

## OECD Workshop on New Practices of Entrepreneurship and Innovation: Taking Stock for the OECD Innovation Strategy

Copenhagen, May 28 and 29 2008

Danish Enterprise and Construction Authority  
Langelinie Allé 17  
2100 Copenhagen

### Day 1: Wednesday, May 28

09.30-10.00      **REGISTRATION**

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10.00-10.35      **INTRODUCTION**

- 10.00-10.05      Welcome, by Director General Finn Lauritzen, Danish Enterprise and Construction Authority
  - 10.05-10.20      Opening address, by Ken Warwick, Chair of the OECD Committee on Industry, Innovation and Entrepreneurship
  - 10.20-10.35      Presentation of the main themes of the workshop, by Director Jørgen Rosted, FORA
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10.35-14.00      **THE NEW NATURE OF INNOVATION**

*Chairs: Professor John Zysman, UC Berkeley, co-director, BRIE, Berkeley Roundtable on the International Economy and Director Jørgen Rosted, FORA*

- 10.35-11.30      **KEY NOTE SPEECH: THE NEW AGE OF INNOVATION**  
by Professor C.K. Prahalad, University of Michigan, Ross School of Business
- 11.30-11.45      **COFFEE BREAK**
- 11.45-12.05      User driven innovation at Jordan, by Category Development Manager Michelle Wentworth, Jordan, and Partner Mikkel B. Rasmussen, RedAssociates
- 12.05-12.25      Creating communities of innovators, by Senior Director Jeff Hunter, Electronic Arts

- **12.25-13.00** Innovation and the new logic of value creation by World Wide Technology Officer Jonathan Murray, Microsoft, CEO Niels Christian Nielsen, Q Network, and Professor John Zysman, UC Berkeley, co-director, BRIE, Berkeley Roundtable on the International Economy
- **13.00-14.00** **DISCUSSION & WRAP-UP**  
By C.K. Prahalad, Professor of Corporate Strategy at the University of Michigan, Ross School of Business

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**14.00-15.00**      **LUNCH**

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**15.00-18.00**      **LINKING INNOVATION AND ENTREPRENEURSHIP**  
*Chairs: Marcos Bonturi, Head, OECD Structural Policy Division and Anders Hoffmann, Director of Entrepreneurship and Innovation Policy, Danish Enterprise and Construction Authority*

- **15.15-16.00** **KEY NOTE SPEECH: LINKING ENTREPRENEURSHIP AND INNOVATION AND ECONOMIC GROWTH**  
by Professor David Audretsch, Director of the Max Planck Institute of Economics in Jena, Germany
- **16.00-16.30** **COFFEE BREAK**
- **16.30-17.15** **KEY NOTE SPEECH: THE IMPORTANCE OF ENTREPRENEURSHIP AND HOW TO MEASURE IT**  
by Professor of Economics John C. Haltiwanger, University of Maryland
- **17.15-18.00** **GENERAL DISCUSSION AND WRAP-UP**  
by the Chairs

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**18.00-19.00**      **COCKTAILS**

**19.00-22.00**      **DINNER at Danish Enterprise and Construction Authority, Langelinie Allé 17, 2100 Copenhagen**

## Day 2: Thursday, May 29

### 09.30-12.00 PRESENTATION OF BUSINESS CASES

*Chairs: CEO Niels Christian Nielsen, Q Network; Director General Finn Lauritzen, Danish Enterprise and Construction Authority*

- **09.30-10.00** Salesforce.com and Electronic Arts, by Senior Director Jeff Hunter, Electronic Arts
- **10.00-10.30** Jordan, by Category Development Manager Michelle Wentworth, Jordan, and Partner Mikkel B. Rasmussen, RedAssociates
- **10.30-11.00** Danfoss, by Business Development Manager Dennis Westergaard and Joanne Hyland, Radical Innovation
- **11.00-11.30** Microsoft and IBM by World Wide Technology Officer Jonathan Murray, Microsoft
- **11.30-12.00** Unimerco, Project Better Place and Renault-Nissan and other cases, by Professor John Zysman, Berkeley, co-director, BRIE, Berkeley Roundtable on the International Economy, and CEO Niels Christian Nielsen, Q Network

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### 12.00-13.00 LUNCH

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### 13.00-16.30 GROUP DISCUSSION

- **13.00-13.05** Joint Group Introduction, by Director of Entrepreneurship and Innovation Policy Anders Hoffmann, Danish Enterprise and Construction Authority
- **13.05-16.00** Discussion of key questions from the themes including: how do companies organise to relate to new innovation processes; how to innovate in alliances and with customers; and how entrepreneurship contributes to innovation.
- **16.00-16.30** Conclusion and Closing Remarks by FORA and OECD