



# VERSO UN'ECONOMIA DELLA CONOSCENZA

INNOVAZIONE E SVILUPPO REGIONALE

THE TRANSITION TOWARDS A KNOWLEDGE BASED ECONOMY

CONFERENZA INTERNAZIONALE

FIRENZE, FORTEZZA DA BASSO  
PADIGLIONE ARSENALE

25/26 NOVEMBRE 2004

## SPEAKERS



REGIONE  
TOSCANA



UNIONE EUROPEA



REPUBBLICA ITALIANA



Erik  
NETWORK



OECD



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## SPEAKERS

### Lennart Augustinius, Director for Business Financing, NUTEK [Sweden]

NUTEK, THE SWEDISH BUSINESS DEVELOPMENT AGENCY, IS SWEDEN'S CENTRAL PUBLIC AUTHORITY FOR INDUSTRIAL POLICY ISSUES. OUR TASK IS TO PROMOTE SUSTAINABLE GROWTH THROUGHOUT THE COUNTRY. THROUGH BUSINESS FINANCING, INFORMATION AND ADVICE, AND THROUGH SUPPORT FOR PROGRAMMES AND PROCESSES WE ARE WORKING TO STRENGTHEN THE CONDITIONS OF SWEDISH INDUSTRY AND TO PROMOTE REGIONAL GROWTH.

NUTEK IS ENGAGED IN FOUR ACTIVITY AREAS: FINANCING, ENTREPRENEURSHIP, COMPANY DEVELOPMENT AND REGIONAL BUSINESS DEVELOPMENT.

### John Bachtler, Senior Policy Researcher, University of Strathclyde, Glasgow [UK]

JOHN BACHTLER IS PROFESSOR OF EUROPEAN POLICY STUDIES AND DIRECTOR OF THE EUROPEAN POLICIES RESEARCH CENTRE AT THE UNIVERSITY OF STRATHCLYDE IN GLASGOW, UK. HE SPECIALISES IN RESEARCH ON REGIONAL DEVELOPMENT IN EUROPE, ENCOMPASSING THE REGIONAL POLICIES OF MEMBER STATES, THE STRUCTURAL AND COHESION POLICIES OF THE EUROPEAN UNION AND EU ENLARGEMENT. HE HAS BEEN AN EXPERT ADVISER TO NUMEROUS GOVERNMENT DEPARTMENTS ACROSS WESTERN, CENTRAL AND EASTERN EUROPE AND TO INTERNATIONAL ORGANISATIONS, AND HE IS AN ACADEMICIAN OF THE ACADEMY OF LEARNED SOCIETIES OF THE SOCIAL SCIENCES.

### Fabrizio Barca, Head, Department for Development Policies, Ministry of Economy and Finance [Italy]

MR. BARCA IS HEAD OF THE DEPARTMENT FOR DEVELOPMENT POLICIES AT THE ITALIAN MINISTRY OF ECONOMY AND FINANCE. HIS PRIMARY RESPONSIBILITIES INCLUDE DEVELOPMENT POLICIES, BOTH NATIONAL AND EUROPEAN, FOR LAGGING OR UNDERUTILIZED TERRITORIES (MOSTLY THE ITALIAN MEZZOGIORNO), ESTABLISHING FUNDING PRIORITIES (FOR ABOUT 16 BILLIONS EURO A YEAR) AND PUBLIC INVESTMENT GUIDELINES, EVALUATING POLICIES AND MONITORING RESULTS. PREVIOUSLY, HE WAS DIVISION CHIEF AT THE RESEARCH DEPARTMENT OF THE BANK OF ITALY. HE GRADUATED FROM ROME UNIVERSITY, CARRIED AN M-PHIL DEGREE AND CONDUCTED RESEARCH AT THE UNIVERSITIES OF CAMBRIDGE (1978-80), MIT (1989-90), AND STANFORD (1994). HE HAD APPOINTMENTS AT THE UNIVERSITIES OF BOCCONI, SIENA, MODENA, AND ROME, WHERE HE TAUGHT CORPORATE FINANCE AND ITALIAN ECONOMIC HISTORY. HIS WORKS INCLUDE PAPERS AND BOOKS ON THE THEORY OF THE FIRM, EVIDENCE ON SMEs, CORPORATE GOVERNANCE, THE HISTORY OF ITALIAN CAPITALISM, AND TERRITORIAL DEVELOPMENT POLICIES.

## Olivier Baudetet, EU DG Regional Policy

GRADUATED IN FRANCE (SCIENCES-PO, PARIS) AND IN GERMANY (INSTITUT FÜR WELTWIRTSCHAFT, KIEL). STARTED AS AN INTERNAL AUDITOR IN THE UK SUBSIDIARIES OF THE AXA GROUP (INSURANCE). THEN, JOINED SALUSTRO REYDEL, A FRENCH AUDIT FIRM SPECIALISED IN FINANCIAL AUDITS, NAMELY ACQUISITION AUDITS. IN 1999, JOINED THE EUROPEAN COMMISSION AS ADMINISTRATOR. AFTER 2 YEARS IN DG AGRICULTURE (AUDITING THE SAPARD PROGRAMME IN THE CANDIDATE COUNTRIES), JOINED DG REGIONAL POLICY AS INTERNAL AUDITOR. IN SEPTEMBER 2004, APPOINTED HEAD OF SECTOR IN THE 'INNOVATIVE ACTIONS' UNIT, IN CHARGE OF THE 'TECHNOLOGICAL INNOVATION' THEME AND SUPERVISING A NUMBER OF COUNTRIES.

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

PROFESSOR OF BUSINESS ECONOMICS AND DIRECTOR OF IN-SAT LAB (RESEARCH LABORATORY ON FIRM AND TERRITORIAL INNOVATION) AT THE SANT ANNA SCHOOL OF ADVANCED STUDIES IN PISA. HE SERVED AS ADVISOR FOR ECONOMIC POLICY AND PLANNING TO THE PRESIDENT OF THE REGION EMILIA ROMAGNA AND AS CHAIRMAN OF THE BOARD OF PONT-TECH, TECHNOLOGICAL AGENCY FOR THE AREA OF PONTEDERA (PISA). HE IS AUTHOR OF BOOKS AND ARTICLES ON REGIONAL INNOVATION POLICIES AND THE MANAGEMENT AND MARKETING OF BUSINESS SUPPORT SERVICES.

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

HEAD OF ECONOMIC DEVELOPMENT POLICIES UNIT AT THE INDUSTRY DEPARTMENT OF EMILIA-ROMAGNA REGION, THAT IS PRIMARILY INVOLVED IN THE IMPLEMENTATION OF THE REGIONAL STRATEGY FOR RESEARCH, KNOWLEDGE AND INNOVATION. RESEARCH EXPERT IN REGIONAL DEVELOPMENT, CLUSTERS AND SMES.

## Ambrogio Brenna, Ministry of Economy, Toscana Region

SINCE 2000 HE IS IN CHARGE AS MINISTER OF TUSCANY REGION IN THE FOLLOWING SECTORS: HANDICRAFTS, SMALL AND MEDIUM ENTERPRISES, INDUSTRY, INNOVATION, PROMOTION AND INTERNATIONALISATION OF PRODUCTION SYSTEM AND COOPERATION TOO. IN PARTICULAR HE IS ACTIVE IN THE REORGANIZATION AND RATIONALIZATION OF THE PROMOTION ACTIVITIES AND IN 2000 A REGIONAL AGENCY TOSCANA PROMOZIONE WAS CREATED, WHOSE MAIN ROLE IS TO PROMOTE THE TUSCAN ECONOMY AND TO HELP THE SMALL AND MEDIUM ENTERPRISES TO INTERNATIONALISE.

AT THE SAME TIME HE IS THE COORDINATOR, AT NATIONAL LEVEL, OF ALL REGIONAL MINISTERS IN THE FIELD OF INDUSTRY AND HANDICRAFTS AND HE DEALT WITH THE TRANSITION FROM THE NATIONAL TO THE REGIONAL COMPETENCES FOR THE MATTERS ABOVE MENTIONED.

FURTHER HE IS RESPONSIBLE FOR SOME TUSCAN PROJECTS IN THE INDUSTRIAL AND INNOVATION FIELD FINANCED BY THE EUROPEAN COMMISSION.

FROM 1973 TO 2000 HE HAS BEEN SYNDACALIST OF FIM-CISL, ONE OF THE MAIN TRADE-UNIONS. IN ADDITION TO HIS TRADE-UNIONS JOB, AMBROGIO BRENNIA IS ALWAYS ENGAGED IN SUPPORTING SEVERAL NON-GOVERNMENT ORGANIZATIONS IN ORDER TO CARRY OUT INTERNATIONAL PROJECT OF SOLIDARITY.

AMONG THEM, WE MENTION THE ENGAGEMENT WITH THE POLISH SOLIDARITY MOVEMENT IN ORDER TO PREPARE AND TO TRAIN THE PERSONS OF THIS TRADE UNION TO BUILD AGAIN THE SOCIAL NETWORKING IN POLEN, THE ENGAGEMENT WITH THE POLISARIO FRONT TO DEFEND THE SARAWI PEOPLE AND ALSO ACTIONS OF ECONOMIC COOPERATION IN THE CITY OF MOSTAR, IN BRAZIL AND ARGENTINA.

## Massimo Bressan, ERIK Network Management Body, Toscana Region

DIRECTOR OF EVALUATION UNIT AT IRIS (ISTITUTO DI RICERCA E INTERVENTI SOCIALI) IN PRATO (I) WHERE HE WAS DIRECTOR FROM 1997 TO 2000. AT IRIS HE HAS BEEN WORKING ON THE ANALYSIS OF CLUSTERS, OR INDUSTRIAL DISTRICT, AND ON EVALUATION OF STRUCTURAL FUNDS PROGRAMMS. SINCE 2000 CONSULTANT FOR REGIONE TOSCANA, DIPARTIMENTO DELLE ATTIVITÀ PRODUTTIVE ON THE PROGRAMMING OF STRUCTURAL POLICIES AND LATER OF INNOVATION AND RESEARCH POLICIES. DIRECTOR OF THE MANAGING BODY OF THE ERIK NETWORK.

## Reinhard Büscher, EU DG Enterprise - Innovation Policy - European Commission

DR BÜSCHER WAS BORN IN 1952 IN LOWER SAXONY IN GERMANY; HE HOLDS BACHELOR DEGREE AND PH.D. IN ECONOMICS. BEFORE JOINING THE EC IN 1989, HE WORKED AT THE MINISTRY OF ECONOMIC AFFAIRS IN GERMANY FOR NINE YEARS. IN THE EUROPEAN COMMISSION, HE HAS BEEN WORKING IN DIFFERENT AREAS, SUCH AS A MEMBER OF THE CABINET OF BANGEMANN, A SPECIAL ADVISER FOR INDUSTRIAL ASPECTS OF THE INFORMATION SOCIETY, HEAD OF UNIT FOR STANDARDIZATION, HEAD OF UNIT FOR INDUSTRIAL ASPECTS OF ELECTRONIC COMMERCE, HEAD OF UNIT FOR E-BUSINESS, ICT INDUSTRIES AND SERVICES AND SINCE APRIL 2004, HEAD OF UNIT FOR INNOVATION POLICY.

DR BÜSCHER IS MARRIED SINCE 1972 AND HAS ONE DAUGHTER. HE IS A PASSIONATE MOUNTAINEER AND A GLOBAL TRAVELLER.

## Carlos Elizondo Mayer-Serra, Ambassador of Mexico to the OECD

HE STUDIED HIS PH.D. AND M. PHIL. IN POLITICAL SCIENCE AT THE UNIVERSITY OF OXFORD IN THE UNITED KINGDOM. HE WAS PROFESSOR AND RESEARCHER AT CENTRO DE INVESTIGACIÓN Y DOGENCIA ECONÓMICAS (CIDE) FROM 1991 UNTIL 2004. BEFORE BEING APPOINTED MEXICAN AMBASSADOR TO THE OECD HE WAS GENERAL DIRECTOR OF CIDE SINCE 1995.

SINCE JULY 2001, HE IS NATIONAL RESEARCHER OF THE MEXICAN NATIONAL SYSTEM OF RESEARCHERS AND RECENTLY AWARDED THE HIGHEST LEVEL WHICH IS LEVEL III. PARTICIPATION IN SEVERAL ORGANIZATIONS AND AWARDS:

- EISENHOWER FELLOWSHIP, 2003.
- THE PHILIP D. REED FELLOWSHIP FOUNDATION AWARD, 2003.
- MEMBER OF THE GENERAL BOARD OF SCIENTIFIC RESEARCH AND TECHNOLOGIC DEVELOPMENT (AUGUST 2002-).
- MEMBER OF THE ADMINISTRATION COUNCIL OF CIE (INTER-AMERICAN CORPORATION OF ENTERTAINMENT), A MAJOR MEXICAN FIRM QUOTED IN THE MEXICAN STOCK EXCHANGE (JULY 2001-).
- MEMBER OF THE ADMINISTRATION COUNCIL OF AFORE XXI, (JULY 2002-).
- COUNCILOR TO THE COUNCIL OF THE MEXICO CITY ELECTORAL BOARD AT THE INSTITUTO FEDERAL ELECTORAL (1999-).

## Christer Enerskog, Regional Development, Region Västra Götaland (Sweden)

MR ENERSKOG WORKED FOR MANY YEARS WITH INDUSTRY RELATED TASKS AT THE PROVINCE OF GÖTEBORG AND BOHUS BEFORE JOINING THE THE NEW REGION VÄSTRA GÖTALAND IN 1999. IN THE REGION MR ENERSKOG HAVE MAINLY FOCUSED TO IMPROVE THE REGIONAL INNOVATION SYSTEM FOR TECHNOLOGY-/KNOWLEDGE-BASED START-UPS AND ALSO MEASURES TO IMPROVE INDUSTRY-SCIENCE RELATIONS IN THE REGION.

MR. ENERSKOG WAS MEMBER OF THE STEERING COMMITTEE AND EXECUTIVE BOARD OF RITTS WESTERN SWEDEN.

AT PRESENT PROJECT MANAGER FOR SEVERAL PROJECTS IN THE PILOT PROGRAMME INDUSTRIAL DYNAMIC, AN INNOVATING ACTIONS PROGRAMME IN REGION VÄSTRA GÖTALAND. MR ENERSKOG IS RESPONSIBLE FOR EUROPEAN CONTACTS CONCERNING REGIONAL INNOVATION. HE IS MEMBER OF THE INDUSTRIAL REGIONS GROUP WITHIN THE IRE IS ALSO ASSOCIATE MEMBER OF ERIK NETWORK (EUROPEAN REGIONS KNOWLEDGE BASED INNOVATION NETWORK). HE HAS BEEN MEMBER OF THE FORMER THEMATIC NETWORKS SCONE (VALORISATION OF KNOWLEDGE), SAIL (STRENGTHENING ACADEMIC INDUSTRIAL LINKS).

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

HE IS PROFESSOR OF REGIONAL DEVELOPMENT STUDIES AND DEPUTY VICE CHANCELLOR OF UNIVERSITY OF NEWCASTLE UPON TYNE, UK. AS DEPUTY VICE CHANCELLOR HE IS RESPONSIBLE FOR THE UNIVERSITY ENGAGEMENT WITH THE CITY AND REGION. HE FOUNDED THE CENTRE FOR URBAN AND REGIONAL DEVELOPMENT STUDIES (CURDS) AND WAS DIRECTOR FROM 1977 TO 1998. IN THIS CAPACITY HE LED NUMEROUS RESEARCH PROGRAMMES FOR THE EU AND THE INTERACTION BETWEEN SCIENCE, TECHNOLOGY AND INNOVATION POLICY AND REGIONAL DEVELOPMENT IN EUROPE. HE IS CURRENTLY AN ASSESSOR FOR THE FINNISH HIGHER EDUCATION EVALUATION COUNCIL ON THE REGIONAL ROLE OF HIGHER EDUCATION INSTITUTIONS, IS ADVISING AN OECD TERRITORIAL DEVELOPMENT REVIEW OF FINLAND FOCUSING ON INNOVATION LED POLICIES AND LEADING A PROJECT FOR THE INSTITUTIONAL MANAGEMENT AND HIGHER EDUCATION PROGRAMME OF OECD ON "SUPPORTING THE CONTRIBUTION OF HIGHER EDUCATION INSTITUTIONS TO REGIONAL DEVELOPMENT".

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

HE IS A SENIOR ECONOMIST AT OECD, DIRECTORATE FOR SCIENCE, TECHNOLOGY AND INDUSTRY, WHERE HIS MAIN INTERESTS ARE THE CONTRIBUTION OF TECHNOLOGICAL CHANGE AND INNOVATION TO ECONOMIC PERFORMANCE, AND THE MONITORING AND ASSESSMENT OF TECHNOLOGY AND INNOVATION POLICY OF MEMBER COUNTRIES. IN THIS CONTEXT, HE CURRENTLY MANAGES TWO MAJOR ONGOING OECD PROJECTS: PUBLIC/PRIVATE PARTNERSHIPS FOR INNOVATION; AND GLOBALISATION OF R&D.

## **Veijo Kavonius, Deputy Director-General, Ministry of Interior (Finland)**

• ABOUT 30 YEARS PROFESSIONAL EXPERIENCE. WIDE EXPERIENCE IN PREPARATION, IMPLEMENTATION, COORDINATION AND EVALUATION OF REGIONAL AND LOCAL DEVELOPMENT PROGRAMMES AS WELL AS RELATED NATIONAL AND INTERNATIONAL PROGRAMMES AND FROM OPERATIONAL AND PRACTICAL LEADERSHIP ON PROGRAMME BASED REGIONAL DEVELOPMENT POLICY.

• OVER TWENTY YEARS EXPERIENCE FROM NATIONAL AND REGIONAL DEVELOPMENT POLICY AND FROM NATIONAL AND REGIONAL INNOVATION AND TECHNOLOGY POLICY.

• FOUR TIMES EXPERIENCE FROM PARTICIPATION ON REFORMING NATIONAL REGIONAL POLICY LEGISLATION.

MAIN RESPONSIBILITIES IN THE DEPARTMENT FOR REGIONAL DEVELOPMENT ARE:

• PREPARATION AND IMPLEMENTATION OF URBAN POLICY IN FINLAND INCLUDING HELSINKI METROPOLITAN AREA POLICY AND POLICY FOR MAJOR URBAN AREAS IN FINLAND.

• REGIONAL INNOVATION AND TECHNOLOGY POLICY IN FINLAND INCLUDING CENTRE OF EXPERTISE PROGRAMME.

• FINNISH REGIONAL DEVELOPMENT STRATEGY. COORDINATION OF FINNISH NATIONAL REGIONAL POLICY AND EU'S STRUCTURAL AND REGIONAL POLICY IN FINLAND.

## **Toshihiro Kodama, Senior Fellow, Research Institute of Economy, Trade and Industry, IRI (RIETI)**

MR. KODAMA HAS BEEN A SENIOR FELLOW OF RIETI SINCE 2001, CONDUCTING HIS RESEARCH ON "INDUSTRIAL CLUSTER" AND "LABOR MOVEMENT TO GROWING SECTOR". HE WAS DIRECTOR GENERAL OF INDUSTRIAL POLICY DEPARTMENT OF KANTO REGIONAL BUREAU OF THE MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI) IN 1996-98, WHERE HE WAS ENGAGED IN THE LAUNCH OF THE TAMA CLUSTER FORMATION INITIATIVE. HE ALSO WORKED AT OTHER POSITIONS IN MITI AND THE ECONOMIC PLANNING AGENCY AS WELL AS SERVED AS ASSOCIATE PROFESSOR AT SAITAMA UNIVERSITY. HE GRADUATED FROM THE FACULTY OF ECONOMICS OF TOKYO UNIVERSITY IN 1979.

## **Benoit Labonté, President and Chief Executive Officer - Board of Trade of Metropolitan Montreal (Canada)**

BERNOIT LABONTÉ IS PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE BOARD OF TRADE OF METROPOLITAN MONTREAL SINCE JULY 2001. PRIOR TO THIS APPOINTMENT, HE WAS PRESIDENT AND CEO OF THE WORLD TRADE CENTRE MONTRÉAL FROM OCTOBER 1996 TO JUNE 2001. FROM 1993 TO 1996, HE WAS EXECUTIVE ASSISTANT TO THE RIGHT HONOURABLE PAUL MARTIN, NOW PRIME MINISTER OF CANADA. IN ADDITION, MR. LABONTÉ SITS ON MANY BOARDS OF DIRECTORS, INCLUDING THE FOLLOWING: AÉROPORTS DE MONTRÉAL, UNIVERSITÉ DU QUÉBEC À MONTRÉAL AND THE ORCHESTRE SYMPHONIQUE DE MONTRÉAL. HE WAS ALSO APPOINTED MEMBER OF THE EXTERNAL ADVISORY COMMITTEE ON CITIES AND COMMUNITIES BY THE PRIME MINISTER OF CANADA. MR. LABONTÉ HOLDS A MASTER'S DEGREE IN POLITICAL SCIENCE (UNIVERSITÉ DE MONTRÉAL - 1987).

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

HE IS CURRENTLY PROFESSOR OF ECONOMICS AT THE UNIVERSITY OF MODENA AND REGGIO EMILIA AND EXTERNAL PROFESSOR AT THE SANTA FE INSTITUTE, SANTA FE NEW MEXICO. HE DIRECTS THE EUROPEAN COMMISSION RESEARCH PROJECT "INFORMATION SOCIETY AS A COMPLEX SYSTEM" AND THE ITALIAN MIUR PROJECT "A COMPLEX SYSTEM APPROACH TO INDUSTRIAL DISTRICTS". BEFORE COMING TO ITALY 12 YEARS AGO, LANE WAS HEAD OF THE DEPARTMENT OF THEORETICAL STATISTICS AT THE UNIVERSITY OF MINNESOTA. HE HAS PUBLISHED EXTENSIVELY IN PROBABILITY THEORY, THE FOUNDATIONS OF STATISTICAL INFERENCE, PHARMACOEPIDEMOLOGY AND ECONOMIC THEORY, AND FOR THE PAST SEVERAL YEARS HE AND HIS COLLABORATORS HAVE BEEN DEVELOPING A THEORY OF INNOVATION PROCESSES.

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

FROM 1991 UNTIL 1995 HE WAS PRESIDENT OF THE YOUNG EUROPEAN POPULAR PARTY. HE HAS BEEN GENERAL SECRETARY OF AREL (AGENCY FOR RESEARCH AND LEGISLATION) SINCE 1993. BETWEEN 1993 AND 1994 HE WAS HEAD OF THE SECRETARIAT FOR THE FOREIGN SECRETARY BENIAMINO ANDREATTA (THE CIAMPI GOVERNMENT). BETWEEN 1996 AND 1997 HE WAS GENERAL SECRETARY FOR THE EURO COMMITTEE OF THE JOINT MINISTRY OF TREASURY, ACCOUNTS AND ECONOMIC PLANNING.

FROM JANUARY 1997 TO NOVEMBER 1998 HE WAS VICE SECRETARY OF THE ITALIAN POPULIST PARTY (PPI). FROM NOVEMBER 1998 TO DECEMBER 1999 HE WAS MINISTER FOR COMMUNITY POLICY (FIRST D'ALEMA GOVERNMENT). FROM JANUARY TO APRIL 2000 HE WAS MINISTER FOR INDUSTRY, COMMERCE AND CRAFTS (SECOND D'ALEMA GOVERNMENT). BETWEEN APRIL 2000 AND MAY 2001 HE HELD THE POSITION OF MINISTER FOR INDUSTRY, COMMERCE AND CRAFTS AND MINISTER FOR FOREIGN COMMERCE (SECOND D'ALEMA GOVERNMENT). SINCE MAY 2001 HE HAS BEEN MEMBER OF PARLIAMENT AND IN CHARGE OF ECONOMIC POLICY FOR THE MARGHERITA-DL.

SINCE JULY 2004 HE HAS BEEN A MEMBER OF THE EUROPEAN PARLIAMENT. THROUGHOUT THE ACADEMIC YEAR 2003-2004 HE LECTURED AT THE HEC, HAUTE ÉCOLE DE COMMERCE, PARIGI.

## Claudio Martini, President of Toscana Region

CLAUDIO MARTINI WAS BORN IN TUNISIA ON JANUARY 10<sup>TH</sup>, 1951. THE MARTINI FAMILY RESIDED ORIGINALLY IN TUSCANY, BUT MOVED TO TUNISIA AT THE END OF THE 19<sup>TH</sup> CENTURY.

PRESIDENT MARTINI IS PERFECTLY BILINGUAL IN ITALIAN AND FRENCH, HAVING ATTENDED FRENCH SCHOOLS AS A CHILD, AND IS FLUENT IN ENGLISH. HE WAS TEN YEARS OLD WHEN HIS FAMILY DECIDED TO RETURN TO TUSCANY. AFTER JUNIOR HIGH SCHOOL AND AN IMPORTANT BOY-SCOUT EXPERIENCE, HE ENROLLED AT A HIGHLY REPUTED SCHOOL FOR CHEMICAL TECHNICIANS. HERE HE ENCOUNTERED POLITICS FOR THE FIRST TIME. HIS ACTIVITY IN THE STUDENT MOVEMENT BROUGHT HIM TO A HIGHER COMMITMENT IN THE COMMUNIST YOUTH FEDERATION AND AFTERWARDS IN THE PARTY.

THOUGH POLITICS BECAME THE DOMINANT NOTE, HE FOUND TIME FOR OTHER PASSIONS WHICH BECAME VITAL LIFE CONSTANTS: MUSIC (CLASSICAL MUSIC FIRST OF ALL, BUT JAZZ AND ROCK AS WELL); AND SPORTS (BICYCLING AT THE TOP OF THE LIST, BUT BASKETBALL AND SOCCER TOO AS A SUPPORTER OF THE FLORENTINE TEAM). ALONGSIDE MOZART AND THE "FIORENTINA", THERE HAS ALWAYS BEEN A PLACE FOR LITERATURE AND CINEMA. HE IS DIVORCED AND HAS A TWENTY-SEVEN-YEAR-OLD SON.

BEFORE TACKLING HIGH-LEVEL RESPONSIBILITIES IN THE REGIONAL GOVERNMENT, CLAUDIO MARTINI WAS MAYOR OF PRATO FROM 1988 TO 1995. DURING THESE YEARS, HE PROMOTED SEVERAL IMPORTANT PROJECTS: THE UNIVERSITY OF FLORENCE FACILITIES IN HIS CITY, THE IONIZATION OF THE WATER PURIFICATION PLANT, THE CITY'S INDUSTRIAL AQUEDUCT, THE PECCI MUSEUM OF CONTEMPORARY ART, URBAN RENEWAL AND RESTORATION OF THE HISTORICAL CENTER.

ELECTED TO THE REGIONAL COUNCIL FOR THE FIRST TIME IN 1995 AS A CANDIDATE OF THE PARTITO DEMOCRATICO DELLA SINISTRA, MARTINI WAS ASSIGNED THE IMPORTANT TASK OF REGIONAL MINISTER FOR HEALTH AND WELFARE. IN 2000 HE HAS BEEN ELECTED PRESIDENT OF TUSCANY.

MOREOVER, HE IS PRESIDENT OF THE CONFERENCE OF THE PERIPHERAL MARITIME REGIONS OF EUROPE SINCE 2002 (EUROPEAN ASSOCIATION OF REGIONS WITH 150 MEMBERS). IN THE SAME YEAR HE WAS APPOINTED TO THE EUROPEAN CONVENTION AS REPRESENTATIVE OF THE EUROPEAN REGIONS WITH LEGISLATIVE POWERS AS WELL AS VICE-PRESIDENT OF THE SOCIALIST GROUP OF THE COMMITTEE OF THE EUROPEAN REGIONS. IN THIS CAPACITY HE IS MEMBER OF THE PRESIDUM OF THE EUROPEAN SOCIALIST PARTY.

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

MEMBER OF PARLIAMENT IN THE XII, XIII AND XIV LEGISLATURES AND CURRENTLY VICE MINISTER FOR ECONOMY AND FINANCE, WITH PARTICULAR RESPONSIBILITY FOR THE ECONOMIC DEVELOPMENT OF SOUTHERN ITALY, FOR THE COMPANY ACTIVITIES AND PUBLIC PARTICIPATION IN SUPPORT OF THE ECONOMIC DEVELOPMENT OF SOUTHERN ITALY AND FOR RELATIONS WITH THE EUROPEAN UNION AND THE REGIONS IN RELATED ISSUES. COMPANY MANAGER, FOR 11 YEARS, FOR L'IRFIS - ISTITUTO REGIONALE PER IL FINANZIAMENTO DELLE INDUSTRIE IN SICILIA.

MANAGER OF PUBLITALIA '80 SINCE 1984. DIRECTOR OF THE PALERMO BRANCH AND LATER DIRECTOR OF THE BRESCIA BRANCH.

IN 1994 HE WAS ASKED BY PRESIDENT SILVIO BERLUSCONI TO ACCEPT THE ROLE OF REGIONAL COORDINATOR, A POSITION WHICH HE STILL HOLDS TODAY. UNDER SECRETARY OF STATE FOR THE MINISTRY OF TRANSPORT AND NAVIGATION IN 1994.

IN 1995 HE FORMED PART OF THE 9<sup>TH</sup> PERMANENT COMMISSION - TRANSPORT, MAIL AND TELECOMMUNICATION FOR THE FIRST HOUSE OF PARLIAMENT.

IN 1996 HE FORMED PART OF THE PARLIAMENTARY INVESTIGATIVE COMMISSION ON THE MAFIA AND OTHER SIMILAR CRIMINAL ASSOCIATIONS.

IN 1998 HE FORMED PART OF THE V PERMANENT COMMISSION - ACCOUNTS OF THE HOUSE OF PARLIAMENT.

IN 2001 HE FORMED PART OF THE XIV PERMANENT COMMISSION - POLICIES OF THE EUROPEAN UNION.

IN 2001 HE BECAME VICE MINISTER OF ECONOMICS AND FINANCE WITH PARTICULAR RESPONSIBILITY FOR THE ECONOMIC DEVELOPMENT OF SOUTHERN ITALY, FOR THE ACTIVITIES OF COMPANIES AND PUBLIC PARTICIPATION IN SUPPORT OF THE ECONOMIC DEVELOPMENT OF SOUTHERN ITALY AND RELATIONS WITH THE EUROPEAN UNION AND THE REGIONS FOR RELATED ISSUES.

SINCE 2001 HE HAS BEEN A CONTRACTED LECTURER IN "POLICIES OF DEVELOPMENT AND PLANNING OF PUBLIC WORKS IN WEAK AREAS" WITHIN A PHD ON TRANSPORT RESEARCH AT THE UNIVERSITY OF REGGIO CALABRIA.

THANKS TO HIS WIDE INSTITUTIONAL EXPERIENCE, HE HAS PARTICIPATED AS EXPERT IN THE FIELD OF TRANSPORT, ECONOMICS AND THE ENVIRONMENT WITH THE UNIVERSITY OF PALERMO AND REGGIO CALABRIA IN RESEARCH PROGRAMMES ORGANISED BY THE MINISTRY OF UNIVERSITIES AND SCIENTIFIC AND TECHNOLOGICAL RESEARCH.

## Massimo Mucchetti, Lead Economic Writer for the Corriere della Sera

51 YEARS OLD, LEAD WRITER FOR THE CORRIERE DELLA SERA, PREVIOUSLY VICE-DIRECTOR OF THE ESPRESSO, AUTHOR OF THE BOOK "FIRE THE BOSSES?" PUBLISHED BY FELTRINELLI IN 2003. HE BEGAN IN THIS PROFESSION IN 1979. PHILOSOPHY GRADUATE.



## Birger Olofsson, Director, Öresund Committee [Sweden]

SINCE 1993 BIRGER OLOFSSON IS THE DIRECTOR OF THE ÖRESUND COMMITTEE. THE ÖRESUND COMMITTEE IS THE POLITICAL PLATFORM FOR INTEGRATION AND DEVELOPMENT OF THE ÖRESUND REGION. THE ÖRESUND COMMITTEE IS ALSO RESPONSIBLE FOR THE INTERREG-PROGRAMMES FOR THE ÖRESUND REGION. BIRGER OLOFSSON IS ALSO A BOARDMEMBER OF VALLEY ACADEMY, COPENHAGEN, ÖRESUND SCIENCE REGION AND ØRESUND FOOD NETWORK.

## Amanda Orchard, West Midlands Regional Development Agency [UK]

SHE WORKS FOR THE WEST MIDLANDS REGIONAL DEVELOPMENT AGENCY, UK WITHIN THE INNOVATION POLICY TEAM. SHE HAS BEEN DIRECTLY INVOLVED IN THE DEVELOPMENT AND DELIVERY OF THE REGIONAL INNOVATION STRATEGY AND SUBSEQUENT INNOVATION ACTION PLAN FOR THE REGION, IS PROGRAMME MANAGER FOR THE REGION'S INNOVATIVE ACTIONS PROGRAMME AND WORKS CLOSELY WITH THE WM CLUSTER MANAGEMENT AND EUROPEAN TEAM'S IN THE DELIVERY OF THEIR OBJECTIVES. SHE IS CHAIR OF THE IRE STEERING GROUP, AND IS SECONDED PART TIME AS A FUTURIST TO THE REGION'S CREATIVITY LAB AT COVENTRY UNIVERSITY ENTERPRISES.

## Mario Pezzini, Head of the OECD Division of Territorial Reviews and Governance in the Directorate of Public Governance and Territorial Development

HE WAS A SENIOR ECONOMIST AT NOMISMA SPA, AN ITALIAN ECONOMIC RESEARCH ORGANISATION, BEFORE WORKING AS AN ECONOMIC COUNSELLOR IN REGIONAL PLANNING AND DEVELOPMENT FOR THE REGIONAL GOVERNMENT OF EMILIA-ROMAGNA IN ITALY. HE WAS A PROFESSOR IN INDUSTRIAL ECONOMICS IN THE ECOLE NATIONALE SUPERIEURE DES MINES OF PARIS. IN 1995, HE BECAME PRINCIPAL ADMINISTRATOR IN THE OECD URBAN AFFAIRS DIVISION AND HE WAS APPOINTED HEAD OF THE OECD RURAL AND REGIONAL DEVELOPMENT PROGRAMME. HIS MAIN FIELDS OF EXPERTISE ARE INDUSTRIAL ECONOMICS AND REGIONAL ECONOMICS.

THE OECD IS AN INTERGOVERNMENTAL ORGANISATION THAT GROUPS 30 MEMBER COUNTRIES IN A UNIQUE FORUM TO DISCUSS, DEVELOP AND REFINE ECONOMIC AND SOCIAL POLICIES. IT IS ONE OF THE WORLD'S LARGEST AND MOST RELIABLE SOURCES OF COMPARABLE STATISTICAL, ECONOMIC AND SOCIAL DATA. THE OECD IS AT THE FOREFRONT OF EFFORTS TO UNDERSTAND AND HELP GOVERNMENTS RESPOND TO NEW CHALLENGES SUCH AS TERRITORIAL DEVELOPMENT, ELECTRONIC COMMERCE AND BIOTECHNOLOGY.

## Walter H. Plosila, Vice President, Public Technology Management, Battelle Memorial Institute (USA)

WALTER H. PLOSILA HAS EXTENSIVE EXPERIENCE IN THE PUBLIC AND PRIVATE AS WELL AS NON-PROFIT SECTORS. HE IS RECOGNIZED NATIONALLY FOR HIS INNOVATIVE APPROACHES TO ISSUES SUCH AS BUSINESS-HIGHER EDUCATION PARTNERSHIPS, TECHNOLOGY-DRIVEN CLUSTER DEVELOPMENT, AND PUBLIC ENTREPRENEURSHIP STRATEGIES. HE HAS BEEN RESPONSIBLE FOR SUCH NATIONALLY RECOGNIZED MODEL PROGRAMS AS THE BEN FRANKLIN PARTNERSHIPS (PENNSYLVANIA), INDUSTRY-LED HIGH TECHNOLOGY REGIONAL TRADE ASSOCIATIONS (MARYLAND), AND INDUSTRY ROADMAPS (NORTH CAROLINA). DR. PLOSILA IS VICE PRESIDENT, TECHNOLOGY PARTNERSHIP PRACTICE FOR BATTELLE MEMORIAL INSTITUTE. IN RECENT YEARS THE PRACTICE HAS WORKED WITH A NUMBER OF UNIVERSITIES, REGIONAL BUSINESS ORGANIZATIONS AS WELL AS STATES, IN THE DEVELOPMENT AND DESIGN OF TECHNOLOGY, BIOSCIENCES, AND INFORMATION TECH STRATEGIES AS WELL AS PROGRAM DESIGN AND ASSESSMENT, RANGING FROM ST. LOUIS AND INDIANAPOLIS TO ARIZONA, COLORADO, GEORGIA, MASSACHUSETTS, AND OHIO. DR. PLOSILA'S PREVIOUS EXPERIENCE INCLUDES EXECUTIVE DIRECTOR OF THE NORTH CAROLINA ALLIANCE FOR COMPETITIVE TECHNOLOGIES; PRESIDENT OF THE TECHNOLOGY COUNCIL OF MARYLAND; DEPUTY SECRETARY OF THE PENNSYLVANIA DEPARTMENT OF COMMERCE AND DIRECTOR OF THE PENNSYLVANIA GOVERNOR'S OFFICE OF POLICY AND PLANNING. PLOSILA HAS A PH.D. FROM THE UNIVERSITY OF PITTSBURGH; AN MA FROM PENNSYLVANIA STATE UNIVERSITY; AND A BA FROM BELDIT COLLEGE (WISCONSIN). HE HAS SERVED AS AN ADJUNCT FACULTY MEMBER AT FIVE UNIVERSITIES; MOST RECENTLY THE JOHNS HOPKINS UNIVERSITY AND CARNEGIE-MELLON UNIVERSITY. PLOSILA HAS PUBLISHED NUMEROUS PAPERS AND ARTICLES IN THE AREAS OF ECONOMIC AND TECHNOLOGY DEVELOPMENT, ENTREPRENEURSHIP, AND STRATEGIC MANAGEMENT.

## Paulette Pommier, Experte à la Délégation à l'Aménagement du Territoire et à l'Action Régionale - DATAR (France)

POST GRADUATED IN ECONOMY AND SOCIOLOGY FROM THE UNIVERSITY OF TOULOUSE, PAULETTE POMMIER IS SINCE 1990 PROJECT MANAGER ON REGIONAL DEVELOPMENT AT DATAR, A PRIME MINISTER SERVICE DEDICATED TO SPATIAL PLANNING AND TERRITORIAL ACTION. WITH THE AIM TO DIVERSIFY AND TO IMPROVE TERRITORIAL DEVELOPMENT APPROACHES, SHE HAD TO EXPERIMENT AND IMPLEMENT DIFFERENT TOOLS BASED ON PARTNERSHIP BETWEEN LOCAL STAKE-HOLDERS, AS FINANCIAL SUPPORT TO NEW ENTREPRENEURS, TRAINING PROGRAM, NEW SERVICES INITIATIVES TO CREATE NEW JOBS, ETC... SHE HAS BEEN RESPONSIBLE OF THE CLUSTER POLICY DECIDED BY THE FRENCH GOVERNMENT IN 1997. IN RELATION WITH OCDE, SHE HAS BEEN IN THE LAST YEARS IN CHARGE OF INTERNATIONAL CONFERENCES FOR CLUSTERS PRACTITIONERS AND POLICE MAKERS (ENTRETIENS INTERNATIONAUX DE L'AMÉNAGEMENT ET DU DÉVELOPPEMENT DES TERRITOIRES (JANUARY 2001, 2002, 2003 IN PARIS).

BEFORE JOINING DATAR, SHE HAD AN EXPERIENCE OF CONSULTANT IN BIPE (BUREAU D'INFORMATIONS ET DE PREVISIONS ÉCONOMIQUES) AND, LATER, IN THE FRENCH MINISTRY OF EMPLOYMENT AND TRAINING.

SHE HAS BEEN EXPERT IN INTERNATIONAL COOPERATION: FIRST AS EXPERT FOR THE INTERNATIONAL LABOUR OFFICE (ILO) IN SANTIAGO DE CHILE -PROGRAM PREALC- (FROM 1967 TO 1970) AND FURTHER, AS AN EXPERT FOR THE MEXICAN GOVERNMENT WITH PNUD SUPPORT, IN MEXICO CITY (FROM 1979 TO 1987).

## Odile Sallard, Public Governance and Territorial Development Directorate

MRS SALLARD HAS HAD AN EXTENSIVE CAREER AT THE OECD AND OCCUPIED SENIOR POSITIONS IN A NUMBER OF OECD DIRECTORATES, INCLUDING AS HEAD OF A COUNTRY STUDIES DIVISION IN ECO, DIRECTOR OF THE TERRITORIAL DEVELOPMENT SERVICE, HEAD OF THE PRIVATE OFFICE OF THE SECRETARY-GENERAL, DEPUTY DIRECTOR, DIRECTORATE FOR EDUCATION, EMPLOYMENT, LABOUR AND SOCIAL AFFAIRS AND DIRECTOR OF THE PUBLIC MANAGEMENT SERVICE. AS OF 1 SEPTEMBER 2002, MRS SALLARD IS THE DIRECTOR OF THE NEWLY CREATED DIRECTORATE FOR PUBLIC GOVERNANCE AND TERRITORIAL DEVELOPMENT, FOLLOWING THE MERGER OF THE TERRITORIAL DEVELOPMENT SERVICE AND THE PUBLIC MANAGEMENT SERVICE. PRIOR TO JOINING THE OECD IN 1974, MRS SALLARD WORKED IN THE FRENCH MINISTRY OF FINANCE (DIRECTION DE LA PRÉVISION).

MRS SALLARD IS A FRENCH NATIONAL. SHE HOLDS DEGREES IN ECONOMICS, BUSINESS ADMINISTRATION AND ACCOUNTING FROM PARIS UNIVERSITY AND THE INSTITUT D'ETUDES POLITIQUES.

## David A. Sampson, Assistant Secretary of Commerce for Economic Development (USA)

DAVID A. SAMPSON WAS NOMINATED BY PRESIDENT GEORGE W. BUSH ON MARCH 19, 2001, AND CONFIRMED AS THE ASSISTANT SECRETARY OF COMMERCE FOR ECONOMIC DEVELOPMENT BY THE UNITED STATES SENATE ON AUGUST 3, 2001. SAMPSON SERVES AS THE PRINCIPAL ADVISOR TO COMMERCE SECRETARY DONALD L. EVANS ON DOMESTIC ECONOMIC DEVELOPMENT POLICY. HIS PRIMARY RESPONSIBILITIES INCLUDE POLICY DEVELOPMENT, ESTABLISHING FUNDING PRIORITIES, DEFINING GRANT INVESTMENT POLICY GUIDELINES AND DIRECTING THE OPERATIONS OF THE ECONOMIC DEVELOPMENT ADMINISTRATION (EDA). ADDITIONALLY, SAMPSON INITIATED THE FIRST COMPREHENSIVE REORGANIZATION IN THE AGENCY'S 37 YEAR HISTORY TO ALIGN RESOURCES TO BEST ACCOMPLISH EDA'S CORE MISSION. HE HAS SPEARHEADED EFFORTS TO SECURE EDA'S REAUTHORIZATION BY THE U.S. CONGRESS, WHICH HAS PASSED THE U.S. HOUSE OF REPRESENTATIVES AND IS EXPECTED TO BE PASSED BY THE US SENATE IN 2004.

ASSISTANT SECRETARY SAMPSON'S EXTENSIVE PRIOR ECONOMIC DEVELOPMENT EXPERIENCE IN THE PRIVATE AND PUBLIC SECTORS INCLUDES SERVING AS PRESIDENT & CHIEF EXECUTIVE OFFICER OF THE ARLINGTON, TEXAS CHAMBER OF COMMERCE; CHAIRMAN OF THE TEXAS COUNCIL ON WORKFORCE AND ECONOMIC COMPETITIVENESS; AND VICE CHAIR OF THE TEXAS STRATEGIC ECONOMIC DEVELOPMENT PLANNING COMMISSION IN THEN-GOVERNOR BUSH'S ADMINISTRATION.

DIRECTOR OF INNOVATION AND RESEARCH POLICY OFFICE SINCE OCTOBER 2000.

THE AIMS OF THE OFFICE ARE:

- PROMOTION OF FEASIBILITY PROJECTS IN INNOVATIVE CLUSTER.
  - RELATIONSHIP AMONG ADVANCED TECHNOLOGY, TOURISM, AND ENVIRONMENTAL AND CULTURAL HERITAGE.
  - RELATIONSHIP AMONG SMEs AND HI-TECH.
  - STUDY OF THE INNOVATIVE PROCESSES OF THE REGIONAL ECONOMY.
  - DEVELOPMENT AND DESIGN OF PROJECT IN THE FIELD OF INNOVATIVE TECHNOLOGICAL PROCESSES, IN PARTICULAR TO NATIONAL AND EUROPEAN PROGRAMMES.
- COORDINATOR OF JOINT ACTIVITIES WITH FINMECCANICA, ESA AND LATIN AMERICAN COUNTRIES TO DEVELOP GROUND STATIONS FOR RECEPTION AND DATA PROCESSING IN THE FRAMEWORK OF NEW SATELLITE TECHNOLOGIES FOR EARTH OBSERVATION COORDINATOR OF ACTIVITY FROM NRC, NATIONAL AIR FORCE, ESA, TUSCANY REGION AND EUMETSAT FOR THE DEVELOPMENT OF GOME (GLOBAL OZONE MONITORING EQUIPMENT) BY FINMECCANICA.

APPOINTED COORDINATOR BY THE TRANSPORT MINISTRY FOR THE NEW INTERREG IIB PROGRAMME PLAN, WITH REFERENCE TO ENVIRONMENT COORDINATOR FOR THE REGIONAL LAW NUMBER 55 "06.04.2000" TO GIVE BIRTH TO THE "LAMMA SKY MED" COMPANY BY ASI, CNR AND FMA.



INFORMATION AT:

[INFO@INNOVAZIONE.TOSCANA.IT](mailto:INFO@INNOVAZIONE.TOSCANA.IT)

[HTTP://WWW.INNOVAZIONE.TOSCANA.IT/CONFERENZA](http://WWW.INNOVAZIONE.TOSCANA.IT/CONFERENZA)