

Strengthening Europe's Innovation Performance

**1st European Innovation Summit
European Parliament, Brussels**

October 13-14, 2009



Turning the European Parliament into an Innovation Showcase

Europeans enjoy one of the highest standards of living in the world. Today, this situation is threatened by major challenges the European Union is facing including changes in climate, demographics, high energy and food prices as well as increasing competition, particularly from Asia.

Maintaining our living standards with an emphasis on sustainability requires Europe to become a leading edge, knowledge based economy where innovation - driven by talent and creativity - lies at the forefront of continued success. Europe does not lack know-how, but many problems of the 21st century increasingly require concerted efforts by the public, private and academic sectors.

To ensure that Europe takes advantage of - and leads - the global knowledge and innovation economy, it must reconsider its strategic agenda, and formulate relevant policies and projects at the European and Member State levels.

Knowledge4Innovation (K4I) is an open, independent platform enabling multiple stakeholders of the knowledge and innovation economy to meet and exchange their experiences with the common objective of improving Europe's innovation performance.

The **Lisbon Forum** is K4I's policy dialogue instrument. Its main activity is to organize policy debates with Members of the European Parliament and the business and science communities. It has been designed *specifically* for policy makers to meet stakeholders with different backgrounds and expertise, to effectively introduce their respective agendas and address the most pressing issues concerning the knowledge and innovation economy. The political leadership positions are held by some of the most conversant Members of the European Parliament on innovation related topics.

The European Innovation Summit (EIS) offers a unique opportunity for organizations to present themselves to key members in the European Parliament, decision makers in Brussels as well as the chance to meet other likeminded and innovative organizations from across Europe.

Conference Objectives:

- Raise awareness and outline the issues relevant to the development of Europe's knowledge and innovation economy and society among EU policy makers
- Provide a setting for those within the innovation value chain to meet new and returning Members of the European Parliament
- Introduce the European Parliament to Europe's Future Nobel Prize Winners and hold a session in the hemicycle involving students between 12-16 years old
- For innovation practitioners and policy makers to establish a dialogue and work towards a mutual understanding of goals and needs
- Demonstrate to European policy makers the determination of Europe's innovation stakeholders to be the global leader of the knowledge economy

Why become a Supporter or Partner?

- Introduce your organization to EU decision makers
- Showcase your organization and its innovative ideas
- Play an active role in a unique and first time event
- Network and raise your organizations' visibility
- Engage with other like-minded organizations from across Europe

Programme outline*

Tuesday, October 13th 2009

9.30-12.00	Plenary Session: Europe's Future Nobel Prize Winners
12.00-14.00	Exhibition Opening and Walking Lunch
14.00-18.30	An Intellectual Property Rights Strategy for Europe
14.00-18.30	Innovation Policies & Practices Across Europe
19.00-21.30	Welcome Reception for New and Returning MEPs

Wednesday, October 14th 2009

9.30-12.00	What is the Future for Europe's Innovative Companies?
12.00-14.00	Walking Lunch: Networking, Interviews, Exhibition
14.00-18.30	Reshaping R&D for Excellence in Innovation
19.00-21.30	EIS Partner Dinner

Additional Highlights

Breakfast and Lunch Meetings

K4I Members have the possibility to organise Breakfast and Lunch Meetings during both conference days on topics of their choice. The K4I secretariat will provide organisational support.

Exhibition

All Exhibition Spaces in the European Parliament in Brussels have been reserved. Exhibiting at the European Parliament provides an excellent opportunity to show your organization's innovative potential and to create networking opportunities with EU decision makers and other like-minded organizations from across Europe.

Media

Diverse media presence: print media, television, radio, live blogging and streaming.

Creativity Test

The CREAX Creativity Self Assessment test measures your creativity in eight different areas and compares your score to the global average. The test is based on personality, ability to make connections to unconnected words and other aspects of creativity.

* The programme is a draft only and will be further developed and detailed

For more information please contact us on:

Tel. +32 473 13 58 58 Email: k4i@knowledge4innovation.eu Website: www.knowledge4innovation.eu