

Programme

## High-level conference A better framework for innovation

26 January 2016

### Permanent Representation of the Netherlands to the EU

*This conference is organized by BUSINESSEUROPE, the European Risk Forum and the European Round Table of Industrialists, in cooperation with the Netherlands Presidency of the European Union in 2016 and the Confederation of Netherlands Industry and Employers VNO – NCW.*

The EU is lagging behind major competitors in its ability to invest in research and turn these investments into marketable products and services. One of the key determinants of business success in today's fast moving markets is the capacity to innovate, adapt and exploit new technologies and business models. A policy landscape that supports and encourages innovation and helps business in the EU to compete globally is essential for the EU's growth prospects.

Openness of the new European Commission to stimulate innovation, through better regulation, a science-based approach and the digitalization of the economy, have been well received by the business community. This high-level conference will identify actions required under the better regulation agenda to shape a more positive and progressive environment for firms to innovate and excel.

The full-day conference will be structured as follows:

---

8.30 Registration and coffee

---

9.00 **Welcome**  
**Wepke KINGMA, Ambassador and Deputy Permanent Representative to the EU, the Netherlands**

---

9.05 **Welcome and introduction**  
**Markus J. BEYRER, Director General, BUSINESSEUROPE**

---

9.20 **Keynote speech**  
**Jyrki KATAINEN, Vice-President, European Commission**

---

9.40 **Opening discussion: A new innovation governance for Europe**

---

The first discussion will focus on the key elements to make Europe more innovative, addressing key questions about risk-aversion, risk management, strategic discussions on innovation for Europe, and related roles of EU and national institutions. It will set the agenda for policy frameworks which are fit for innovation. How should Europe organize itself in terms of governance risk-management and innovation? Views from the institutions and the business community.

- **Moderator: Brian Maguire, Chief correspondent, Euranet Plus**
- Carlos Moedas, Commissioner for Research, Science & Innovation, European Commission
- Maarten Camps, Secretary-General, Ministry of Economic Affairs, the Netherlands
- Jerzy Buzek, Chairman of ITRE Committee, European Parliament
- Mari Kiviniemi, Deputy Secretary-General, OECD
- Harald Schwager, Member of the Board of Executive Directors, BASF

Followed by interventions from the floor.

In cooperation with

## 11.00 Panel 1: Science and innovation

---

The first panel will explore the role of scientific evidence in policy making, including the Scientific Advice Mechanism High Level Group of Scientific Advisors (SAM) and the use of scientific evidence generated or financed by EU institutions and stakeholders. The role of communicating science and the relationship to value-based societal debates will also be addressed.

- **Moderator: Julie Girling, Member of the European Parliament**
- Carlos Moedas, Commissioner for Research, Science & Innovation, European Commission
- Martin Lundstedt, Chief Executive Officer, Volvo Group
- Mark Ferguson, Chief Scientific Adviser, Ireland
- Prof. Reinhard Hüttl, President, Euro-CASE

Followed by interventions from the floor.

## 12.30 Lunch

---

## 13.30 Panel 2: Better regulation and innovation

---

The second panel will highlight new attempts to reduce administrative burdens for innovation and how these could contribute to better regulation and facilitate the emergence of new business models. Panellists will be asked to link the recently proposed better regulation strategy for Europe with innovation, illustrating how to avoid unintended burdens and unnecessarily high defensive R&I costs. Finally the panel will be asked how best to incentivize or stimulate investment in innovations, which may be associated with high risk of failure.

- **Moderator: Pavel Telicka, Member of the European Parliament**
- Jean-Eric Paquet, Deputy Secretary-General, European Commission
- Julian Farrel, Deputy Director and Head of Europe Team, Department for Business, Innovation & Skills, United Kingdom
- Geneviève Pons-Deladrière, Director European Policy Office, WWF
- Guido Dierick, Chief Executive Officer, NXP Netherlands

Followed by interventions from the floor.

## 15.00 Panel 3: Innovation policy and industry

---

The last panel will focus on the link between innovation and entrepreneurship. It will examine how innovation contributes to EU competitiveness, high-quality jobs and growth, and how modern innovation systems can be managed. The panel will look at how different stakeholders such as Business, Trade Unions, Governments and Academia can jointly formulate and implement innovation strategies. The panel will try to draw conclusions for future innovation management on the EU level with inspiration from experiences on member state level.

- **Moderator: Philippe De Backer, Member of the European Parliament**
- Elżbieta Bieńkowska, Commissioner for Single market, Industry, Entrepreneurship, SMEs and Space, European Commission
- Paul de Krom, Chief Executive Officer, TNO - Netherlands Organisation for Applied Scientific Research
- Petra Reinbold-Knape, Member of the Board, IG BCE (Trade Union for mining, chemicals and energy industries, Germany)
- Kemal Malik, Member of the Board of Management, Bayer AG

Followed by interventions from the floor.

## 16.30 Closing session

---

Robert Madelin, Senior Advisor for Innovation, EPSC, European Commission  
Paul Leonard, Chairman of the Innovation Principle Task Force of ERF, BASF  
*Reporting from the conference and drawing conclusive remarks*