

Business Innovation Observatory
18 September 2013
La Chaufferie, Bruxelles

Workshop on 'Untapping our
innovation potential to tackle
business and societal challenges'

The Business Innovation Observatory Workshop: a forum aiming at unlocking innovative potential in Europe

"We had an interesting exchange of views about the skills shortages in the advanced manufacturing industry and how we could change that, starting with education and having more apprenticeship schemes, in order to change people's perception of the manufacturing industry as a career opportunity."

– **Christian Saublens**,
Executive Manager,
European Association of
Development Agencies (EURADA)

"This workshop is a great way to put companies and policy makers in the same place to have a very open and fruitful dialogue."

– **Michael Collins**,
Public Affairs Director,
European Private Equity
& Venture Capital Association

"There is a lot of potential in terms of business innovation and company creations within Europe. The most efficient policies are the ones sponsored by the European institutions and then taken to the local level where local people who know the companies and the local market can be found. These people know best about leveraging European actions into local ones."

– **Robert Glaesener**,
CEO, Trendiction



The first Business Innovation Observatory workshop hosted entrepreneurs, policy makers, representatives of regional and business associations, investors and researchers. The workshop provided them with an opportunity to interact and engage with each other in discussions on business innovation trends in advanced manufacturing and in new business models and practices.



Creating a dialogue between entrepreneurs, innovation experts and policy makers...

Participants exchanged views and experiences and formulated recommendations for accelerating the dissemination and commercialisation of business innovations and for boosting their market uptake.



...to remove barriers which are preventing innovation from happening

Solutions for reducing skills shortages and competency gaps were debated and recommendations for addressing policy gaps for business innovation trends were proposed. The key lessons learnt during the workshop are reflected in the first trend report of the Business Innovation Observatory.



Contact

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Learn more about the Business Innovation Observatory:

http://ec.europa.eu/enterprise/policies/innovation/policy/business-innovation-observatory/index_en.htm