



## Europe INNOVA Thematic Workshop on "Lead Markets and Innovation" June 29th and 30th, 2006 Munich, Germany

**Venue:**  
Bavarian State Ministry for Economy, Infrastructure, Traffic and Technology  
Prinzregentenstrasse 28, third floor, Rooms 3026 & 3028  
([www.stmwivt.bayern.de](http://www.stmwivt.bayern.de))

### *Final Programme*

This first Europe INNOVA Thematic Workshop will explore the concept of lead markets, as proposed by the Aho Report on creating a market for innovative products and services.

The workshop will bring together Europe INNOVA partners with other key stakeholders to openly discuss possibilities of creating new markets in Europe based leading edge technologies.

Based on the recommendation of the Aho Report, the workshop will discuss how the concept of lead markets can be supported by the Europe INNOVA partners, taking into account economic analysis as well as previous experience.

The Workshop is organised on the basis of personal invitations only. The results will be published on the Europe INNOVA website.

*Lead markets are here defined as new or emerging markets characterised with a wide adoption of state-of-the-art technologies and introduction of globally leading innovations; they lead the international diffusion of an innovation and set the global standard. For instance, the mass market for cellular mobile telephony emerged in the Nordic countries before a joint European cellular system became the world standard in mobile telephony. Denmark's success story in wind technology is explained by the internationalisation of strict environmental policy instruments such as REFITs (renewable energy feed tariffs), an instrument that was first introduced in Denmark. The latter example demonstrates that regulation could be an important lead market factor.*





**June 29, 2006**

## **Morning Plenary Session – Towards a better understanding of the concept of “Lead Markets”**

This session is aimed to set the scene for the workshop. The concept of lead markets will be presented and further discussed. In which areas can policy make a difference, in which not? What are the main policy instruments available to create lead markets based on leading edge technologies? Which technologies are the most promising in this respect? What are the criteria for selecting lead markets? Who will benefit most from the creation of such lead markets? What are the risks of such a strategy?

### ***Introduction***

**Moderation: George Stroglyopoulos**  
Europe INNOVA Communications

*Room 3026*

**09.15 – 09:45**

#### **Welcome Address & Objectives of the Workshop**

**David White**

*Director, Innovation Policy  
DG Enterprise and Industry, European Commission*

**09:45 – 10:00**

#### **Welcome Address**

**Gerd-Achim Gruppe**

*Head of the Department of Innovation, Bavarian Ministry of Economy, Infrastructure, Traffic and Technology*

### ***The concept of lead markets for innovation***

**Moderation: George Stroglyopoulos**  
Europe INNOVA Communications

*Room 3026*

**10:00 – 10:30**

#### **The view of the Aho report**

**Luke Georghiou**

*Associate Dean for Research, Faculty of Humanities  
Professor of Science & Technology Policy and Management  
Director of PREST, Manchester Business School - University of Manchester*

**10:30 – 11:00**

#### **The Development of Lead Markets**

**Per Eriksson**

*General director, VINNOVA / Swedish Governmental Agency for Innovation Systems*

**11:00 – 11:30**

#### **A stakeholders view**

**Stefano Scarda**

*Pilot Project, Galileo Joint Undertaking*

**11.30 – 11.45**

**Break**





### **The policy instruments in support of lead markets**

**Moderation: George Stroglyopoulos**  
Europe INNOVA Communications

Room 3026

**11:45 – 12:05**

**Innovation processes fostering the creation of Lead Markets**

**Wolfgang Sofka**

*Department of Industrial Economics and International Management  
Centre for European Economic Research (ZEW)*

**12:05 – 12:25**

**Innovation and standards**

**Knut Blind**

*Head of Department  
Regulation and New Markets  
Fraunhofer Institute for Systems and Innovation Research*

**12:25 – 12:45**

**Innovation and public procurement**

**Stephan Corvers**

*Corvers Procurement Services*

**12.45 – 14.00**

**Lunch**

**June 29, 2006**

### **Afternoon parallel sessions – Lead markets in strategic areas**

During two parallel sessions Europe INNOVA partners and other innovation experts will discuss how to apply the concept of lead markets to the specific areas of space and eco-innovation. How can leading edge technologies be transformed into new markets? Which instruments have to be used for this purpose and how? What is the responsibility of market players, what the responsibility of policies? At which level should policies address the issues? What about the financial implications and the political support for such lead markets strategy? The parallel sessions will be organised in form of open, moderated discussions.

<b>Parallel Session 1 – Space</b> Room 3028	<b>Parallel Session 2 – Eco-Innovation</b> Room 3026
<p><b>14.00 – 17.00</b></p> <p><b>Chairman:</b> <b>Pierre Brisson</b> <i>Head of Technology Transfer &amp; Promotion Office European Space Agency</i></p> <p><b>Participants from the relevant Europe INNOVA Networks + Innovation panel on Space + other experts</b></p> <p><b>Rapporteur:</b> <b>Kimmo Halme</b> <i>Advansis Oy</i></p>	<p><b>14.00 – 17.00</b></p> <p><b>Chairman:</b> <b>Sebastian Gallehr</b> <i>Chief Executive Director e5 European Business Council for Sustainable Energy</i></p> <p><b>Participants from the relevant Europe INNOVA Networks + Innovation panel on Eco-innovation + other experts</b></p> <p><b>Rapporteur:</b> <b>Rolf Reiner</b> <i>i.con.innovation</i></p>

**19.30**  
**Dinner**





**June 30, 2006**

**Morning Plenary Session – From practical experience to policy recommendations**

During the closing plenary session, conclusions shall be drawn from the previous discussions, taking into account practical experience with shaping successfully new markets based on leading edge technologies. How have policies contributed in the areas of space and eco-innovation to the creation of lead markets? And where have such efforts failed? What concrete recommendations can be offered to policy makers at national and European level?

***The case for lead markets: Lessons to be learned from practical experience  
Case studies & Entrepreneurial experiences***

Moderation: Jürgen Vogel  
Castle Network – Europe INNOVA

*Room 3026*

**09:00 – 09:30**

**Lead Markets for Technical Innovations: the Case of Environmental Technology**

**Martin Jänicke**

*Director, Environmental Policy Research Centre (FFU), FU Berlin*

**09:30 – 09:50**

**The case of wind energy**

**Ian Chatting**

*Manager, VESTAS*

**09:50 – 10:10**

**The case of photo voltaics**

**Winfried Hoffmann**

*Chairman of the Managing Board, RWE SCHOTT Solar GmbH*

**10:10 – 10:30**

**The case study of earth observation**

**Klaus-Dietrich Berge**

*Retired Director of DLR*

**10:30 – 11:00**

**Break**

***Closing Plenary Session  
Towards a European strategy for lead markets***

Moderation: Rolf Reiner  
Europe INNOVA Communications

*Room 3026*

**11.00 - 11.30**

**Wrap-up of the parallel sessions**

**Rapporteurs of the Parallel Sessions**

**11.30 – 12.30**

**Towards a European strategy for lead markets: A moderated discussion**

- **The speakers presenting the (practical) cases**
- **The chairmen of the parallel sessions (space & eco-innovation)**
- **The speakers from the introductory session**

**12.30 – 13.00**

**Conclusions**

**David White / Reinhard Büscher**

*European Commission, DG Enterprise & Industry*

**13:00 – 14.00**

**Lunch**

