



**APPLIED POLICY SEMINAR
"PROMOTING INNOVATION IN THE SERVICES SECTOR"
GENEVA, PALAIS DES NATIONS, SALLE VII**

**Thursday, 25 March 2010
Programme**

MORNING	
9:00 to 10:00	Registration
10:00 to 10:15	Welcome Address Andrey Vasilyev , Director, Economic Cooperation and Integration Division Moderator: Charles Wessner , Director, Technology, Innovation and Entrepreneurship, the National Academies, United States
10:15 to 13:00	SESSION 1. INNOVATION IN THE SERVICES SECTOR: CONCEPTS, MEASUREMENTS AND POLICY CHALLENGES Luis Rubalcaba , Professor of Economic Policy, University of Alcalá and Rooter, Director of the Service, Innovation and Competitiveness area at the Institute of Economy and Social Analysis, Spain <i>"Service innovation and innovation policies: key challenges and implications"</i> Metka Stare , President European Association for Research in Services and Senior Research Fellow, University of Ljubljana, Slovenia <i>"From understanding to exploiting service innovation"</i> Michael Gallaheer , Director, Environmental, Technology and Energy Economics, Research Triangle Institute, US <i>"Measuring innovation investments in the service sector and policy implications"</i> SESSION 2. NATIONAL POLICY EXPERIENCES AND INITIATIVES Mark Beatson , Director of Analysis, Department for Business, Innovation and Skills, UK <i>"Development of service sector innovation policy in the UK"</i> Tiina Tanninen-Ahonen , Director of Service Innovation, TEKES, Finland <i>"Finnish experiences of service innovation policy and measures"</i> Irene Martinsson , Senior Programme Manager, VINNOVA, Sweden <i>"Promoting innovation in the services sector based on better practices"</i> Hans Simons , NL Innovation, Netherlands <i>"The Dutch stimulation programmes in relation to innovation in services"</i>

AFTERNOON

15:00 to 18:00 **SESSION 2. NATIONAL POLICY EXPERIENCES AND INITIATIVES (continued)**

Klaus Zühlke-Robinet, Head of the Subunit "Funding Service Research", Project Management Agency, German Aerospace Center

"Public funding of service research - The Programme "Innovation with Services" of the German Federal Ministry of Education and Research"

Elsa de Morais Sarmiento, Director of Statistics and Information Management, Gabinete de Estratégia e Estudos, Ministry of Economics, Innovation and Development and Universidade de Aveiro, Portugal

"Public sector service innovation in Portugal: Recent developments and challenges"

Vincent Morfouace, Technofi, France

"Fostering service innovation in the renewable energy and sustainable building sectors: first feedbacks from the tests of innovation voucher schemes in France supported by the EC -DG Enterprise- and OSEO"

SESSION 3. SECTOR APPROACHES AND BUSINESS PERSPECTIVES

Mette Quinn, European Commission

"The potential of service innovation to create new markets and foster innovation in other sectors"

Michel Léonard, University of Geneva

"The key role of the discovery process in the Services Sector"

Hannes Leo, Independent Consultant, member of the TOS-ICP, Austria

"Creative Industries: Economic policy panacea or concept without content?"

Sudip Basu, Economic Affairs Officer, Creative Economy Programme, UNCTAD

"The creative economy leading trade and innovation"

The Third Session of the UNECE Team of Specialists on Innovation and Competitiveness Policies will resume on Friday 26 March 2010 at 10 a.m., Salle VII.