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## Digital Single Market

# Bror Salmelin

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Bror Salmelin is the adviser for Innovation Systems at the European Commission, Directorate General for Communications, Network, content, and Technology (DG CONNECT) where he is responsible for Open innovation and Modern innovation systems. He currently co-chairs the European Union Open Innovation Strategy and Policy group, an industry-led group advising on strategic priorities for open and service innovation.

As a head of unit he developed the concept of European Network of Living Labs, which is grown through EU presidencies to a 150+ sites innovation network for ICT intense services. Previously, He held the position of Deputy of the ICT Section in Technology Development Centre and served as the Finnish representative at ESPRIT/IST programme of the EU.

Bror Salmelin is a member of New Club of Paris, Member of the Advisory Board for Innovation Value Institute, Ireland. He has an expertise in intangible economy and value creation, related to policies like innovation policy, productivity and creativity in particular focused on new service innovation.

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Team responsible

[DG CONNECT](#) <sup>[1]</sup>

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