

Agenda (incl. Biographies of Speakers)

Seminar on Innovation Management in the EU Framework Programme

4 May 2011
Hotel Metropol
Metropol Lake Resort Ohrid, FYROM

Moderation: Elli B. Tzatzanis-Stepanović, FFG

- 9:00** **Welcome**
Elke Dall / Elli Tzatzanis-Stepanović, Organisers of „Seminar on Innovation Management in the EU Framework Programme“
- Miroslav Polzer, Organiser of Workshop „Capacity Building on Social Innovation Research and Management in South East Europe“*
- Radmil Polenakovik, Organiser of „4th International Conference for Entrepreneurship, Innovation and Regional Development“*
- Tour de Table
- 9:30** **Innovation Union and the EU Framework Programme**
Antonio Balestrieri, EC, DG Research and Innovation, Unit Regional Dimension of Innovation, Belgium
- 10:00** **Innovation Foresight, Foresightful Innovation**
Ozcan Saritas, Manchester Institute for Innovation Research, UK
- 10:30** **Innovation Management and Technological Change - Micro and Macro Perspectives from Western Balkan Countries**
Zoran Aralica, The Institute of Economics, Zagreb, Croatia

11:00 Coffee break

11:15 **Innovation Management**
Maria Tagwerker, Doka, Austria

1) Strategies and Success Factors of Innovation

- The need of innovation (e.g. differentiation, new markets, growth, survival on the market)
- Types of innovation - and their link to the Business Strategy
- Reasons why innovations could fail - Success factors of innovation in order to avoid risks

13:00 Lunch break

14:00 2) Innovation Management Systems
Designing innovation management systems
Case study Doka Innovation Management

- Ideas management and evaluation
- Innovation process
- Project management
- Open innovation
- Innovation Marketing

15:00 Coffee break

15:15 **Innovation and Technology Transfer in the Western Balkan**
Viktor Stojmanovski, Ss. Cyril and Methodius University Skopje, FYROM

Vojin Šenk, University Novi Sad, Serbia

16:00 **Management of innovation and technology policy programmes in Austria**
Martin Reishofer, FFG, Austria

16:30 **Discussion**

Working dinner at Restaurant Pandonos

Biographies of Speakers (*in alphabetical order*)

Zoran Aralica

The Institute of Economics, Zagreb

- Economics PhD dissertation, The Influence of Technology on the Export Competitiveness of Croatia, University in Zagreb
- R&D sector development and Innovation policy: Workshop about The role of private sector R&D in the catching up of NMS: JRC-IPTS, Knowledge for Growth Unit Seville, Spain
- Technological foresight: FORLEARN Training “Introduction to Foresight as an Instrument for Policy Making” Event lateral to the VIII Bled Forum on Europe Thursday 1st & Friday 2nd March
- Innovation policy: Workshop about Policies for Knowledge based economy in the enlarged EU Challenges for the Research and Innovation Systems of Southern, Central and Eastern European Countries
- Project management: Workshop UNESCO - ASO – EARMA international project management for Research Managers from Southern East European Countries
- Coordinating person on the project proposal - Fostering Innovation Capacity of Small and Medium Enterprises in Western Balkan Countries (FP7-SME-2009-1 CSA-SA)
- Membership in associations such as European Council of Small Business, Croatian Operational Research Society, Scientific Society of Economists, and Croatian Systems Society

Antonio Balestrieri

EC, DG Research and Innovation, Unit Regional Dimension of Innovation

Antonio Balestrieri is a Programme Officer at DG Research of the European Commission. He is involved in the implementation of the activities of the Seventh Framework Programme related to the Regional Dimension of Innovation. Amongst his current responsibilities are the management of EU research projects of the Regions of Knowledge and Research Potential programmes.

He brings a wide experience in the management of scientific and technical projects in innovative sectors, as renewable energies and biotechnologies. He is also author of several scientific publications and Adjunct Assistant Professor at the Temple University's College of Science and Biotechnology of Philadelphia.

He holds a degree cum laude in Chemical Engineering, a Master in Business Administration and a PhD in Risk Analysis and Industrial Safety.

Martin Reishofer

FFG; Department Structural Programmes

Martin Reishofer is Head of the Cooperation & Innovation Programme Group, promoted by FFG, Austrian Research Promotion Agency, which funds innovative, technology-oriented cooperation projects, mainly focused on benefits for SMEs. The funding schemes integrate transnational funding of innovation within the EC but also between Austria and the east and southeast European countries.

He has particularly strong experience in management of innovation and technology policy programmes and development and promotion of evaluation schemes. Previously he worked in different organisations in the field of regional planning, urban renewal and infrastructure policy in Austria, where he also gained experience in start-up processes. He holds a graduate engineer in urban and regional development.

Ozcan Saritas

Manchester Institute for Innovation Research

Ozcan Saritas is based at the University of Manchester where he is a Research Fellow at the Manchester Institute of Innovation Research (MIOIR, formerly PREST). In MIOIR he is engaged in various research and teaching activities. Ozcan's research activity has been focused mostly upon long-term policy and strategy making with particular emphasis upon Foresight methodologies and their implementation in socio-economic and technological fields at the supra-national, national, regional and sectoral levels. During his doctoral research he developed unique Foresight approaches based on systems thinking.

Since 2000, he has been working in a number of research projects including SESTI (Scanning for Emerging Science and Technology Issues), SANDERA (The future impact of security and defence policies on European Research Area), the European Monitoring Centre of Change Sector Futures project, BEFORE (sectoral foresight in five EU regions), and the ForLearn Online Foresight Guide. In 2004 and 2006 he had short term research contracts with United Nations Industrial Development Organisation (UNIDO). In UNIDO he worked for the Industry Promotion and Technology Department to implement the UNIDO Technology Foresight Programme for Central and Eastern European Countries and Newly Independent States. On the teaching side, he delivers courses including "Sustainable Technology Management" and "Foresight Concepts and Methods" in the Management of Science, Technology and Innovation MSc Programme, "Strategic Foresight for Organisations" in the MBS-MBA Programme, and "Scenario Methods in Research" in the MBS-PhD Programme. He also supervises PhD and MSc students. On the executive education side, he acts as the co-director of the PREST Annual Foresight course. He has given lectures in the UNIDO Technology Foresight training courses and other Foresight courses organised by European Commission and European Science Foundation. Ozcan has recently been appointed as the new editor of the Foresight journal.

Vojin Šenk
University of Novi Sad

- Professor of Information Theory at the University of Novi Sad, Electrical Engineering Department, Coordinates University of Novi Sad team as part of EEN (Enterprise Europe Network) since 2009.
- Coordinated a Technology based project "Strategy of Implementation of Innovation Centres in Serbia" for the Ministry of Science, Technology and Development of Serbia, 2001-2002.
- Coordinated a Tempus JEP project "Science Parks - Organisational Framework", 2002-2004.
- Coordinated NOSIC (Novi Sad Incubation Centre) project, with Prof. Miroslav Despotović, funded by GTZ, 2003-2004.
- Coordinates the "Best technology innovation" competition in Serbia organization committee since 2005.
- For the Serbian Ministry of Science, and Environmental Protection coordinated the Feasibility Study preparation and evaluation for future Science & Technology Parks, Technology Incubators and similar institutions in Serbia (2005-2007).
- Coordinated PETITHA (Promoting Entrepreneurial Thinking in the High-Tech Area), a project financed by European Agency for Reconstruction.
- Author of the ICT part of the Technological Development Strategy for AP Vojvodina (2007-2008).
- Part of the committee for preparation of the new law on Innovation Policy in Serbia.
- Co-founder of Konekta Konsalting, a consulting agency for high-tech entrepreneurs, and of two high-tech companies in the area of communication software development.

Viktor Stojmanovski

Ss Cyril and Methodius University

- Associate Professor at Ss Cyril and Methodius University in Skopje, Faculty of Mechanical Engineering in Skopje, Institute for Mechanical Construction, Mechanization Machinery and Vehicles; teaching group of subjects related to transport, modeling and simulation of mechanization machinery and vehicle structures and equipment
- Project Manager at European Information and Innovation Center in Macedonia. European Information and Innovation Center in Macedonia is Macedonian partner in the Enterprise Europe Network. It is one of the key instruments for implementing the Competitiveness and Innovation Framework Program - CIP 2007/2013 of the European Community
- Coordinator at MANUFUTURE - Macedonia Technology Platform for Production Processes

Maria Tagwerker-Sturm

Doka

- Innovation Manager, Doka, Austria (www.doka.com)
(8 years innovation management experience)
Responsible for Innovation Processes and Project Management, Idea Management, Innovation Portfolio, Innovation Strategy and Innovation Marketing)
- Board Member of the Platform for Innovation Management, Austria (www.pfi.or.at)
- Board member and Member of the Marketing Committee of the Product Development & Management Association (www.pdma.info D.A.CH / www.pdma.org International)
- Member of the Advisory Board Front End of Innovation Europe Conference (www.iirusa.com/feieurope)
- MBA in General Management
- MSc in New Media & Telecommunications
- MSc in Knowledge Management
- Blogger www.inknowaction.com