

EUROPEAN FORUM FOR INNOVATION 2011
EFI 2011

Rome, 30 November – 2 December 2011
Location – Opificio Telecom Italia,

Wednesday 30 November

9:30 **Registration**

10:00 **Call to Arms for Innovation**

Key notes speeches aimed at gathering forces among innovators in order to foster the commitment to invest, reduce fragmentation, leverage creativity and facilitate the technology transfer that is urgently needed in Europe.

Opening Speech: Prof. Imrich Chlamtac (President, European Alliance for Innovation)

Speakers: Ms. Neelie Kroes (Vice-President Digital Agenda EC – Video message)

Ms. Antonella Noya (Manager of the OECD/LEED Forum on Social Innovations and Senior Policy Analyst)

Prof. Ward A. Hanson (Fellow and the Policy Forum Director, Stanford Institute for Economic Policy Research)

Prof.ssa Margherita Hack (Astrophysicist, Member of "Accademia Nazionale dei Lincei" – Video message)

12.30 **Lunch Break**

14:00 **Policy Panel**

This panel will check in on the progress being made on important EU technology and innovation initiatives such as the Digital Single Market, ICT for social challenges, and high-speed internet. The panel will also explore the routes and roadblocks to getting research to yield more marketable innovations, where fragmentation is being successfully addressed and what we can all do to work together as individuals and as members of EAI to improve innovation throughout Europe.

Moderator: Mr. Charles Watt (President, ERIS@)

Speakers: Mr. Lorenzo Dellai (President Autonomous Province of Trento)

Mr. Marc Luyckx Ghisi (Former member of the "FORWARD STUDIES UNIT" of the European Commission in Brussels)

Mr. Edoardo Colombo (Board of Directors, Italian Agency for Technology and Innovation)

Prof. Massimo Egidi (FBK President and LUISS University rector)

Mr. Umberto Croppi (Director General Fondazione Valore Italia; former Culture and Communication Policy Councillor at Municipality of Rome)

15:20 **Business Panel**

How do some companies manage to create game-changing innovations year after year? What is their secret recipe for innovation success? Through analysis and discussion among visionaries, problem solvers, provocateurs; from the ground floor to the top floor, this panel will examine what helps a business innovate and stay innovative. Clearly, it is in part leadership, fostering creativity, and developing the right people...but it is much more than that, and in what proportions? Learn what these leaders have to share about how they cook up innovation.

Speakers will provide insight into promising solutions currently in practice and in the pipeline.

This unique moment in history, where innovation is tearing down the boundaries of our future's landscape represent an incredible opportunity for business at every level.

Moderator: Mr. Luca Olivari (*Principal, A.T. KEARNEY*)

Speakers: Mr. Eliezer Dekel (*Senior Technical Staff Member and Manager of the Distributed Middleware Group in IBM Research Haifa*)

Dr. Maren Hunds (*managing DigiBIC for the European Business& Innovation Centre Network, European Business Network*)

Mr. Luigi Telesca (*Business and Cooperation Director, Create-Net*)

Mr. Carlo Iantorno (*Microsoft's National Technology Officer, Microsoft Italy*)

16:40 Society Panel

From smart phones, social media, and broader connectivity came the facilitation of the Arab Spring and the resulting change. Today we are seeing the open access movement and how fundamental shifts in society are creating new markets, opportunities and threats to innovation. Innovation drives change in our society but just as true is the fact that society drives innovation. This panel will explore what is happening along these lines today, what may occur tomorrow and how we, as a community focused on innovation, should position ourselves.

Moderator: Ms. Lia Giovanazzi Beltrami (*Councillor of international solidarity and cohabitation, Autonomous Province of Trento*)

Speakers: Amb. Uri Savir (*President, Peres Center for Peace - Video message*)

Ms. Emma Clarence (*Policy Analyst, OECD LEED Trento Centre for Local Development*)

Amb. Mordechai Lewy (*Ambassador of Israel to the Holy See*)

Mr. Ilan Gafni (*Peres center for Peace*)

Mr. Moad Arqoub (*YaLa - Young Leaders*)

Mr. Luigi De Salvia (*General Secretary, Religions for Peace*)

Thursday 1 December

9.30 **Registration**

10.00 **Opening Speech**

Mr. Raffaele Liberali (*Director for Energy DG Research & Innovation*)

10:25 **EAI Strategic Forum Session - Presentation of position papers**

Members of the EAI Strategic Forum present their ideas and policy proposals on the European innovation agenda. From incubation and technology transfer to e-learning and urban innovation: join the grassroots community in driving forward this unique policy initiative.

Speakers: Mr. Pierre Yves Danet (*Research lab CTO, NEM, Vice Chair, France Telecom*)
Mr. Frans de Bruine (*Adviser, IBBT and Founder, ISCA.EU*)
Mr. Charles Watt (*CEO, ERISA*)
Dr. Aleardo Furlani (*CEO and founder Innova*)
Dr. Manfred Schrenk (*Managing Director, CEIT Alanova*)
Mr. Bruno Conte (*President, SocialWork 2.0 SCS*)

11:30 **EAI Steering Board Round Table**

Following the presentation of Strategic Forum position papers, the EAI Steering Board will discuss the future direction for the main advocacy body of the European Alliance for Innovation. Representing the 5 clusters of innovation stakeholders (SMEs, Corporations, Affiliated (Societies), Institutions and Internationalisation), this panel will identify the key priorities for the EAI Strategic Agenda in the coming year.

Speakers: **Strategic Forum chair:** Dr. Afonso Ferreira (*Officer FET-Open, Future & Emerging Technologies, European Commission, DG INFSO*)
Internationalization Cluster: Mr. Gabriel Silberman (*senior vice president and director, CA Labs*)
SMEs Cluster: Mr. Anilkumar Dave (*Head of Unit and Coordinator of European R&D and Special Initiatives, Treviso Tecnologia*)
Corporate cluster: Mr. Eliezer Dekel (*Senior Technical Staff Member and Manager of the Distributed Middleware Group in IBM Research Haifa*)
Affiliated cluster: Mr. Erwin Grosspietsch (*President Euromicro*)
Institutional Cluster: Prof. Tiziana Catarci (*Vice-Rector for ICT and Infrastructures, University La Sapienza*)

12.45 **Lunch Break**

14:00 **Education and professional enhancement**

Broadening ICT literacy and innovation mindset: how to change the European mindset and invest in ICT interdisciplinary literacy as a driver for Innovation.

Moderator: Prof. Guillermo Cisneros (*Dean, Technical University of Madrid*)
Speakers: Mr. Andrea Granelli (*CEO, Kanso*)
Prof. Gianni Orlandi (*Director Department of Information Engineering, Electronics and Telecommunications of the University of Rome "La Sapienza"*)
Prof. Csaba A. Szabò (*Professor and Head of the Laboratory of Multimedia Networks, Budapest University*)

Prof. Ran Giladi (*Head Department of Communication Systems Engineering, Ben Gurion University*)

Mr. Nektar Baziotis (*Managing Director and co-founder, Apogee Information System*)

15:30 Dissemination and personal recognition

Europe as magnet, fostering new approaches to dissemination in order to overcome fragmentation, increase European research recognition globally, promote and retain European individual talent through grassroots cooperation and open access policies.

Moderator: Mr. Erwin Grosspietsch (*President, Euromicro*)

Speakers: Ms. Daniela Patti (*Researcher, CEIT Alanova*)

Prof. Dagmar Caganova (*Associate Professor, Slovak University of Technology*)

Mr. Frans de Bruine (*Advisor, IBBT*)

Mr. Filippos Frantzolas (*HePIS*)

16.45 Funding and Business Development

The shape of funding is changing. Driven by budget cutback and market jitters, innovative new deals are the order of the day. How grassroots philosophy and collaborative platforms may help filling in the steps from the dream to reality and what 'traditional' funding can learn from it.

Moderator: Mr. Aleardo Furlani (*CEO and Founder, Innova*)

Speakers: Mr. Gianluca Dettori (*CEO, Pixel*)

Mr. Anton Theuma (*Paragon Europe/APRE*)

Mr. Paolo Anselmo (*President, IBAN/INSME*)

Mr. Pietro Zani Massani (*General Manager, WTC San Marino*)

18.00 Elevator's Pitch Session by Telecom Italia

19.30 Networking "aperitivo"

Onsite

(14:30 - 17:00 – Parallel APRE ICT Venture Gate SME Investor Coaching)

SMEs will be able to pitch to an expert who will provide tailored, specific advice and coaching to ensure a top class presentation on day 2.

At 17.00 coached SMEs will join the "Funding& Business Development" panel, dedicated to discuss different experiences in a constructive manner to bridge the gap between SMEs and public/private investors funding.

More visibility of research and innovation funding programme and projects among investors; the importance of developing a more constructive relationship between public and private funding, and the role of the public sector as a facilitator in stimulating private investments will be highlighted.

Friday 2 December

9:30 **Registration**

10:00 **ICT Venture Gate welcome session- APRE SESSION**

Speakers: EAI representative
Mr. Anton Theuma, ICT Venture Gate project coordinator
Mr. Pierre Marro, European Commission DG INFO (TBC)

10:30 **Panel Discussion – APRE SESSION**

How to create the right ecosystem for commercialization of SME Projects 'results. How Horizon2020 will boost an effective "innovation chain" from research to the market. What is the role of ICT SMEs and investors in creating this ecosystem?

Speakers: Mr. Pierre Marro, European commission DG INFSO (tbc);
Ms. Francesca Natali – MetaGroup; Luigi Capello – EnLabs;
Mr. Nicola Ciulli - Nextworks s.r.l.;
Ms. Valentina Tecce - Intesa Sanpaolo S.p.A. (tbc);
ERRIN, European Regions Research and Innovation Network;
EACI, Executive Agency for Competitiveness and Innovation (tbc);

11:30 **SME Investor Brokerage – APRE SESSION**

Presentation by SMEs (10 minutes each)

13:00 **Networking Lunch**

14:00 **Research and Technology Transfer**

How to bridge research with its practical implementation? Europe's commitment to research leveraged through public/private partnership in order to ensure that effective networking by bringing together all innovation actors under a common networking umbrella.

Moderator: Prof. Javier Val (*Technical Institute of Aragon*)
Speakers: Mr. Giacomo Piccini (*Director, Fondazione Distretto Green & High Tech Monza e Brianza*)
Mr. Fulvio Faraci (*Head of Research & Prototyping, Telecom Italia*)
Prof. Paolo Bellavista (*Associate Professor, DIES University of Bologna*)
Prof. Tiziana Catarci (*Vice-Rector for ICT and Infrastructures, University La Sapienza*)
Prof. Petra Turkama (*FI PPP Concord Project, Aalto University*)
Mr. Carlo Coluccio (*President, Reggio Emilia Innovazione*)
Mr. Anilkumar Dave (*Head of Unit and Coordinator of European R&D and Special Initiatives, Treviso Tecnologia*)

15:15 **Policy and regulations**

Transforming European concerns into sustainable proposals to steer EU decisions: the importance of shared vision and the need for a unified European voice to set the basis for European competitiveness.

Moderator: Mr. Frans de Bruine (*Former Director of DG Infso, European Commission; Director ISC4.EU, International Strategy*)
Speakers: Mr. Cees Lanting (*Senior Marketing Manager European Projects, CSEM*)
Ms. Daniela Talamo (*Senior Consultant for Regulatory and Public Affairs, Open Gate Italia*)

Mr. Ernesto Belisario (*Studio Legale Belisario*)
Mr. Stephen Trueman (*Director of Sapienza Innovazione and Senior Advisor to the European University Association*)

16:45 **Market trends and society impact**

Recent global events have provided a clear example of how innovative technology can enable fundamental societal changes: how can we harness ICT for positive impact on our future, influencing not only further technology developments, engaging ICT in a positive way for societal changes, such as peace, development and morality

Moderator: Mr. Bruno Conte (*CEO di New Tech and Presidente di SocialWork 2.0*)

Speakers: Mr. Dino Maurizio (*Operation Director, Informatici Senza Frontiere*)
Mr. Raffaele Farella (*Internationalization and Foreign Promotion Manager*)
Mr. Roberto Bellini (*AICAnet*)
Mr. Carlo Infante (*CEO, Urban Experience*)
Mr. Piero Magri (*Founder, Terre di Mezzo*)

18.00 **Wrap-up session**