

8<sup>TH</sup> ANNUAL CONFERENCE OF THE TECHNOPOLICY NETWORK

# Open Innovation for Regional Development

*Critical Conditions for Successfully Implementing Open Innovation in your Region*



## Tampere, Finland

**Innovation Tour** Monday 26 September 2011

**Conference** Tuesday 27 & Wednesday 28 September 2011

Organized by:

**THE TECHNOPOLICY NETWORK**

Global Community for Regional Innovation Policy

Organizing Partner:

All Bright!

**TAMPERE**  
FINLAND

In Cooperation with:



**TECHNOPOLIS** **DEMOLTA**<sup>®</sup>

**UNIVERSITY OF TAMPERE**

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The Regional Science Association International

## “Open Innovation for Regional Development”

is the theme of the 8th Annual Conference of The Technopolicy Network, to be held on 26-28 September in Tampere, Finland.

This year’s conference focuses on the ways in which open innovation can act as an accelerator for regional development. Furthermore we discuss amongst others formats for implementing open innovation in clusters, multiple stakeholder perspectives and international strategies. The conference will be attended by **global thought leaders** and an audience of leading experts and practitioners from all over the world.

**The City of Tampere** is our host and partner for this conference. The Tampere region is a prime example of the success Finland’s strategy has had in developing an innovation ecosystem around the strengths of the various actors. By combining the academic knowledge of its excellent universities, the entrepreneurial drive of its leading corporations and the support and facilitation of a dedicated leadership, Finland has become a global leader in innovation.

In addition to an inspirational and insightful conference we offer you an interesting and diverse social program, with plenty of opportunity to network and socialize. The **dynamic Innovation Tour** and **Welcoming Reception in City Hall** on the 26<sup>th</sup> and the **exquisite Conference Dinner** on the 27<sup>th</sup> of September allow you to connect to our audience and speakers in the perfect setting.

By dedicating a conference to Open Innovation for Regional Development we aim to create a better understanding of **the opportunities and benefits Open Innovation offers to your region.**

**We look forward to meeting you in Tampere!**

**The Technopolicy Team**



**THE TECHNOPOLICY NETWORK**

Global Community for Regional Innovation Policy



# From heavy industry to heavy thinking

The Tampere region is described first and smart.  
We produce bright ideas and are frequently  
pioneers in bringing many innovations into being.  
We actively encourage bold, new ideas.  
The Tampere region is all bright – innovate with us!

*All  
Bright!*  
**TAMPERE**  
FINLAND

## PROGRAM DAY ONE – 27 SEPTEMBER 2011

- 08.30h**      **Registration and Coffee**
- 09.00h**      Opening by the Chairman of the Conference and President of The Technopolicy Network **Roger Stough**, Vice President of Research and Economic Development, NOVA Endowed Chair, Professor of Public Policy, George Mason University, United States
- 09.10h**      *Welcome: Innovation in the Tampere Region*, **Esa Halme**, Region Executive Tampere, Finland
- 09.20h**      *Innovation Policy in the Finnish Government Program 2011-2015*, **Petri Peltonen**, DG Ministry of Economy and Employment, Chairman of TEKES, Finland

### Open Innovation as an Accelerator for Regional Development and beyond

- 09.35h**      *Complexity and Diversity in Knowledge Creation and Innovation: Why regions need open innovation*, **Bjørn Asheim**, Professor Economic Geography, Co-Founder and Director of the Centre for Innovation Research and Competence in the Learning Economy (CIRCLE), Lund University, Sweden
- 09.55h**      *Critical Conditions for Innovation*, **Esko Aho**, Executive Vice President, Nokia Corporation, Corporate Relations and Responsibilities, Finland
- 10.15h**      *The Strategic Innovation Agenda; Closing the Innovation Gap through Open Innovation*, **Giovanni Colombo**, Executive Board Member European Institute of Innovation and Technology, Member of the European Commissions Strategic Advisory Board on Competitiveness and Innovation, Italy
- 10.35h**      **Questions and Answers**
- 10.45h**      **Coffee Break**

### Implementation of Open Innovation Strategies: Best Practices Worldwide

- 11.15h**      *North America: The Innovation Road Map: Iowa's Route to the Top*, **Sharron Quisenberry**, Vice President for Research and Economic Development at Iowa State University, United States
- 11.35h**      *Europe: Self-Renewal Capacity: The Imperative for Strategic Adaptation and Economic Growth in Tampere based on Open Innovation*, **Markku Sotarauta**, Professor of Regional Studies, Dean of Management School Tampere University, Finland
- 11.55h**      *Asia: Forging Linkages between Industry, Educational and Research Institutions*, **R.R. Abhyankar**, Head of the Department of Scientific and Industrial Research of the Ministry of Science and Technology, India
- 12.15h**      **Questions and Answers**
- 12.25h**      **Group Picture & Lunch**
- 13.40h**      **Break-out sessions**

### Formats for Regional Development through Open Innovation

Design Driven Innovation	Business Development	Open Data as a Catalyst for Business Development
<i>World Design Capital Helsinki 2012 - Embedding Design in Life</i> , <b>Pekka Timonen</b> , Chair, Director World Design Capital Helsinki 2012, Finland	<b>Jukka Saarinen*</b> , Distinguished Researcher Nokia, Professor, Nokia Research Center, Finland	<i>Sharing Data, Supporting Innovation</i> , <b>Eero Holstila</b> , Chair, Director Economic Development Helsinki, Finland
<i>Collaborative Approach in Design-Driven Innovation</i> , <b>Claudio Dell'Era</b> , Professor Politecnico di Milano, Italy	<i>Open Innovation as a Growth Strategy for DSM</i> , <b>Robert Kirschbaum</b> , Vice President Open Innovation DSM, the Netherlands	<i>Value Adding Partnerships in Helsinki's Forum Virium</i> , <b>Jarmo Eskelinen</b> , CEO Forum Virium Helsinki, Finland
<i>Development Concept for Helsinki Design Hub</i> , <b>Jukka Viitanen</b> , CEO of Hubconcepts Inc, Finland	<i>Public Policy in Entrepreneurial Economies</i> , <b>Roger Stough</b> , United States	<i>Open Data to Stimulate Innovation and Development</i> , <b>Esteve Almirall</b> , ESADE Asst. Professor on Open Innovation, Spain

- 15.10h**      **Coffee Break**

### Forum Discussion

- 15.40h**      **Summarizing** of the break-outs by the Chairs
- 15.45h**      **Forum Discussion** chaired by: **Giovanni Colombo**
- Panel Members: R.R. Abhyankar, Bjørn Asheim, Robert Kirschbaum, Petri Peltonen, Jukka Saarinen\*** and **Roger Stough**
- 16:45h**      **Closing of the day** by the Chairman: **Roger Stough**
- 16:50h**      **Reception**
- 19.00h**      **Conference Dinner**

## PROGRAM DAY TWO – 28 SEPTEMBER 2011

- 08.30h**      **Coffee**
- 09.15h**      **Opening** of the day by the Chairman: **Roger Stough**
- 09.20h**      *Introduction to the Topic: International Strategies for Future Regional Development through Open Innovation, **Martin Hinoul**, Business Development Manager, KU Leuven High Technology Region, Belgium*

### International Strategies for Future Regional Development through Open Innovation

- 09.35h**      **Discussion: Chaired by Martin Hinoul**  
**William Drozdiak**, President American Council on Germany, United States  
**Mamphela Ramphele**, Chair of the Board of Technology Innovation Agency South Africa, former Managing Director World Bank, South Africa  
**Tuomo Haukkoavaara**, General Manager of IBM Finland, Finland  
**Sigvald Harryson**, Asst. Professor at Copenhagen Business School, Director of International Partnerships Lund University, Sweden
- 10.35h**      **Coffee Break**
- 10.55h**      **Break-out Sessions**

### Role Taking Process: Who takes the lead?

Regional Intermediary Structures	Business Structures	Universities
<p><i>Spatial and Economic Development Connected, <b>Wilbert Hoondert</b>, Chair, Manager Economic Development and City Marketing Delft, the Netherlands</i></p> <p><i>Open Innovation and Knowledge Cities: 22@Barcelona Case, <b>Josep Pique</b>, CEO 22@ Barcelona, President XPCAT Organization of Catalonian Science Parks, Spain</i></p> <p><i>The Government's Role as a Facilitator in India, <b>R.R. Abhyankar</b>, India</i></p>	<p><i>Investing in Open Innovation, <b>Richard Bendis</b>, Chair, Founding President and CEO Innovation America, United States</i></p> <p><i>OI Culture Shift: Enabling Collaboration through Effective Organizational Transformation, <b>Dr. Matthew Heim</b>, President NineSigma, United States</i></p> <p><i>International Cooperation and Stimulation, <b>William Drozdiak</b>, United States</i></p>	<p><i>Introduction to the Topic, <b>Martin Hinoul</b>, Chair, Belgium</i></p> <p><i>The University as Engine for Regional Development, <b>Sharron Quisenberry</b>, United States</i></p> <p><i>Innovation Leadership through Collaborative University Competitions: Experiences from Practice, <b>Sigvald Harryson</b>, Sweden</i></p>

- 12.25h**      **Lunch**
- 13.45h**      **Break-out sessions**

### Implementing Open Innovation in Clusters

Innovation in Services	Industrial Clusters	Innovation Ecosystems
<p><i>Stimulating Open Service Innovation, <b>Anne–Mari Järvelin</b>, Chair, Director of Hermia, ICT and Engineering Innovation Company, Finland</i></p> <p><i>Vision Driven Innovation, <b>Giuseppe Bilardello</b>, Senior Vice President of Research &amp; Development at KONE HQ, Finland</i></p> <p><i>Leadership and Governance in Regional Innovation Systems, <b>Markku Sotarautra</b>, Finland</i></p>	<p><i>Introduction to the Topic, <b>Douglas Robertson</b>, Chair, President and CEO Tech South East, Canada</i></p> <p><i>Combining Innovative Capacities, Sharing the Success, <b>Lex van Gijssel</b>, Director DevLab, Technical University Eindhoven, the Netherlands</i></p> <p><i>The Pool for Open Innovation and the Development of a South African Pharmaceutical Cluster, <b>Mamphela Ramphele</b>, South Africa</i></p>	<p><i>Introduction to the Topic, <b>Kari Kankaala</b>, Chair, Director Business and Economic Development City of Tampere, Finland</i></p> <p><i>IBM Driving Open Source Ecosystems, <b>Jyrki Koskinen</b>, IBM Finland, Manager, University and External Relations, Finland</i></p> <p><i>Living Labs Innovation Stimulation, <b>Alvaro de Oliveira</b>, Chairman of the European Network of Living Labs ENoLL, Portugal</i></p>

- 15.15h**      **Coffee Break**
- 15.30h**      **Summarizing** of the Break-outs by the Chairs
- 15.35h**      **Lessons Learned: the Advisory Board of The Technopolicy Network: Roger Stough, Richard Bendis, Martin Hinoul, Wilbert Hoondert, Kari Kankaala and Douglas Robertson**
- 16.15h**      **Closing Reception**

## The Tampere Region and its Development

**The Tampere region** is a modern concentration of industry, commerce, services and education. It is one of the three most rapidly developing regions in Finland and a multi-dimensional centre of leading-edge technology, research, education, culture, sports and business.

**The City of Tampere** is a town in the Finnish Lake District. It is the third largest city in Finland and the largest inland centre in the Nordic Countries. With an abundance of cultural and city life and lively summer events, Tampere has been voted on **one of the best regions to live in** by Finnish residents.

Finland is one of the **top countries in R&D spending in the world** which amounts to 3% of GDP, with **over 6% in the Tampere region**. Tampere is home to the Nokia Corporation's largest R&D concentration in Europe (2<sup>nd</sup> in the world) and of strong R&D departments of global engineering giants such as John Deere, Gardner Denver, Sandvik Mining, Metso and Cargotech. Tampere has **two important clusters, the largest in their respective niches in the world**, one in semiconductor lasers and one in surgical bio-implants, the last of which we will visit during the **Innovation Tour**.

The region has been in the fore-front of knowledge based regional development for about 20 years. The key has been to lower the thresholds between universities and world-class companies to collaborate. In Tampere, you can see what it means for a smaller region to strongly invest in **knowledge-based regional development** and how to transform **open innovation** into a success on many fronts. Tampere is the perfect location for the **8th Annual Conference of The Technopolicy Network!**



## Don't miss the Innovation Tour!

*26<sup>th</sup> of September, start 13.30h, meeting point: Sokos Hotel Iives*

The Innovation tour will start with a visit to the **Nokia Innovation Center**, the open innovation facility created by Nokia, The University of Tampere and Tampere University. The objectives of the center are to promote open communication between the universities' researchers and Nokia's research, to facilitate new kinds of co-operation and to create innovations.

In addition to the Innovation Center we will visit **Demola**, part of **New Factory**. This project has been developed by Nokia and other local corporations, Technology Centre Hermia and universities in the Tampere region. It is an open innovation environment where students carry out projects inspired by local companies.

**New Factory** is an open innovation platform that aims to speed up innovation and to create a significant amount of start-ups, jobs and multidisciplinary innovation projects in the Tampere Region. New Factory offers potential entrepreneurs, companies, universities, the public sector and citizens a collaborative workspace, novel cost-efficient tools and agile channels for creating innovations.

We will continue with a visit to **Finn-Medi**, an unique combination of innovative initiatives and operative efficiency in Life Science. Finn-Medi campus and health care cluster in Tampere has been the fastest growing in Finland over 10 years. They will present a showcase on how to turn life science into business.

A **guided tour** through the old Tampere city center will give us an understanding of the historical context of the city and its surroundings. We will end the Innovation Tour with a **reception offered by the City of Tampere** in its beautiful historic **City Hall**.

## Exquisite Conference Dinner

*27<sup>th</sup> of September, 19.00h*

The conference dinner on the **27<sup>th</sup> of September** will be held in the famous Näsinneula Restaurant at the top of the **Näsinneula Tower**, the tallest observation tower in the Nordic countries. Its unique panoramic view and refined menu are renowned all over Finland. An excellent culinary experience and high-class atmosphere are sure to make it a memorable evening and **the perfect opportunity to network in style!**



## CONTACT INFORMATION

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[www.technopolicy.net/annualconference](http://www.technopolicy.net/annualconference)

### General Information

#### Conference Venue & Hotel

Conference Venue: **Technopolis Yliopistonrinne**.  
Kalevantie 2, FI 33100 Tampere  
Tel. +358 46 712 0007

Hotel Suggestion: **Sokos Hotel Ilves**

ilves.tampere@sokoshotels.fi  
www.sokoshotels.fi/en/hotels/tampere/ilves/  
Hatanpään Valtatie 1, 33100 Tampere, Finland.  
Tel. +358 20 1234 631



To receive a **special discount**, participants of the conference should mention the Annual Conference of The Technopolicy Network while booking. We advise you to arrange your hotel reservation as soon as possible.

#### Travel Advice

The nearest airport is Tampere Airport (15km) or Helsinki Airport (160km from Tampere). We advise you to take care of your flight reservations well in advance. From Helsinki airport you can arrange a local flight to Tampere. The airport is only 20 minutes away from the city center.

#### Registration & Fees

All participants who wish to attend the conference can register on the website of the 8th Annual Conference of The Technopolicy Network: [www.technopolicy.net/annualconference](http://www.technopolicy.net/annualconference). You will receive a confirmation upon receipt of the registration form.

Regular conference fees are €595 for members and €795 for non-members. **Note! Join The Technopolicy Network now and attend the conference at the €595 members fee!**

The conference fee includes: Participation to the conference program on the 27<sup>th</sup> and 28<sup>th</sup> of September, lunches and refreshments during the program, an USB stick with all presentations and a conference reader. The Conference Dinner and the Innovation Tour can be attended for a small additional fee.

If you are unable to attend, a substitute delegate can participate without additional cost. A cancellation fee of €95 will apply to cancellations received prior to the 8<sup>th</sup> of September. After this date no refunds will be made. Please note that cancellations have to be made in writing.

### Get Connected to World's Leading Experts on Regional Innovation!

The Technopolicy Network brings together leading experts and practitioners on Science Based Regional Development through conferences, expert meetings, online activities and matchmaking. It provides a forum for the exchange of knowledge and Best Practices, encourages international interaction and collaboration and shapes strategies and ideas for the future. Starting this year, The Technopolicy Network initiates Working Groups on international collaborations such as Transatlantic, East-West and European collaboration. Please contact the manager **Juliette Bonarius** for more information: [j.bonarius@technopolicy.net](mailto:j.bonarius@technopolicy.net)

#### Membership

You can join The Technopolicy Network as an institutional or individual member. Individual members receive a discount on all activities of the network, next to newsletters, online services and a yearly membership directory. Institutional membership offers further benefits such as promotion of your region, hosting opportunities for Technopolicy events and 5 individual memberships. For more information, please contact **Ewout Meijer**: [e.meijer@technopolicy.net](mailto:e.meijer@technopolicy.net) or visit our website: [www.technopolicy.net](http://www.technopolicy.net)

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