I expect that there will be many suggestions for specific areas of technology. I want to suggest a more horizontal emphasis:

- Identify new applications of existing technologies that open up possibilities for companies to move into adjacent industries
- Identify new technologies that have the same potential – in particular, those that will create disruption
- Develop and promote skills, tools and techniques that will enable individual companies more effectively to identify for themselves new applications and potential disruptive technologies

I realize that these are rather obvious ideas and that existing Commission programs already touch on them. But, from my 40 years experience in consulting and executive education in innovation management, and the experience of my consulting colleagues, it's clear that European business (even some major high-tech groups, let alone the SME sector) is still far from good at dealing with these issues. So there is much more to do.

Regards

Richard Granger

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Richard Granger
Consulting and teaching in the management of technology and innovation
35 Eden Street, Cambridge CB1 1EL, UK
chaussée de Tervuren 96, B-1160 Brussels, Belgium
phone: +32 2772 0822
gsm: +32 472 908 101, +44 7789 603 124