in knowing how their neighbours tackle similar policies

WHO IS THE TARGET PUBLIC?

- regional decision-makers active in the field of innovation or willing to develop policies in this direction
- local, national, European or international stakeholders
- academics and representatives of the business world

WHAT ARE THE OBJECTIVES OF THE EVENT?

- to provide information on EU initiatives (FP7, Interreg)
- to bring to light some of the regional initiatives in the field of innovation
- to open the debate on the role of regions in bringing innovation to Europe

WHAT ARE THE EXPECTED OUTPUTS?

- presentations will be available after the event
- reports will be made available from the different workshops
- best practices will be collected

*AER Committee 1 Secretariat
14 February 2008*