WORKSHOP ON ICT & INNOVATION - AGENDA

What is changing and what is not?
Contribution to the Innovation Strategy on the changing nature of innovation

Paris, 11 December 2008

Please find attached the draft agenda for the BIAC – OECD workshop to be held in the morning of 11 December as part of the Committee meeting.

A revised and final agenda will be available closer to the meeting.

Graham Vickery, Email: graham.vickery@oecd.org / Sacha Wunsch-Vincent, Email: sacha.wunsch-vincent@oecd.org
Nicole Primmer; Email: primmer@biac.org / Elisabeth Bublitz, Email: bublitz@biac.org
Meeting of the OECD Committee for Information, Computer and Communications Policy (ICCP)

**Workshop on ICT & Innovation**

*What is changing and what is not?*

*Contribution to the Innovation Strategy on the changing nature of innovation*

11 December 2008
08:30 – 13:00 (Workshop 9:00 am)

OECD Conference Centre
Paris, France

**DRAFT AGENDA**
(AS OF 20 NOVEMBER 2008)

**Contacts:**
Nicole Primmer / Elisabeth Bublitz (BIAC):
primmer@biac.org  cublitz@biac.org

Graham Vickery / Sacha Wunsch-Vincent (OECD):
sacha.wunsch-vincent@oecd.org
**Meeting Chairman:**  
*Mr. Richard Simpson*  
Director General, Electronic Commerce Branch,  
Industry Canada  
Chair, OECD Committee for Information, Computer and Communications Policy (ICCP)

09:00 - 09:20  Welcoming Remarks

**Speakers:**  
**Ms. Susanne Huttner**  
Director  
Directorate Science, Technology and Industry  

**Mr. Joseph Alhadeff**  
Vice President for Global Public Policy and Chief Privacy Officer  
Oracle Corporation  
Chair, BIAC ICCP Committee  

**Mr. Bill Graham**  
Strategic Global Engagement, Office of the President  
Internet Society (ISOC)

9:20 -11:00  Panel 1: The changing nature of ICT-related innovation. ICT industries and wider developments across the economy

**Purpose:**  
This session will focus on understanding whether and how innovation is being re-defined in ICTs and related technologies, and how ICTs are affecting innovation across the economy.

It will address the impact of innovation in ICT and its applications in business and society. How do specific innovations illustrate what is happening in ICT-related areas? New patterns of innovation: Drivers, barriers, economic climate, framework conditions, finance.

**Moderator:**  
*Mr. Jean-Jacques Sahel* *(Skype)*

**Speaker 1:**  
**Mr. Faycal Boujema** *(Orange)*  
Future Mash- The new network effect

**Speaker 2:**  
**Mr. Martin Curley** *(Intel)*  
Cloud Computing – It’s everywhere you want to be
Speaker 3: Tbd.
If you can make it here, you can make it anywhere again and again – Advancements in product design and development

Speaker 4: Mr. Frank P. Paniagua (Greenplug)
Green is the new black – Carb-conscious ICT

Speaker 5: Mr. David Wortley (Director Serious Games Institute Coventry University)
The corners of my mind – Avatars, virtual worlds and other spaces

Speaker 6: Mr. Mark Turell (Imaginatik)
Collaborative Software, web 2.0 and innovation

11:00 - 11:20  Break

11:20 - 12:30  Panel 2: New policies for new plays? Innovation and governments in a globalised world

**Purpose:** This session will focus on policy, old and new including policy in the midst of the current economic crisis and resulting recessions. What works, what does not. What we can drop, what we cannot.

New policy directions for innovation (fostering drivers and overcoming barriers): What is driving policy change (if any)? What areas are changing/need changing? What kind of policy frameworks are developing nationally/globally? What international policy (policy coordination) issues are important?

**Moderator:** Mr. Michael R. Nelson, Ph.D. (Visiting Professor, Internet Studies, CCT Georgetown University)

Speaker 1: Tbd.
Human capital: Skills and employment in a changing world to support innovation potential.

Speaker 2: Prof. Dr. Knut Blind (Berlin University of Technology, Faculty of Economics and Management, Chair of Innovation Economics/ Fraunhofer Institute for Systems and Innovation Research, Karlsruhe, Germany/ Chair of Standardisation at the Rotterdam School of Management, Erasmus University, Netherlands)
Can't we all just get along? IPRs, standards, interoperability: their interrelationship and the role of policy
Speaker 3: **Mr. Christoph Steck** *(Director Public Policy, Telefónica S.A.)*
Trading our way out of trouble. Liberalisation and trade – past, current and future policy trends

Speaker 4: **Prof. Dr. Martin Fransman** *(Edinburgh University)*
Financing innovation – the impact of constrained economy on innovation

**12:30 – 13:00  Concluding Remarks**

**Speakers:**

**Concluding Keynote:** Tbd.

**Wrap-up:**  **Mr. Richard Simpson**
Director General, Electronic Commerce Branch, Industry Canada
Chair, OECD ICCP Committee