



AER Conference:

“Innovation, creativity, diversity – The regional dimension of European economic excellence”

Linz, Upper Austria, (A), 27—28 October 2008

PROGRAMME

MONDAY 27 OCTOBER 2008

PLENARY SESSION (13.45 – 15.45)

Moderation: El_bieta Ksi__ek, Project manager, IRE Network

13.45 Opening and welcome by Dr. Josef Pühringer, President of the region of Upper Austria

14.15 Introduction to the Conference: Beyond traditional concepts of innovation: The sustainability rectangle.

By Dr Ronald J.Pohoryles, Chairman and Director ICCR International

14.30 The impact of governance on regional innovation potential: Are strong Regions more innovative?

By Urs Müller, BAK Basel Economics

15.00 To what extent does the EU benefit from enhanced innovation potential in the Regions?

- The leverage effect of EU funding: The benefits of the Competitiveness and Innovation Framework Programme for Regions - *Intervention by Sven Schade, Unit 2, Support for Innovation, DG Enterprises and Industry, European Commission*
- CENTRAL EUROPE Programme and the challenge of the CENTRAL EUROPE area – *Intervention by Mr. Angelo Santonocito, Secretariat of the Central Europe Programme*

Round table and questions/answers session

15.45 *Coffee break & Market Place*

WORKSHOP SESSION I (16.30 – 18.00)

Information workshops (type-A)

Workshop A1: SMEs - the backbone of the European economy. Impact of regional innovation policies on SMEs

Innovation can have a crucial effect on an SMEs' competitiveness. The European Union is currently encouraging innovation in SMEs and fostering cooperation between science, academia and industry. These include the EU Competitiveness and Innovation Framework Programme (CIP). If you want to know how other Regions made use of this and other tools in support to their SMEs, you should register for this workshop!

Moderator: Klaus Klipp, AER Secretary General

Speakers:

- Mgr. Martina Chamasova, Director of Regional Office Hradec Kralove, CzechInvest - Investment and Business Development Agency (CZ)
- Yves Barjhoux, Director, Regional agency for innovation, Aquitaine region (F)

Workshop A2: Clusters and cluster management as innovation drivers – What Regions should do and what not

Clusters are a neutral platform of a long-term and sustained cooperation between actors involved in an operation undertaken by regions: public authorities, universities, research agencies, business centres, development agencies etc. Clusters allow a quick transfer of scientific knowledge to the economy sector with the support of public authorities. They contribute to enhance regional competitiveness at international level. There are however risks and mistakes to avoid when setting up clusters. Learn more about them by attending the workshop!

Moderator and speaker: Gabriella Fiori, Méditerranée Technologie, Provence-Alpes-Côtes- d'Azur Region (F)

Other speaker:

- Tamas Gyulai, Managing Director, South Great Plain Regional Development Agency (H)

Presentation workshops (type-B)

Workshop B1: Presentation of Innova100, Aragon (E), 1st Prize of the AER Innovation Award 2006, by Mr. Javier Val, high-level technical advisor of the Department of Universities, Science and Technology, Government of Aragon (E)

Presentation of Ruisnet, 2nd AER Innovation Award 2007, Daniel Moragues, Director General of IMPIVA, Carmen Escolano, Sub-director of ADEIT, Rafael Escamilla Domínguez, Head of European Programmes and Competitiveness, Generalitat Valenciana (E)



Workshop B2: Presentation of the Strategic Program "Innovative Upper Austria 2010", 3rd Prize of the AER Innovation Award 2007

Speakers:

- Innovative Upper Austria, by Bruno Lindorfer, Managing Director of the Upper Austrian Technology and Marketing Company
- The Economic Programme "Innovative Upper Austria 2010", by Anita Hingsamer, responsible for the Programme Coordination and Controlling

Best practices from Upper Austria:

- Austrian Center of Competence in Mechatronics, by Gerald Schatz, Managing Director
- Innovation through co-operation – Upper Austria, Europe's region of clusters, by Werner Pamminger, Managing Director of Clusterland Upper Austria

Training workshop (type-C)

Workshop C1: How to set up a regional innovation strategy? A toolkit for Regions.

Experts:

- Christian Saublens, Director of the Association of Development Agencies, Eurada
- El_bieta Ksi__ek, Project manager, IRE Network

EVENING: 20.00 - GALA DINNER, AT THE KIND INVITATION OF UPPER AUSTRIA

TUESDAY 28 OCTOBER 2008

8.30 Welcome address by Landesrat Viktor Sigi

8.45 The AER innovation award: A concrete contribution to increased innovation throughout Europe

Intervention by Klaus Klipp, AER Secretary General: Presentation of the AER Award for innovative regions, to be awarded in the AER General Assembly in Tampere in November and introduction of the new version of this Prize, to be launched on that occasion.

Intervention by Peter Heydebreck, Managing Director of Innogroup AG Karlsruhe (D): Presentation of the main features of the projects submitted this year, strengths and weaknesses identified by the jury and comparison with the candidates from last year.

Intervention by Susanne Justesen, Innovation Advisor, Innoversity (DK): What can the submitted projects bring to regional competitiveness, to what extent are these examples transferable into other regions' innovation strategies? How can a Region make the best out of the award?

PRESS CONFERENCE (9.30)

In the presence of Dr. Josef Pühringer, President of the region of Upper Austria, Viktor Sigl, Member of the Upper Austria government, Klaus Klipp, AER Secretary General and Håkan Sandgren, AER Committee 1 Vice-president

WORKSHOP SESSION II (9.45 – 11.15)

Information workshops (type-A)

Workshop A3: Cooperation and technology transfers between research institutes and enterprises: The leading role of Regions

In the currently published strategic report on the renewed Lisbon strategy, the European Commission is calling for a “fifth freedom”, namely the freedom of knowledge. This includes a genuine European research area where Universities and enterprises can easily cooperate. Learn more about other Regions’ experience in this area by joining this workshop!

Moderator and speaker: Tomi Tura, Director regional innovation systems, Lahti Science and Business Park Ltd

Other speaker:

- Luk Palmen, Silesia management unit (PL)

Workshop A4: Good regional governance in support to youth entrepreneurship

Investing in human resources and knowledge is a key element of the EU strategy towards a more competitive Europe. Young people, in this respect, represent a strong potential for our economy. Many Regions have set up inspiring projects to boost entrepreneurship and innovation among their young people.

Speakers:

- Martina Johansson, Department of Regional Development, County Council of Norrbotten (S)
- Fabienne Baise, Les Jeunes Entrepreneurs (B)

Presentation workshops (type-B)

Workshop B3: Regional Innovation Strategies – Presentation of the RIS project by Lower Austria, 1st Prize of the AER Innovation Award 2007, by Irma Priedl, Head of Area Innovation and Technology, Department for Economy, Tourism and Technology, Government of Lower Austria (A)

Training workshop (type-C)

Workshop C2: How to use benchmarking for assessing the efficiency of a regional innovation strategy?

Experts:

- Michael Azodanloo, Department for Economic Affairs & Innovation, Styria Region (A)
- Valentina Diana, Project Manager for EU programmes and initiatives, Finanziaria Laziale di Sviluppo (Filas), Lazio Region (I)

CONCLUDING SESSION (11.30 – 12.30)

Moderation: El_bieta Ksi__ek, Project manager, IRE Network

Feed-back from the informative workshops, by the moderators.

LUNCH AND VISIT TO THE MARKET PLACE (12.30 – 14.00)

FIELD VISIT (14.00 – 17.00) – OPTIONAL

Visit of the Softwarepark Hagenberg: <http://www.softwarepark-hagenberg.at>

Working group Meetings (14.00 – 18.00) – RESERVED TO AER MEMBERS

In parallel to the field visits, meetings of the AER Committee 1 working groups will be held.