



**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  
*"Service innovation and innovation policies: key challenges and implications"*

**Metka Stare**, President European Association for Research in Services and Senior Research Fellow, University of Ljubljana, Slovenia  
*"From understanding to exploiting service innovation"*

**Michael Gallaher**, Director, Environmental, Technology and Energy Economics, Research Triangle Institute, US  
*"Measuring innovation investments in the service sector and policy implications"*

**SESSION 2. NATIONAL POLICY EXPERIENCES AND INITIATIVES**

**Mark Beatson**, Director of Analysis, Department for Business, Innovation and Skills, UK  
*"Development of service sector innovation policy in the UK"*

**Tiina Tanninen-Ahonen**, Director of Service Innovation, TEKES, Finland  
*"Finnish experiences of service innovation policy and measures"*

**Irene Martinsson**, Senior Programme Manager, VINNOVA, Sweden  
*"Promoting innovation in the services sector based on better practices"*

**Hans Simons**, NL Innovation, Netherlands  
*"The Dutch stimulation programmes in relation to innovation in services"*

## 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.