



BUSINESS SHOCKS AS OPPORTUNITY

How can a future ERA support and stimulate research, innovation
and sustainable growth in Europe?

WHICH SHOCKS?

- FINANCIAL SHOCK – (TEMPORARY?) CAPITALIST SYSTEM CRISIS?
- BUSINESS CYCLE SHOCK – (SEVERE!) ECONOMIC SYSTEM ADJUSTMENT?
- CLIMATE SHOCK – NEED FOR RADICAL INNOVATION AND INDUSTRIAL RENEWAL?
- GLOBALIZATION SHOCK – INCREASING GLOBAL COMPETITION?
- HUMAN RESOURCES SHOCK – DEMOGRAPHY, MIGRATION, ATTRACTIVENESS?
- EU POLICY SHOCK – LISBON AGENDA IMPACTS?
- COINCIDING SHOCKS – MULTIDIMENSIONAL CHALLENGES?

The word "Crisis" in Chinese....

...and innovation

危机



创新

Dangerous

New Worlds

Opportunity

New Solutions

危機

...and in Japanese.

RESEARCH AND INNOVATION

- RESEARCH (INCREASINGLY) NECESSARY FOR MUCH INNOVATION
 - ❑ Investments in excellent research generate new opportunities of fundamental importance

- BUT DOES NOT AUTOMATICALLY LEAD TO INNOVATION AND NEW SOLUTIONS
 - ❑ Frameworks, investments and institutions of equally fundamental importance

- AND DOES NOT AUTOMATICALLY LEAD TO INNOVATION AND NEW BUSINESS IN EU
 - ❑ Competitive innovation conditions necessary for new businesses, new jobs, new growth

WHICH OPPORTUNITIES?

- INNOVATION FOR NEW BUSINESS GROWTH – FOR A GROWING GLOBAL DEMAND?
 - Eco-efficiency innovation
 - Health innovation
 - Security innovation
 - Communication innovation
 - Transportation innovation
 - ...

- STRUCTURAL CHANGE FOR COMPETITIVENESS – IN A GLOBALIZING COMPETITION?
 - Radical industrial renewal
 - Radical research renewal
 - Radical policy (governance) renewal

- GRAND (GLOBAL) CHALLENGES – KEY PRIORITY BASIS?
 - Science excellence
 - New solutions (Innovation)
 - Business competitiveness



FOR WHOM?

- EUROPEAN BUSINESS FIRMS?
- EUROPEAN UNIVERSITIES?
- EUROPEAN POPULATION?
- EUROPEAN MEMBER STATES?
- EUROPEAN COMMISSION?
- COMMON OPPORTUNITIES – JOINT STRATEGIES – HOW?

WHICH STRATEGIES?

SESSION 1 – GLOBALIZATION OF ERA

- What are the consequences of the rapid globalization for ERA?
- How do we strike a proper balance between strategies and measures at the member state level and the EU level with regards to internationalization efforts?

SESSION 2 – STRENGTHENING THE INDUSTRIAL PERSPECTIVE IN ERA

- How do we increase industry participation and influence in publicly funded research?
- What kind of measures do we need to facilitate a more rewarding industry-academia interaction?

SESSION 3 – HORIZONTAL INNOVATION POLICY

- How can different (DG) policies at the European level, as well as, policies designed by different ministries on a national level, be targeted towards innovation?
- How can horizontal (and vertical) policy integration and synergies be achieved?