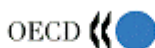


# **INNOVATION AND REGIONAL DEVELOPMENT: TRANSITION TOWARDS A KNOWLEDGE-BASED ECONOMY**

## **AN INTERNATIONAL CONFERENCE**

Co-organized by the Tuscany Region,  
the E.U. ERIK Network of Regions  
and the OECD

**Florence,  
Fortezza da Basso  
25 and 26 November 2004**



*Innovation is increasingly recognised as a major catalyst for productivity and output growth and consequently is becoming an important target for growth policy initiatives. In this respect, governments are devoting particular attention to the territorial dimension of the innovation process. On the one hand, the reshaping of regional policy in many countries has led to a more sophisticated awareness of the nature of regional innovation systems. On the other hand, science and technology policymakers are taking increasing account of the importance of region-specific factors – in particular the role of proximity -- in the innovation process. The coming together of these two policy areas has been associated with important changes in governance, with stronger roles for regional government and other key non-government actors being brought into the policy process.*

*At the heart of this new focus is the trend towards more globalised markets and strengthened links between research, knowledge and technology. These trends, particularly the development of information technologies, seemed, at one stage, to be heralding the death of distance. However, they also paradoxically seem to be strengthening the role of proximity in the development of new products and processes.*

*The Florence conference will analyse these new challenges by examining what has been learned from government policy experiences and through sharing best practices. It will examine promising new policy options to improve links between knowledge and business communities and assist in turning technology into market opportunities. A particular focus will be put on policy initiatives to stimulate inter-firm co-operation through business networks, science/industry partnerships, and evaluation and benchmarking methods. The issue of start-ups and spin-offs, a main source of innovation dynamics, will also be reviewed.*

*The Florence conference will bring together for the first time innovation policy officials and leading policy analysts at national and regional levels from Europe, America and Asia. This conference is co-organised by the Toscana Region, the European ERIK Network (a group of 35 European Regions) and the OECD (the Organisation for Economic Co-operation and Development).*

## AGENDA

*Thursday, 25 November*

**9.00 – 9.30**     *Welcome and opening of the conference*

- *Silvano Gori: Councillor for Productive Activities City Council Florence*
- *Ambrogio Brenna: Ministry of Economy, Regione Toscana*
- *Alejandro Checchi Lang: 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***

This session is devoted to setting up the context for new regional innovation policies and the transition towards regions with a growing share of knowledge based industries and services. It will analyse policies and instruments for turning technologies into business opportunities. Representatives from national governments will react to the presentations and make comments on the basis of their experience as policy makers.

**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)*
- *Robert Huggins: President Huggins Associates (UK)*

**Question-time:** *coordinated by Sergio Ceccuzzi (President of Confindustria Toscana)*

**11.00 – 11.30**     **Break**

**11.30 - 13.00 (Thursday 25 November)**

## ***Session 2: Knowledge-Based Regional Development: Innovative Actions in Europe***

The presentations and discussion will draw lessons from regional initiatives that support efforts to acquire and apply knowledge in order to enhance competitiveness. This will apply to the EU Regional Innovative Actions Programmes as well as the Regional Innovation Strategies.

***Introductory remarks and Chairman:*** Ambrogio Brenna: Ministry of Economy, Tuscany Region

***Key note Speaker:*** Olivier Baudelet, European Commission

### ***Discussant Panel***

- *Maria Teresa Costa Campi: Minister for SMEs, Catalonia*
- *Reinhard Buscher EU DG Enterprise - Innovation Policy*
- *Simone Sorbi: RPIAs Coordinator, Tuscany Region*

***Question-time:*** coordinated by Alberto Del Bimbo, University of Florence

**13.00 -14.30 Luncheon**

**14.30 – 16.00 (Thursday 25 November)**

### ***Session 3: Innovation led policies for clusters and business networks***

Clusters and networks are increasingly considered in OECD Member countries and regions as strategic resources. Nevertheless, they need to strengthen their comparative advantages in face of growing competition, particularly from developing countries. Among the main issues to be addressed in this session are: How to promote better use of ICT? How to improve the local knowledge base and to pool skilled resources? How to develop soft infrastructures and elevate the social capital which facilitates partnerships between cluster and network members?

***Introductory Remarks by the Chairperson:*** *David A. Sampson: Assistant-Secretary for Economic Development, US Department of Commerce*

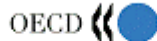
***Key note Speaker:*** *David Lane: Professor, University of Modena and Reggio Emilia*

#### ***Discussant Panel***

- *Amanda Orchard: West Midlands, UK, ERIK member*
- *Birger Olofsson: Director, Oresund 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)*

**16.00-16.30      Break**



**16.30 – 18.00 (Thursday 25 November)**

### ***Session 4: Science/Industry Partnerships***

Efficient industry/science linkage and flexible forms of co-operation greatly promote the dissemination of research findings and consequently new knowledge-based companies. This session will evaluate the initiatives which enhance the potential use of inventions made in regional higher-education institutions. It will also assess best practices aimed at stimulating firms and mainly SMEs to contract research projects to Universities.

***Introductory Remarks by the 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 Plotsila: 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)*

## ***Friday, 26 November***

**9.00 – 10.30**

### ***Session 5: Services and Support to Start-ups and Spin-offs***

This session will assess various services to young firms and entrepreneurs such as seed capital provisions, networking with business angels, technical advisement, tutoring, managerial support and the supply of premises and low-cost assistance. Different options will be discussed including: innovation infrastructures, business incubators and technical centers.

***Introductory Remarks by the Chairperson:*** *Lennart Augustinius: Director for Business Financing, NUTEK (Sweden)*

***Key note Speaker:*** *John Bachtler: Senior Policy Researcher, University of Strathclyde, Glasgow (UK)*

#### ***Discussant panel***

- *Christer Enerskog: Vastra Gotaland, 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)*

**10.30-11.00    Break**

**11.00 – 13.00 (Friday 26 November)**

## ***Session 6: Future Directions for Innovation Policies***

***Introductory Remarks by the 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 Baudelet, European Commission
- Massimo Bressan: ERIK network Management body –Tuscany region

**13.00-14.30 Luncheon**

**14.30 Conclusions by the President of the Tuscany Region Claudio Martini**

**15: 00 - 18: 00**

### ***Round Table: “The transition towards a knowledge based economy”***

- Claudio Martini: President of Toscana Region
- Gianfranco Micciché: Italian Assistant Secretary of State for Economy
- Odile Sallard: Director, OECD Public Governance and Territorial Development Directorate
- Peter Maskell: Professor at the Copenhagen Business School
- Roberto Colaninno: Piaggio Group
- Enrico Letta: A.R.E.L.
- **Moderator:** Massimo Mucchetti Corriere della Sera, Economic Editorialist