



**27 October 2010**

**8:00 - 9:30**

**BREAKFAST DEBATE**

## The role of standards in promoting innovation

Whether incremental or radical, linear or networked, innovation is a process supported by a multiplicity of intermediate variables.

Standards are part of this equation. In the digital world they provide for connectivity and interoperability, thus enabling critical mass effects in product and service markets, which allow in turn for trusted environments that both business and end-users need in order to contribute to the innovation dynamic/virtuous circle.

Yet when it comes to implementing standards, there are so many to choose from. At a time when the EU is both revising the standardisation policy instruments and unfolding the Digital Agenda, the EIF is keen to get views from major designers of the EU ICT landscape on:

- The role standards and interoperability can and should play in the innovation food chain.
- What is the impact of distributed and open innovation, in which end users - rather than suppliers - are the cornerstone of the process?
- How can public policies best support the process?
- What standardization system can be flexible and agile to react to/anticipate market demands, yet sufficiently robust and reliable to base a competitiveness and internal market policy upon?

# Programme- 27th October 2010

## Welcome and Introduction

**Catherine Trautmann**, MEP and EIF Governor

## Introductory remarks

**Jochen Friedrich**, Technical Relations Executive, IBM Technical Relations Europe

**Antti Peltomaki**, Deputy Director General, DG Information Society and Media, European Commission

## Exchange of views with participants

## Speakers



**Ms Catherine Trautmann**

MEP and EIF Governor  
European Parliament

## Venue

European Parliament, Members' Salon, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



[secretariat@eifonline.org](mailto:secretariat@eifonline.org)

[+32 \(0\)2 880 78 80](tel:+3228807880)