

## INNO-Views Policy Workshop

# Emerging Economies (BRIC\* Countries) and Innovation

### *Implications for innovation policies in Europe*

Representation of the State of  
Baden-Württemberg to the EU  
Rue Belliard, 60-62, 1040 Brussels

9<sup>th</sup> -10<sup>th</sup> July 2009

(\*Brazil, Russia, India and China)

### ***Workshop programme***

***Final***



***hosted by*** **Baden-Württemberg**  
VERTRETUNG DES LANDES BEI DER EUROPÄISCHEN UNION

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## 1. Overall purpose

INNO-Views policy workshops provide a dialogue between public authorities, analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops explore topical innovation themes related to actual and forthcoming needs of European innovation policies.

This workshop will bring together 30-40 leading experts and policy makers for a two-day period to discuss the rationales, challenges and opportunities to develop European innovation collaboration with emerging economies, in particular with the BRIC countries.

The workshop will allow extensive and informal discussions to examine the trends, practices and policy approaches for enhancing collaboration in innovation with emerging economies BRIC in a globalised knowledge economy, to identify specific areas of common interest or for further exploration, and provide recommendations to the European Commission for EU innovation policy making.

The invited participants should include academics and others (think tanks, business schools, statisticians) that have analysed the trends, practices and impact of international R&D and innovation collaboration; policy makers and analysts that have designed, implemented, or are in the process of developing, implementing measures or evaluating policies to support the international collaboration with emerging countries BRIC in innovation and the opening up of national innovation systems, as well as company representatives experienced in managing internationalisation of R&D and innovation processes.

## 2. Objectives and Structure of the Workshop

It is commonly accepted that globalisation is an overriding trend for business, research and innovation, and that BRIC countries are increasingly gaining importance in global innovation processes. The workshop intends to open up the discussion on the opportunities and challenges the different BRIC countries offer to European innovation policy and what are the most effective ways to address the key collaboration issues.

The workshop thus focuses on the before-mentioned specific collaboration issues with BRIC countries, with a particular focus on defining the key challenges, identifying proven approaches and instruments to these, and defining relevant policy recommendations for the European innovation policy.

The workshop is organised in 4 sessions.

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## July 9<sup>th</sup>

**10:00 – 10:30** Registration and coffee

**10:30 – 10:35** Joachim Baldermann, *Baden Württemberg representation*  
**Welcome address**

**10:35 – 10:50** Peter Dröll, *Head of Unit D1 Innovation Policy Development, DG Enterprise & Industry, European Commission*  
**Scope of the workshop**

### 10:50 – 13:15 Session 1

#### ***Innovation collaboration beyond Europe - Outlining relevant policy areas***

**Topic:** Globalisation aspects of innovation

**Chair:** Peter Dröll, *Head of Unit D1 Innovation Policy Development, DG Enterprise & Industry, European Commission*

*During the first session experts will present and discuss the globalisation aspects of innovation and the reshaping of the landscape especially for science and technology-based innovation, i.e. the current development trends, drivers and consequences at the European level. Possible responses of policymakers and business leaders as well as rationales for policy actions will be discussed. The relevant policy areas will be outlined and examples of policy approaches will be presented. Moreover the contradiction between the fact that innovation is becoming more and more globalised, while policies remain mostly confined within national borders will be reflected. The session aims at consensus building amongst participants on key issues and general directions related to European innovation collaboration with BRIC countries. Questions to be addressed include:*

- *What are the general trends and key issues that should be recognised in relation to innovation in BRIC countries?*
- *What are the ways in which the emerging BRIC economies will affect European innovative businesses? What are the specific impacts related to markets, human resources, research and development, etc. within Europe?*
- *Which international framework conditions (IPR, regulations,...) are of particular importance to innovation and how?*
- *How can innovative companies benefit from collaboration with BRIC economies? Are there market failures that should be addressed by policy intervention?*
- *What kind of new approaches or instruments are needed at European level? How can existing EU mechanisms (CIP, FP7, EEN,...) be better used for international collaboration?*

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- 10:50 – 11:20** David Tyfield, *Lancaster University (UK)*  
**The “Atlas of Ideas”: Mapping the new geography of science**
- 11:20 – 11:50** Claire Nauwelaers, *UNU-Merit (The Netherlands)*  
**Internationalisation of science, technology and innovation policies in Europe: State-of-the art and challenges**
- 11:50 – 12:20** Sylvia Schwaag Serger (Vinnova) / *CREST OMC Working group (Sweden)*  
**Trends and challenges: Internationalisation of R&D**
- 12:20 – 12:50** Rainer Walz, *Fraunhofer Institute for Systems and Innovation Research (Germany)*  
**Responding to global challenges: The role of innovation collaboration**
- 12:50 – 13:15** **Statements and discussion**
- 13:15 – 14:30** **Lunch buffet**

**14:30 – 18:00 Session 2**

***Challenges and opportunities with specific BRIC economies***

**Topic:** Specific characteristics of BRICS – national innovation systems

**Chair:** Sven Schade, *Unit D2 Support of Innovation, DG Enterprise & Industry, European Commission*

*Each of the BRIC economies has a unique profile, offering a set of challenges and opportunities to the European innovative companies, whether related for example to their markets, competencies, regulations or institutional set up. It is therefore likely that also the European innovation policies need to be in certain aspects specifically adapted to each BRIC economy's profile. The purpose of this session is to open up and describe each BRIC country from the perspective of innovation policy and to highlight issues of particular importance for innovation collaboration. Beside the main actors and main characteristics, most important opportunities and challenges of innovation collaboration as well as related chances, risks and barriers will be presented and discussed in the plenum in more detail. Possible perspectives:*

- *Brazil – competences and markets (agriculture, biofuel, aerospace,...)*
- *Russia – competences (energy, new materials,) legal framework (IPR issues)*
- *India – service concepts, global resourcing, market opportunities, skilled labour*
- *China – production outsourcing, technology transfer, market access*

- 14:30 – 15:00** Xielin Liu, *Chinese Academy of Science (China)*  
**Chinese innovation system and globalization: Opportunity and challenge**
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- 15:00 – 15:30** Venni Venkata Krishna, *Jawaharlal Nehru University (India)*  
**Indian innovation system: Opportunity and challenge**
- 15:30 – 16:00** Carlos de Brito, *FAPESP / University of Campinas (Brazil)*  
**Brazilian national innovation system: Opportunity and challenge**
- 16:00 – 16:30** **Coffee break**
- 16:30 – 17:00** Luksha Oleg / Anton Yanovsky, *Russian Technology Transfer Network (Russia)*  
**Russian innovation system: Policies, actors and problems**
- 17:00 – 18:00** **Statements and discussion: *Challenges and opportunities by BRICs from a European perspective***  
Invited comments on specific aspects and country by country from Claire Nauwelaers (*UNU-Merit*), Jean Guinet (*OECD*), Manfred Spiesberger (*Centre for Social Innovation*), Sylvia Schwaag Serger (*Vinnova*), Lourdes Casanova (*INSEAD*), Sandeep Kapur (*University of London*) + discussion among all participants.
- 18:30** **Workshop Dinner (at the venue)**

July 10<sup>th</sup>

9:00 – 12:30 Session 3

## ***Approaches and practices in innovation collaboration with BRIC economies***

**Topic:** Facilitating innovation collaboration with BRIC countries

**Chair:** Alice Wu, *Unit D1 Innovation Policy Development, DG Enterprise & Industry, European Commission*

*This session will provide public and private examples of different approaches and practises to facilitate innovation collaboration with BRIC economies. Such examples include technology transfer networks, foreign R&D establishments of large companies, internationalisation programmes, etc. Selected approaches will be presented and discussed in this session in order to elaborate a deeper understanding of mechanisms able to strengthen the collaboration between innovation systems of Europe and the BRIC economies. Emphasis is placed to the variety of measures and on the innovativeness of approaches to allow for learning and benchmarking. Objectives:*

- *What are the measures Member States and regions prefer and how effective are they?*
- *What are the approaches preferred by large companies and clusters?*
- *Do specific/targeted measures generate greater impact than generic platforms?*

- 09:00 – 09:30** Jan Sandred, *Vinnova (Sweden)*  
**ILP Ministudy: International aspects of support to innovation**
- 09:30 – 10:00** Ludger Viehoff, *DG Research, European Commission*  
**International science and technology cooperation - a new European approach for global collaboration**
- 10:00 – 10:30** Ludmilla Schlageter, *EPO (Belgium)*  
**European Patent Office cooperation projects with BRIC countries**
- 10:30 – 10:45** **Discussion / comments**
- 10:45 – 11:00** **Coffee break**
- 11:00 – 11:30** Tom Hultin, *Lappeenranta City Holding Company (Finland)*  
**Finnish innovation centre approach**
- 11:30 – 12:00** Christian Merz, *SAP Deutschland AG & Co. KG (Germany)*  
**Co-innovation in emerging BRICS markets - an (software) industrial perspective**
- 12:00 – 12:30** **Comments, statements and discussion**

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**12:30 – 13:30 Lunch**

**13:30 – 16:00 Session 4**

***Implications for European innovation policy***

**Topic: Integrated approaches in support of innovation collaboration with BRICs**

**Moderators:** Kimmo Halme / Rolf Reiner, *INNO-Views*

*The global business environment for innovation is influenced through macroeconomic policy making as well as structural policies such as, labour policy, fiscal policy and capital markets. In addition, framework conditions like competition policy, antitrust rules, IPR rules and the public infrastructure for education and public research also play a major role in fostering innovation. Key questions to be addressed include:*

- *What are the rationales for policy intervention and in which areas (e.g. skills, R&D, clustering, innovation advisory services, internationalisation)? Are there benefits of multilateral collaboration compared to bilateral collaboration?*
- *What policies and approaches that European and BRIC countries have put in place that best support global innovation collaboration? How effective have they been?*
- *Is there a need to adapt current innovation policies and approaches to better support collaboration with BRIC economies? Are additional supporting instruments needed at European level?*
- *Are there specific actions that should be supported or coordinated at EU level? How could European policies complement, stimulate and co-ordinate the national approaches / activities?*
- *How can policy makers encourage universities and public research organisations to play a more pro-active role in global innovation networks?*

*The session will result in a list of (potential) policy instruments in place or designed in European Member States and recommendations for European policy actions.*

**13:30 – 15:00 Working groups: Rationale for action / approaches to support measures for international collaboration with BRICs**

*Questions to be discussed:*

- *Framework conditions of innovation policy with BRIC countries (IPR, standards etc.)*
- *Mobility of competence, business and research*
- *Joint initiatives and instruments*
- *Funding for cross-collaboration*

**15:00 – 15:20 Coffee break**

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- 15:20 – 15:50** Working group leaders / rapporteurs  
**Summary of working group results**
- 15:50 – 16:00** Peter Dröll, *Unit D1 – Innovation Policy Development, European Commission – DG Enterprise & Industry*  
**Closing remarks**

### **INNO-Views**

*INNO-Views policy workshops establish a dialogue between public authorities, analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops have the objective to explore innovation themes related to actual and forthcoming needs of European innovation policies. On average, 4 workshops are organised per year. The workshops bring together 30-40 relevant professionals and are organised on the basis of personal invitations only. Workshop results are published on the PRO INNO Europe website (<http://www.proinno-europe.eu>).*

*Any requests, recommendations and suggestions of themes, experts and locations for further workshops are welcome and should be directly addressed to INNO-Views:*

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