

EIRMA Annual Conference 2015

EUROPE, THE ELDORADO FOR INNOVATION?

INFRASTRUCTURES & RESOURCES SHARING BETWEEN
INDUSTRY & RTO's IN EUROPE



Conference Announcement

Conference venue: Alvisse Park Hotel

Luxembourg 28 – 29 April 2015

2015 ANNUAL CONFERENCE OVERVIEW

The EIRMA Annual Conference provides an unparalleled opportunity for networking and cross-fertilising ideas and experiences between different industrial sectors, which is what makes EIRMA unique.

This year EIRMA members will enjoy a common conference together with EARTO, European Association for Research and Technology Offices. There will be networking opportunities all along the two days and a joint day on 29 April for a common discussion.

On 28 April EIRMA members will discuss among themselves whether Europe is “the Eldorado for innovation”:

The location of research activities is a very important strategic consideration for companies. Industrial research relies on national and international infrastructures to provide the environment for innovation to prosper.

This EIRMA Annual Conference will explore *how to maintain, and continue to develop, industrial research expertise and innovation capabilities in Europe*, focusing on **the role of industry in achieving this**. Does industry have particular obligations in contributing to and benefiting from a competitive research environment? What skills base will people need in the future to support innovation in Europe?

We will look at outstanding examples of European infrastructure that enable companies' innovation strategies and research capacities, learning from the approaches of the best research clusters to understand what they are doing to keep Europe competitive. Do big infrastructure platforms support industrial research programmes effectively?

Although globalisation has changed the footprint of R&D organisations, Europe remains an important hub for industrial innovation. What opportunities and benefits have enticed companies from outside Europe to establish research operations here? What can we learn from their experiences in planning for the future?

On 29 April EIRMA members will gather with EARTO members to discuss infrastructures and resources sharing between industry and RTOs in Europe.

Infrastructure plays a crucial role in the interface between industry and RTO innovation processes. What facilities, tools and services are needed in Europe to align the needs and contributions from industry and RTOs to deliver transferrable co-developed results that are competitive on the world's stage? What is the role of RTOs and Industry in supporting Smart Specialisation within European regions, and driving delivery of the Key Enabling Technologies?

Target Audience

EIRMA Representatives, senior industrial leaders in Research & Innovation, people working at senior and middle levels of management, within **corporate and business functions** that are responsible for R&D and innovation, technology or product development.

The audience will include a broad cross-section of the European research and business community.

*We also encourage **senior delegates** to come along with **talented junior managers** and to **spread the word among non-member companies** that you would consider as potential candidates for EIRMA membership. This would enable them to experience the benefits and networking opportunities that they could gain by joining the Association.*

Issues Addressed

- < What is the industrial experience of Europe's innovation infrastructure?
- < What are the specific strengths that will keep Europe at the center of global innovation?
- < What are the potential barriers to future success for European research based industry?
- < What are the benefits and pitfalls of R&I in the European ecosystem?
- < Why have some companies moved into Europe while others have left? Do social and political issues have an impact on R&D strategy?
- < What is industry's role in driving improvements in Research infrastructure? How should we go about it?
- < How can industry respond to new macroeconomic challenges e.g. functional and circular economies?
- < What would make easier for you to keep your R&I in Europe?
- < What would you like to find in Europe to make it the place to be?
- < How can we optimize the use of talents and facilities?

Chair

Carlos Härtel, *EIRMA President and Managing Director GE Global Research Europe*

Co-chair for the joint day with EARTO

Maria Khorsand, *EARTO President and CEO of SP Technical Research Institute of Sweden*

Conference & Accommodation Venue

Alvisse Parc Hotel
120, route d'Echternach
L-1453 Luxembourg

8 Online registration **until 15 April 2015**

On EIRMA Website: <http://www.eirma.org>

ANNUAL CONFERENCE PROGRAMME



Monday 27 April 2015

17:00 – 18:30 **EIRMA Governing Board**
Room Ansembourg - For Board members only

19:00 *Meeting at the hotel lobby for transfer by bus to the restaurant*

19:30 – 22:00 **Welcome Dinner at Cercle Munster for EIRMA members and for Board Members of EIRMA & EARTO**



22:00 *Bus transfer back to the Alvisse Parc Hotel*

EIRMA CONFERENCE DAY

EUROPE, THE ELDORADO FOR INNOVATION?



Tuesday 28 April 2015

EIRMA Conference Day
Room Hollenfels

- 8:30 – 9:00 *Registration & Joint Welcome Coffee
Room Europe C*
- 9:00 - 9:15 **Conference Opening by EIRMA President**
*Carlos Härtel: EIRMA President and Managing Director GE Global
Research Europe*
- 9:15 – 9:45 **Incomplete framework conditions for effective innovation in the EU**
Governments everywhere play an active role to create the framework conditions for wealth creation, within which research and innovation are a key component. In the European Union, the governance system is insufficiently adapted to present day needs of a European and global market driven by rapid innovations. Therefore, in order to fully develop Europe's research strengths, the High Level Group on Innovation Policy Management pleaded for systemic reforms to ensure that companies and societies can benefit more fully and rapidly from its research and innovation capabilities
Stefan Schepers, Secretary General of the High Level Group on Innovation Policy Management, Director of EPPA, former Director General of the European Institute of Public Administration, EPPA
- 9:45 – 10:30 **Umicore working on the opportunities of the circular economy of technology metals**
Ø Describing how the historic competence basis is being upgraded to address the new needs of circular economy processes
Ø Explaining several actual Umicore business cases of circular economy of technology metals
Ø Highlighting the open innovation approach for the continuous improvement of the needed competences
Ø Return to society on the level of education, innovation and business creation through the EIT – KIC Raw Materials
Ø Background information through the video of the Ellen Mc Arthur Foundation: <https://www.youtube.com/watch?v=KHrOOnkpte4> and of the European Commission <http://ec.europa.eu/environment/circular-economy/>
Egbert Lox, Senior Vice President, Government Affairs, Umicore

10:30 – 11:00

*Joint Coffee Break (common with EARTO members)
Room Europe C*



11:00 - 12:30

Panel session: Europe, global hub for R&D/Innovation?

This panel will discuss the reasons for companies to locate/retain R&D/Innovation centers in Europe. This will be done, using two perspectives: how do non-European firms assess the attractiveness of Europe in this area and how European companies plan to rebalance their global array of innovation centres, in light of emerging players, such as China, India and Brazil.

José Enrique Roman, Boeing, Managing Director Research & Technology Europe, Boeing

Martin Curley, Vice-President Intel Labs, Director Intel Labs Europe

Laura Montagna, Director SKF Engineering and Research Centre, SKF

Anne-Christine Ayed, VP Research and Innovation, Tarkett

Mérouane Debbah, VP France R&D Center, Director of Mathematical and Algorithmic Sciences Lab, Huawei Technologies France

Kazuyoshi Torii, General Manager European R&D Centre, Hitachi Europe

Panel chaired by **Georges Haour**, Professor of Technology & Innovation Management at IMD, EIRMA Individual Member

12:30 – 13:30

*Joint Walking Lunch (common with EARTO members)
Room Europe A*



13:30 – 14:00

Clusters of Innovation for the future

Some countries/ regions have had notable success in building hi-tech clusters, generating stable regional employment levels within high value growth industries.

For future success, countries and regions need to understand two things:

Historically, what factors have driven success in building Clusters of Innovation? For the future, as the Third Industrial Revolution gathers pace, what will be the industries that could generate new clusters?

David Brown, Chair ProFactor Pharma. Ex Global Head of Drug Discovery, Hoffman La Roche

14:00 – 15:00

From Scarcity to Abundance

“We know what we are but not what we may be” William Shakespeare

Can Europe become a world class research hub? Europe’s pursuit of knowledge throughout the ages has nurtured a strong tradition in creativity, research, innovation and design. Successive historical eras, the classical, the medieval, the renaissance, the enlightenment, the industrial, have explored and innovated in unique ways. The socio-ecological era that is now emerging will inevitably again change the nature of what and how we research, create and innovate. Are we ready?

Josephine’s talk explores the non-linear complexity and heterarchy of our emerging socio-ecological age; an age of social innovation, collaboration and ecologies of scale rather than economies of scale. She explores the decentralization and distribution of creativity and capacity through the system and stimulates thinking and insights around the future of research, innovation and design. Exploring our change of age, and those capacities that make us uniquely human, Josephine suggests we are on the edge of a new paradigm, one based not on scarcity but on abundance, not on less is more but on more is more.

Throughout her talk she explores the implications for companies and organisations in terms of size, management, culture, behaviour, leadership and energy. Collectively she asks us to think about how industry needs to adapt and how European Research can become world class.

Josephine Green, *Beyond 20, formerly Philips*

15:00 – 15:10

Conclusion

Carlos Härtel, *EIRMA President and GE Managing Director Europe*

15:10 – 15:30

*Joint Coffee Break (common with EARTO members)
Room Europe C*



15:30 – 17:00

EIRMA General Assembly

Dedicated to Representatives or Alternates of EIRMA member companies.

17:00

Annual Conference closure

18:15

Get-together at the hotel lobby

18:30 – 19:30

Bus transfer to Conference Dinner & Visiting Tour (common with EARTO members)

19:30 – 22:00

Joint Conference Dinner at Cercle Cité

Welcome address by Francine Closener, Secretary of State of the Economy, Ministry of the Economy, Luxembourg & by Marc Schiltz, Secretary General of the Fonds National de la Recherche



22:00

Bus transfer to the hotel Alvisse Parc Hotel

JOINT DAY EIRMA-EARTO

INFRASTRUCTURES & RESOURCES SHARING BETWEEN INDUSTRY & RTOS IN EUROPE



Wednesday 29 April 2015

Joint Conference Day with EARTO

Room Europe B

For an updated version and details of speakers, see the link <http://www.earto-eirma-luxembourg2015.eu/content/programme>

8:30 – 9:00 *Registration & Joint Welcome Coffee*
Room Europe C



9:00 - 9:45 **Introduction**
***Gabriel Crean**, CEO, Luxembourg Institute of Science and Technology (LIST),
Conference Host*
***Marc Hansen**, Secretary of State for Higher Education and Research, Ministry
of Higher Education and Research, Luxembourg*
***Carlos Moedas**, New European Commission R&I Commissionaire (TBC)*
***Maria Khorsand**, EARTO President and CEO of SP Technical Research
Institute of Sweden*
***Carlos Härtel**, EIRMA President and Managing Director GE Global Research
Europe*

9:45 – 10:15 *Joint Coffee Break*
Room Europe C



10:15 – 12:00 **Part 1 – How to construct an appropriate ecosystem to support
Infrastructures and Resources Sharing between Industry & RTOs in
Europe**

Shared infrastructures linked to economic & regional development policy
***Jean-Philippe Bourgoin**, Director Strategy & Programmes, CEA*

Government policy to support infrastructure and economic development
Mario Grotz, *Director General for Research, Intellectual Property and New Technologies, Ministry of the Economy, Luxembourg*

Views of the JRC

John Bensted-Smith, *Director, JRC Institute for Prospective Technological Studies (JRC-IPTS)*

Infrastructure Sharing, industry experience of hosting start-ups

Tom Aelbrecht, *Director Venture & Incubation Center, Janssen Pharmaceutica, Johnson & Johnson*

Discussion moderated by **Maria Khorsand**, *President of EARTO - CEO, SP*

12:00 – 13:30

Joint Lunch
Room Europe C



13:30 - 15:00

Part 2 – How is “smart specialisation” a reality (Parallel Sessions)

Session 1

Room Hollenfels

Regional Specialisation: what does it mean in a global competitive market?

What is the current mapping of regional specialisation in Europe? How does it affect industrial innovation management? How does regional market, regional science & technology capabilities and regional industry and manufacturing capabilities influence each other? What are key factors for locating RD&I activities? How do industries locate their research and development with respect to market and science?

Volvo experience

Urban Wass, *Senior Vice President, Research & Innovation Policy, Volvo*

Tecnalia experience

Iñaki San Sebastian, *Deputy Managing Director, Tecnalia, Spain*

European Commission experience

Normunds Popens, *Deputy Director General, DG REGIO, European Commission*

Moderator: **Léopold Demiddeleer**, *Honorary President EIRMA, formerly Solvay*

Rapporteur: **Ragnar Heldt Nielsen**, *Director of GTS – Advanced Technology Group, Danish Technological Institute*

Session 2

Room Europe A

How important are shared infrastructures for the transfer of technology between Industry & RTOs?

What types of infrastructure (labs/pilot lines/others etc.) and resources can be shared? In which technological fields and for which markets is this relevant? Are pilot lines helpful? Are innovations in highly regulated markets easier to transfer through shared infrastructure? Is the timeline of transfer positively influenced? Does it make sense economically? Does shared infrastructure hinder freedom of research? Does it foster not invented here syndrome? How close/far to production should (public) R&D be oriented?

AGFA experience

Frank Ruttens, Account Manager, AGFA

AIT experience

Alexander Svejksky, CFO, Austrian Institute of Technologies

European Commission experience

Christos Tokamanis, Head of Unit "Advanced Materials and Nanotechnologies", DG R&I, European Commission

Moderator: *David Brown, Chair ProFactor Pharma. Ex Global Head of Drug Discovery, Hoffman La Roche*

Rapporteur: *Marc Lemmer, Luxembourg Institute of Science and Technology (LIST)*

Session 3

Fischbach /
Echternach /
Diekirch

Lessons Learned

Which organisational forms and business models are working for sharing infrastructure? Which unforeseen and expected problems raised? Where did they appear? How were they solved with success? What are the financial impacts? Which effects did this have on innovation? What are critical points to consider? What are necessary other factors (environmental, but not only) for the success of shared infrastructure initiatives?

Procter & Gamble/BIRD working group

André Convents, Head of unit, Procter & Gamble

IMEC Experience

Jo De Boeck, Chief Technology Officer, IMEC

European Commission experience

Peter Dröll, Director Innovation & ERA, DG R&I, European Commission

Moderator: *Anne-Christine Ritschkoff, Executive Vice President, CTO, VTT Technical Research Centre, Finland*

Rapporteur: *Christopher Shilling, Innovation Agent, EIRMA Individual Member*

Session 4

Room Europe
B

Mapping of Research and Technology Infrastructures, what type of tools are available?

How can industry and RTOs make use of existing scientific infrastructures? Are there different requirements on infrastructure and their use from RTOs and industry vs. academic institutions? What are the lessons learnt from the MERIL project “Mapping of the European Research Infrastructure Landscape” on mapping already existing infrastructures?

MERIL mapping database project

Philippe Froissard, Deputy Head of Unit Research Infrastructures, DG R&I, European Commission

Alignment of Public and Private RDI

Georges Thielen, Manager Winter Technology Programs, Goodyear Innovation Centre, Luxembourg

European Commission experience

Pedro Ortún, Director Service Industries, DG GROW, European Commission

Moderator: **Frank Treppe**, Director Corporate Strategy and International Affairs, Fraunhofer-Gesellschaft

Rapporteur: **Falk Wottawah**, Head of Visioning & Scouting, Siemens

15:00 – 15:30

*Joint Coffee break
Room Europe C*



15:30 – 16:15

Room Europe B

Plenary Session

4 short reports on parallel sessions by Rapporteurs

Discussion moderated by **Carlos Härtel**, EIRMA President and Managing Director GE Global Research Europe

16:15-16:30

Closure by EARTO & EIRMA Presidents

PRACTICAL ARRANGEMENTS

- Venue & Accommodation** Alvisse Park Hotel
120, route d'Echternach
L-1453 Luxembourg
Phone: +352 43 56 43 0
<http://www.parc-hotel.lu/en/>
A block booking with special rates have been secured in Alvisse Park Hotel
The rate for a single room is **89€**/night (107€/night double room) breakfast and taxes included.
We strongly recommend you to book your room before **20 March 2015**. Please complete the attached room registration form (last page) and sent it directly to the Alvisse Park Hotel
- Dinners** Welcome dinner organised on 27 April
Cercle Munster - 5-7, rue Münster - 2160 Luxembourg
Phone: +352 47 06 43 1 - www.munster.lu
Gala Dinner organised on 28 April
Cercle Cité - 2, rue Genistre - 1623 Luxembourg
Phone: +352 47 96 51 33 - www.cerclecite.lu
- Dress code for dinners: formal (gentlemen are kindly required to wear a tie)*
- Transportation** - By plane at Luxembourg Findel Airport (L-2897 Luxembourg) / all info at www.lux-airport.lu
- By train at Luxembourg Railway Station (11, Place de la Gare, L-1616 Luxembourg) / all info at www.cfl.lu
- By car: Luxembourg is connected to the far corners of Europe by an excellent network of highways. The capital city of Luxembourg is directly linked to the highways: A1, A13, A3, A4, A6, A7
- Registration** Please register on-line **as soon as possible** but before **15 April 2015 at the latest**.
- Annual Conference **registration fee of 1320€** covers the cost of meeting facilities, refreshments, lunches and dinners.
- Early bird fee of 1100€(20% discount) valid until 25 February 2015**
- Special additional charge for accompanying **partner** is **200€** This cost covers the welcome buffet dinner on Monday and the conference dinner on Tuesday.
- Cancellations** Please give as much notice as possible if you are obliged to cancel. We will refund 100% of the registration fee for cancellations received **before 15 April 2015**. Between 16 April and 20 April 2015 50% will be refunded. After 20 April 2015 no refund due to all engaged costs.
- Names may be substituted at any time without charge.



REGISTRATION FORM

Annual Conference – 28/29 April 2015

Alvisse Parc Hotel, Luxembourg

8 Online registration available at <http://www.eirma.org>

PLEASE FILL IN CAPITAL LETTERS

Please register on-line or return to EIRMA **before 15 April 2015** by e-mail to cternest@eirma.org

Title: (Prof./ Dr./ Mr./ Mrs.):

First Name:

Last Name:

Position:

Company:

VAT number of paying entity:

If no VAT nr, Official registration

Address:

ZipCode: City:

Tel: Cell:

E-mail:

Assistant's e-mail:

- I will / will not attend the EIRMA annual conference on 28 April 2015
- I will / will not attend the EIRMA-EARTO Joint conference on 29 April 2015
- Please choose one parallel session of the Joint conference from the list below
- Session 1: Regional Specialisation: what does it mean in a global competitive market?
 - Session 2: How important are shared infrastructures for the transfer of technology between Industry & RTOs?
 - Session 3: Lessons Learned
 - Session 4: Mapping of Research and Technology Infrastructures, what type of tools are available?
- I will / will not attend the Welcome Dinner at Cercle Munster on 27 April 2015
- I will / will not attend the Joint Conference Dinner at Cercle Cité on 28 April 2015
- I will / will not be accompanied by my partner

Dietary requirements:.....

Event's fee: 1320 €(VAT excluded) for members excluded Belgium
1597,20 €(VAT included) for Belgian members

EARLY BIRD before 25 February 2015 (20% discount)
1100 €(VAT excluded) for members excluded Belgium
1331 €(VAT included) for Belgian members

Partner: 200 €(VAT excluded) for members excluded Belgium
242 €(VAT included) for Belgian members

The meeting registration fee covers the cost of meeting facilities, refreshments, dinners and lunches.
To be paid by Bank Transfer or Credit Cards.
Our invoices are to be paid within 30 days from date of invoices.

Mode of Payment

Credit Card (Eurocard, Master, Visa, Amex)

Card Number: _ _ _ _ _

Exp. Date: _ / _ Security Code: _ _ _ _

Bank Transfer

Account N° 363-1073576-20

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EIRMA, as an international association of Belgian law, is subject to VAT (nr: BE 0847 677 159)

For any further information please contact Mrs. Carine Ternest, EIRMA Operations Team
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EARTO - EIRMA Annual Conference 2015
27 - 29 April 2015
ROOM RESERVATION

Reservation from To(number of nights :)

Name:

Company;

Address:

.....

Phone:

Fax:

Email:

Confort room : **single :** **double :**
89 €/Single Comfort room/night and 107 €/Double Comfort room/night

Superior Room **single :** **double :**
122 €/Single Superior room/night and 140 €/Double Superior room/night

Rates are including taxes and breakfast.

As guarentee we need a credit card number

Credit card N°:

Expiry: **Signature :**

CVC:

Holders Name:

Please book your room before the 20th March 2015

Cancellation without charge until 6pm the day of arrival

No Shows will be invoiced 100%

Please send your reservation form by e-mail or fax

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