



# **VERSO UN'ECONOMIA DELLA CONOSCENZA**

INNOVAZIONE E SVILUPPO REGIONALE

THE TRANSITION TOWARDS A KNOWLEDGE BASED ECONOMY

INTERNATIONAL CONFERENCE

**FLORENCE, FORTEZZA DA BASSO  
PADIGLIONE ARSENALE**

**25/26 NOVEMBER 2004**



REPUBBLICA ITALIANA





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THURSDAY, 25 NOVEMBER

9.00/9.30 **WELCOME AND OPENING OF THE CONFERENCE**

**Leonardo Domenici**, Mayor of Florence

**Ambrogio Brenna**, Councillor, Industry and Productive Activities, Tuscany Region

**Michele Pasca-Raymondo**, European Commission, DG Regional Policy

**Mario Pezzini**, Head of Territorial Reviews and Governance Division, OECD

9.30/11.00 **Session 1 KNOWLEDGE-BASED  
REGIONAL DEVELOPMENT:  
NATIONAL POLICIES**

INTRODUCTORY REMARKS AND CHAIRPERSON

**Francesco Olivieri**, Italian Ambassador to the OECD

KEY NOTE SPEAKER

**Fabrizio Barca**, Director General, Department for Development Policies, Ministry of Economy and Finance (Italy) - (and Chairman, OECD Territorial Development Policy Committee)

DISCUSSANT PANEL

**Carlos Elizondo**, Mexican Ambassador to OECD

**Joan Trullen**, Vice Minister of Industry (Spain)

QUESTION-TIME / COORDINATED BY: **Sergio Ceccuzzi**, President of Confindustria Toscana

11.00 **COFFEE BREAK**

11.30/13.00 **Session 2 KNOWLEDGE-BASED  
REGIONAL DEVELOPMENT:  
INNOVATIVE ACTIONS IN EUROPE**

INTRODUCTORY REMARKS AND CHAIRPERSON

**Ambrogio Brenna**, Ministry of Economy, Tuscany Region

KEY NOTE SPEAKER

**Colette Fitzgerald**, EU DG Regional Policy

DISCUSSANT PANEL

**Maria Teresa Costa Campi**, Minister for SMEs, Catalonia (Spain)

**Reinhard Buscher**, EU DG Enterprise - Innovation Policy

**Simone Sorbi**, APIAs Coordinator, Tuscany Region

QUESTION-TIME / COORDINATED BY: **Alberto Del Bimbo**, University of Florence

13.00

**LUNCHEON**

14.30/16.00 **Session 3 INNOVATION LED  
POLICIES FOR CLUSTERS  
AND BUSINESS NETWORKS**

INTRODUCTORY REMARKS AND CHAIRPERSON

**David A. Sampson**, Assistant-Secretary for Economic Development, (US) Department of Commerce

KEY NOTE SPEAKER

**David Lane**, Professor, University of Modena and Reggio Emilia

DISCUSSANT PANEL

**Amanda Orchard**, West Midlands (UK) ERIK member

**Birger Olofsson**, Director, Öresund Committee (Sweden)

**Toshihiro Kodama**, Senior Researcher, Research Institute of Economy, Trade and Industry (a METI institute) - (Japan)

QUESTION-TIME / COORDINATED BY: **Marco Romagnoli**, Mayor of Prato (Italy)

16.00

**COFFEE BREAK**

16.30/18.00 **Session 4 SCIENCE/INDUSTRY  
PARTNERSHIPS**

INTRODUCTORY REMARKS AND CHAIRPERSON

**Silvano Bertini**, Responsible for Innovation Policies, Emilia-Romagna Region

KEY NOTE SPEAKER

**John Goddard**, Deputy Vice Chancellor, University of Newcastle upon Tyne (UK)

DISCUSSANT PANEL

**Veijo Kavonius**, Director, Ministry of Interior (Finland)

**Walter Plosila**, Vice President, Public Technology Management, Battelle Institut (USA)

**Jean Guinet**, OECD Directorate for Science Technology and Industry

QUESTION-TIME / COORDINATED BY: **Leonardo Masotti**, El. En. Electronic Engineering SpA (Florence)



FRIDAY, 26 NOVEMBER

9.00/10.30 **Session 5 SERVICES AND SUPPORT  
TO START-UPS AND SPIN-OFFS**

INTRODUCTORY REMARKS AND CHAIRPERSON

**Lennart Augustinius**, Director for Business Financing, NUTEK (Sweden)

KEY NOTE SPEAKER

**John Bachtler**, Senior Policy Researcher, University of Strathclyde, Glasgow (UK)

DISCUSSANT PANEL

**Irma Friedl**, Lower Austria, ERIK Member

**Benoit Labonté**, President of the Montreal Chamber of Commerce (Canada)

**Paulette Pommier**, Cluster expert DATAR (France)

QUESTION-TIME

Coordinated by: **Geris Musetti**, Sviluppo Italia Toscana

10.30 **COFFEE BREAK**

11.00/13.00 **Session 6 FUTURE DIRECTIONS  
FOR INNOVATION POLICIES**

INTRODUCTORY REMARKS AND CHAIRPERSON

**Mario Pezzini**, Head of Territorial Reviews and Governance Division, OECD

KEY NOTE SPEAKER

**Nicola Bellini**, Sant'Anna School, Pisa (Italy)

DISCUSSANT PANEL

**Enzo Rullani**, Professor, University "Ca' Foscari", Venice (Italy)

**Olivier Baudet**, EU DG Regional Policy

**Massimo Bressan**, ERIKnetwork Management body - Tuscany Region

13.00

**LUNCHEON**

14.30 **CONCLUSIONS**

**Claudio Martini**, President of the Tuscany Region

15.00/18.00 **Round table**

**THE TRANSITION TOWARDS  
A KNOWLEDGE BASED ECONOMY**

**Claudio Martini**, President of the Tuscany Region

**Gianfranco Micciché**, Italian Assistant Secretary of State for Economy

**Joost Korte**, Head of Cabinet, Cabinet of Ms Danuta Hübner, Commissioner for Regional Policy

**Odile Sallard**, Director, OECD Public Governance and Territorial Development Directorate

**Roberto Colaninno**, President of Piaggio Group

**Enrico Letta**, A.R.E.L. - Agenzia Ricerche e Legislazione

MODERATOR: **Massimo Mucchetti**, Corriere della Sera, Economic Editorialist

\* to be confirmed