

European Technology Platforms Conference 2010

Speeding Up Time-to-Market

Session 1, 11 May, 11h00 - 12h30

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Focus

Speeding up the time-to-market of innovations is essential if Europe is to stay competitive, and the smart use of "demand-side" tools (such as legislation, public procurement and standardisation) can accelerate getting new products and services to customers, especially in growth markets linked to societal challenges such as eco-innovation and the "Silver Economy" (i.e., an ageing population).

Several ETPs are already working on these types of demand-side innovation activities, and this session will generate ideas about the possible roles and responsibilities that ETPs could assume in order to help address societal challenges in this way.

At last October's ETP conference, there was already some discussion on this topic. Now it's time to get concrete and find out what ETPs, businesses and research organisations can do, want to do, and perhaps don't want to do!

We've invited four speakers from different sectors to present case-studies of their experiences with demand-side tools. They're linked to ETPs involved in the implementation of the Lead Market Initiative or the Framework Programme.

1. Objectives

- Share experiences on how ETPs and research organisations could broaden their activities to structure private-sector contributions to helping solve societal challenges.
- Discuss what is needed to speed up the time-to-market of innovations.

2. Speakers

- **Peter Schintlmeister**, Austrian Federal Ministry for Economics, Family & Youth, and chair of the Ad-hoc Advisory Group on Bio-based Products in the Lead Market Initiative.
- **Francesco Marchi**, Director-General of Euratex, and member of the Governing Council of the ETP for the Future of Textiles and Clothing.
- **Laila Gide**, THALES, coordinator of the participation of THALES in EU R&D programmes, and involved with the JTIs ARTEMIS and ENIAC and the ETPs NESSI, Photonics 21 and ISI.
- **Rainer Fischer**, Director RWTH Aachen and coordinator of the Pharma-Planta consortium, an FP 6 project to build a plant-based production platform for pharmaceuticals; cofounder of the companies AAvandgarde Laboratories AG (Aachen) and MedArtis Pharmaceuticals GmbH (Bochum).

3. Chair and rapporteur

- Horst Soboll, chair, ETP Expert Group.