



**UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
(UNECE)**

Committee on Economic Cooperation and Integration

**International Conference on
Technological Readiness for Innovation-based
Competitiveness**

(29–30 June 2009, Conference room XI, Palais des Nations, Geneva)

Information and Communication Technology (ICT) is an integral part of the knowledge-based economy and acts as a bridge to innovation-based competitiveness.

The International Conference on *Technological Readiness for Innovation-based Competitiveness* will discuss issues related to the impact of ICT on innovation activities in firms, international trade and environment. More focused discussion will follow on “open innovation” and support measures targeted to innovative enterprises with special reference to small and medium-sized enterprises. Issues on crimes and security in Cyberspace will also be addressed. The Conference will facilitate exchanges of best practices and policy recommendations on enabling ICT policy and regulatory frameworks.

PROGRAMME

Monday, 29 June 2009		
09:30 - 10:00	Registration of participants	
10:00 – 10:20	Opening Session	Welcome address by Mr. Ján KUBIŠ, Executive Secretary of the UNECE
10:20 – 13:00	SESSION ONE: ICT AS A DRIVER OF INNOVATION-BASED COMPETITIVENESS	
	Moderator: Prof. Jean-Claud BADOUX	Chairperson of the UNECE Team of Specialists on Intellectual Property
Panel One		
ICT, Innovation and Economic Growth: Addressing the Challenges of the Global Crisis		
	Mr. Sacha WUNSCH-VINCENT	Organisation for Economic Co-operation and Development (OECD) “Fostering Innovation for Sustainable Growth in a Time of Economic Crisis – Importance of the ICT Infrastructure, Applications and Future ICT-based Innovations”
	Ms. Evelin KRÕLOV	Ministry of Foreign Affairs, Republic of Estonia “ICT as a Tool in Building up Modern Information Society”
	Mr. Richard NEWFARMER*	Special Representative to the UN and WTO, The World Bank Group “The Financial Crisis and Global Recession: At a Turning Point?”
	* Mr. Newfarmer will make presentation at 3 pm	
	Coffee Break	

Panel Two Promoting ICT and Innovation-based Competitive Society		
	Prof. Martin G. CURLEY	Director, Intel Labs Europe, Intel Corporation “ICT for a Sustainable Competitive Society”
	Mr. Mike DORAN	Senior Administrator, European Organization for Nuclear Research (CERN), Switzerland, and Vice Chairperson, UN/CEFACT “ICT and Innovation in International Trade – Experiences of UN/CEFACT”
13:00- 15:00	Lunch Break	
15:00 – 18:00	SESSION TWO: ICT and OPEN INNOVATION -- OPPORTUNITIES AND CHALLENGES	
	<u>Moderator:</u> Prof. Jean-Claud BADOUX	Chairperson of the UNECE Team of Specialists on Intellectual Property
Panel One ICT and Open Innovation at Firms		
	Mr. Hafiz SALIKHOV	Member of Parliament, Chairman of the Subcommittee for the PPP Development/Committee on Economic Policy and Entrepreneurship, State Duma, Russian Federation “Legislative Support of Innovative Development of Economy”
	Ms. Paula WASOWSKA	Central and Eastern Europe Market Development Director, Cisco Systems Ltd., Poland “Connected Innovation – Innovation Powered by Collaboration”
	Mr. Joachim VON HEIMBURG	Director, Corporate R & D, Procter & Gamble GmbH, Germany “OPEN INNOVATION @ P&G: From Research & Development to Connect & Development”
	Mr. Georges LAGARDERE	Director, Business Development, NineSigma Europe BVBA, Belgium “Promoting Open Innovation – Success, Challenges and Lessons Learnt”
	Coffee Break	
Panel Two Promoting an Enabling Environment for Open Innovation		
	Mr. Ciaran McGINLEY	Controller, European Patent Office "Patents and Open Innovation Models - Incompatible?"
	Ms. Geneviève MORAND	CEO, Swiss Social Business Network “Rezonance”, Switzerland “How a Regional Network can Foster Innovation?”

Tuesday, 30 June 2009		
10:00 – 13:00	SESSION THREE: ICT AS AN ENGINE OF ENTREPRENEURSHIP AND A SOURCE OF NEW BUSINESS OPPORTUNITIES	
	<u>Moderator:</u> Ms. Paula WASOWSKA	Central and Eastern Europe Market Development Director, Cisco Systems Ltd., Poland
Panel One Promoting ICT-based Business Opportunities		
	Mr. Martin LABBÉ	Online Marketing Adviser, EC/DBIS, International Trade Centre "How the Internet can Contribute to the Diversification of SME Exports: the Case of Digital Contents"
	Mr. Steve ORRISS	National B2B Centre, United Kingdom "Technology - Can it Really Benefit SME?"
	Ms. Tamara NANAYAKKARA	Counselor, SME Division, World Intellectual Property Organization "Small and Medium-Sized Enterprises Division"
Coffee Break		
Panel Two ICT-based Entrepreneurship and Public-Private Support to Small Innovative Businesses		
	Prof. Aigul N. TOXANOVA	Vice-President, JSC "Economic Research Institute", Ministry of Economy and Budget Planning, Republic of Kazakhstan "State Regulation on the Sphere of ICTs and Support to SMEs that are based on ICT"
	Mr. Cezar ILIAS	Deputy Director of Division, Ministry of Economy and Trade, Republic of Moldova "Support to Innovative Enterprises – Incubator Programme in Moldova"
	Mr. François KELLER Mr. Enga LUYE	President, Institute Suisse de Brainworking, Switzerland Director, Belair Biotech SA, Switzerland "Efficiency in Communication on Entrepreneurial Innovation"
13:00 – 15:00	Lunch Break	

15:00 – 18:00	SESSION FOUR: CHALLENGES AND OPPORTUNITIES IN BUILDING INNOVATION-DRIVEN COMPETITIVE SOCIETY	
	<u>Moderator:</u> Mr. Matti PIETARINEN	Ministry of Employment and the Economy, Finland, and Chairperson of the UNECE Committee on Economic Cooperation and Integration
Panel One Challenges and Opportunities in Financing ICT-driven Innovation		
	Mr. Stephane GLANGÉ	Member of the Board of Directors, European Business Angels Association “How Business Angel Investment (may) Enable ICT Enterprises”
	Ms. Inmaculada ELUM	Deputy Director, Association to Foster e-Business and New Technologies (ANTECOM), Spain “The First Spanish/English Bilingual Open Innovation Social Network”
	Mr. Sergey POSLEDOV	Marketing Research Foundation, Russian Federation
Panel Two Addressing Security Issues in Cyberspace		
	Mr. Stephan KOCH	Competitive Intelligence and Information Security Advisor “Cybercrime 2.0 – Addressing Security Issues in Cyberspace”
	Mr. Marco RICCA	Founder and CEO, IRIS “Organized Cybercrime: A Case Study”
	Ms. Christine SUND	Cybersecurity Coordinator, International Telecommunications Union (ITU) "Cybersecurity for All"