

07A21 Lead markets: How to take regions global? (14.30-16.15 7-10-2009)

Chair: Katja Reppel (EC DG ENTR D1)

Henriette van Eijl (EC DG ENTR D1): LMI - opportunities for regions

Mark Hidson (ICLEI): How can regional public procurers work together - a LMI public procurement construction network

Fredrik Linden (SALAR): Overcoming barriers in the eHealth sector - European Patients Smart Open Services (EPSOS)

Harma Albering (Province of Limburg, NL): Cradle to Cradle network

Coralie Bajas-Schaeffer (coordinator dissemination activities): LEAD-ERA

Questions and answers

Key considerations for the European Innovation Plan (ready in spring 2010):

- Link to EU political priorities and post 2010 **Lisbon agenda**
- Clear relationship with **Member State and regional** policies
- Focus on European added value and **impact**
- **Global** economic, environmental and social context:
How can innovation address **grand&societal** challenges?

Lead Markets: how to take regions global

Henriette van Eijl

EC DG ENTR, D1 – innovation policy development

Email: ENTR-LMI@ec.europa.eu

2009 European Innobarometer:

'lead markets' – a company view

- companies say: 'my home country is my lead market' (70%)
- companies look across the borders if:
 - Doing cross-border manufacturing activities (50%)
 - Active in manufacturing (20%)
 - Earn most revenue from the sales of innovative product and services (16%).

Effects of the economic downturn on company innovation spending:

| | 2006-2008 | 2009 forecast |
|--------------------------|-----------|---------------|
| Increase | 35 | 12 |
| Decrease | 9 | 28 |
| Same | 47 | 59 |
| No innovative activities | 6 | 6 |
| Don't know | 4 | 3 |

What policies have had a positive effect on innovation in your company?

New environmental regulations or standards

35

New requirements from other regulations or industry/technical standards

30

Services provided by intermediaries (tech transfer)

10

Changes in public financial support (grants etc)

22

Changes in taxation (R&D or innovation tax credits)

18

The Lead Market Initiative (LMI) is complementing supply-side innovation policy

Demand-side measures


- regulation
- procurement
- standardisation
- clusters?

Package
= LMI

- R&D funding
- Equity support
- Fiscal measures
- ...

Supply-side measures

Lead Market Initiative – the aims:



Facilitate the uptake and diffusion of innovative products and services in the EU and in world markets

Quicker return on R&D & innovation investments, leading to more investments

Lead Market Initiative

=

action plans: coherent, short-term,
demand-side mix (88 actions in total)

+

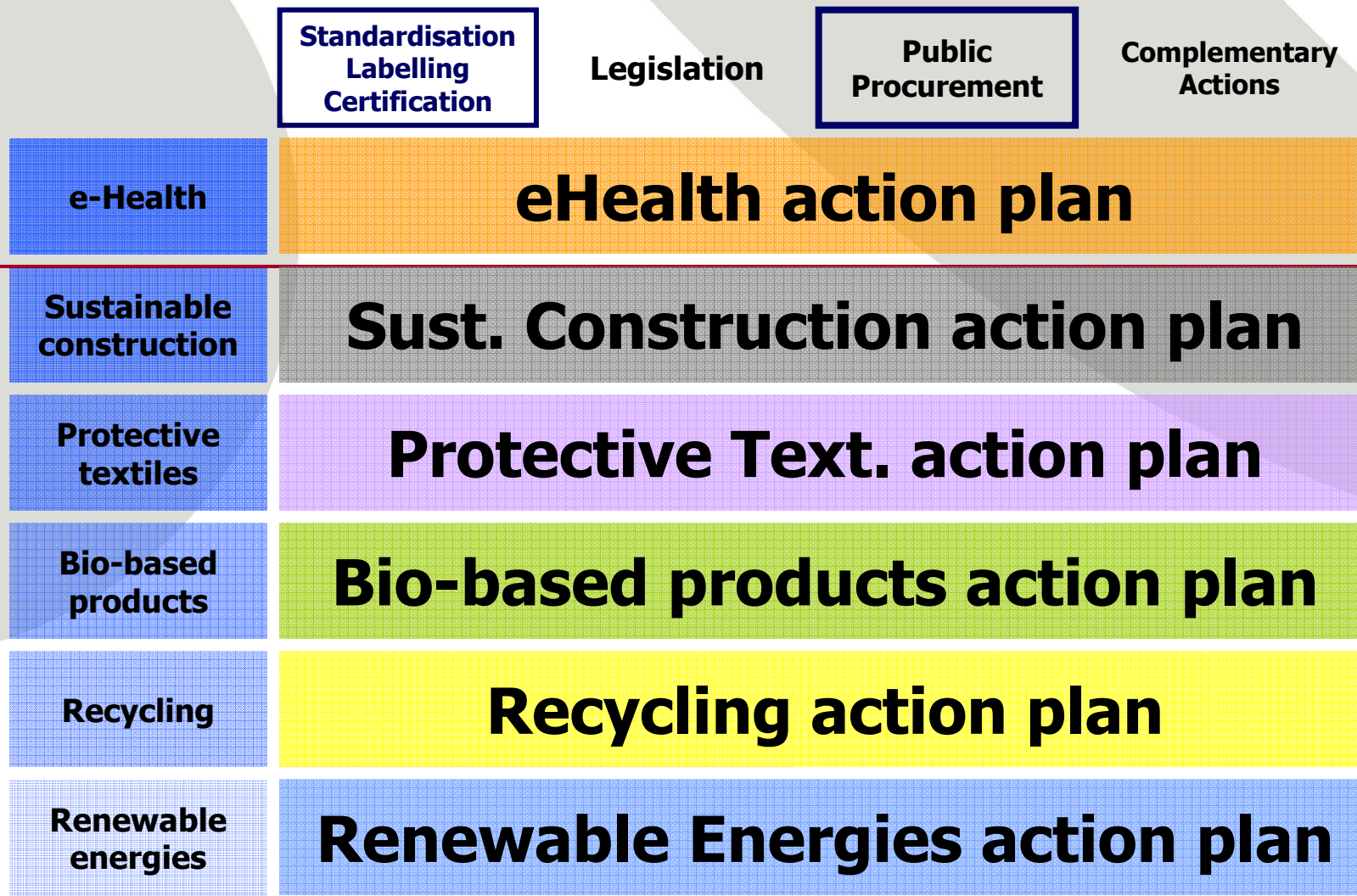
6 sectors

+

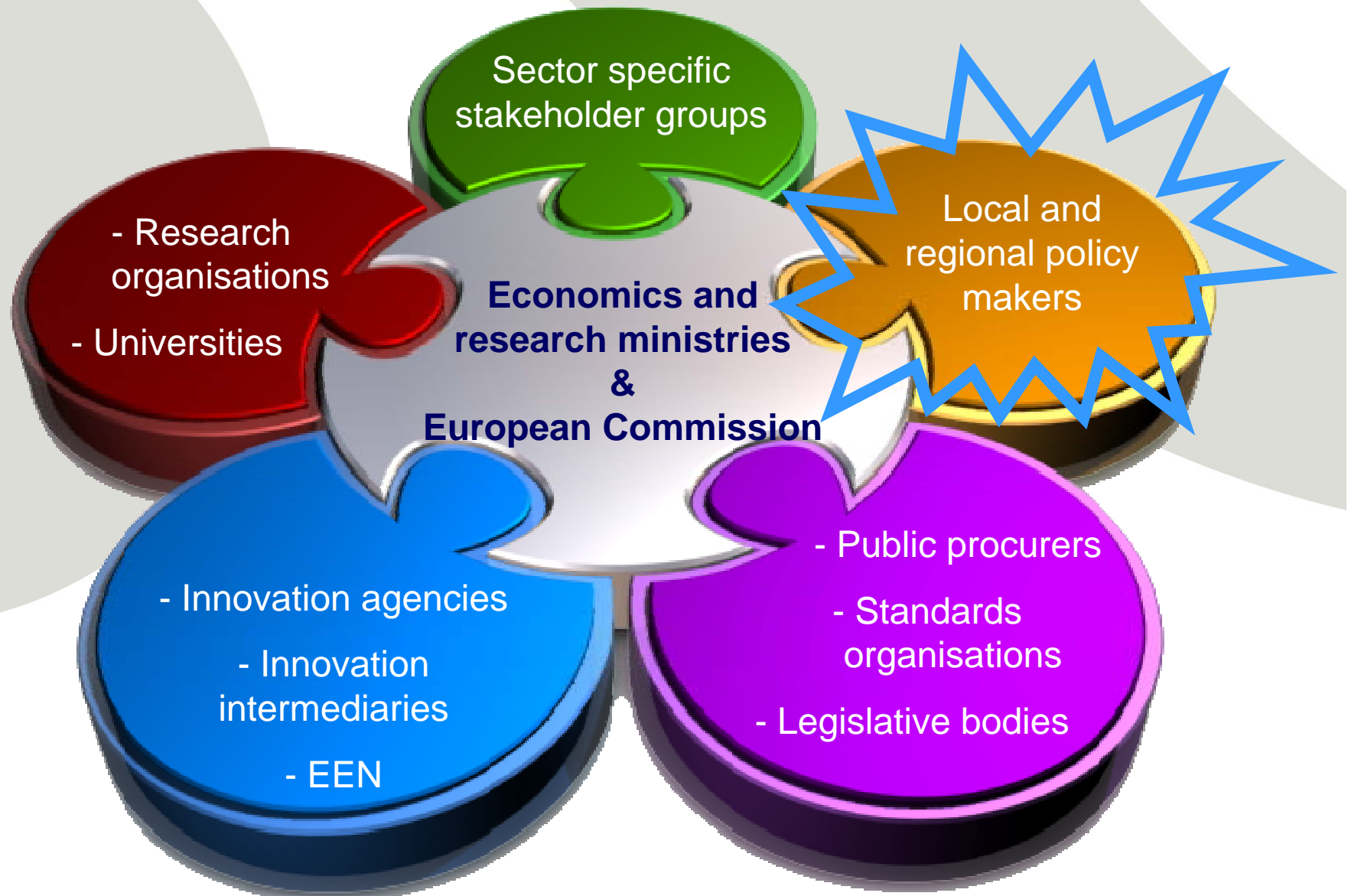
governance structure

LMI in 6 sectors

Lead Market Areas



Governance structure of the LMI



How take regions global using the LMI?

Opportunities for regions:

- Join activities of the LMI action plans
- Use the Enterprise Europe Network's LMI activities
- Link national or **regional** LMI actions in cross-border initiatives
- Create your own lead market in your region:
 - use innovative public procurement? Tax incentives? Involve your cluster(s)?
- Connect LMI better to R&D and innovation funding from and for regions
 - use your region's structural funds, FP7 Regions of Knowledge etc.

More information:

LMI website on EC DG Enterprise and Industry homepage:

http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/index_en.htm

Email: ENTR-LMI@ec.europa.eu