

Innovation and Creativity, the driving force of Europe's future economy Chair "Leo Tindemans"

February 25th, 2010 | Lessius University College, Antwerp, Belgium



Dear sir,
Dear madam,

We would like to invite you to the conference "**Innovation and Creativity, the driving force of Europe's future economy**" on Thursday February 25, 2010.

The theme of the conference of the **Chair "Leo Tindemans"** has been inspired by **the European Year of Creativity and Innovation** and by **the Lisbon Agenda**. The purpose of the Lisbon Agenda was to make the EU the most competitive, knowledge-based economy in the world by 2010. The member states were to formulate national reform programs, and use these as their main instrument in order to reach this goal.

The conference aims to **provide a forum in which academics, public policy makers, business leaders and policy analysts can exchange knowledge and experience** on the place of creativity and innovation in the European and global economy and share their insights on how to promote and develop innovation and creativity in Europe. Innovation and creativity form a fundamental basis for the future of Europe's economy. Recent studies show that the "creative industry" is a booming industry with high growth rates in terms of employment and value added. Can innovation and creativity be the driving forces behind a competitive European economy?

Program

09:00 - 9:30 | **Registration and welcome**

09:30 - 11:00 | **Session 1**

- **FDI motives, knowledge diffusion and host country productivity effects of US MNEs**
John Cantwell, Rutgers University | Roger Smeets, University of Groningen
- **The impact of internal and external basic science on research productivity in the pharmaceutical industry**
Bart Leten, KU Leuven | Stijn Kelchtermans, HU Brussel | René Belderbos, KU Leuven and UNU-MERIT, Maastricht University
- **Reverse technology diffusion: On the diffusion of technological capabilities from advanced foreign subsidiaries to headquarters of the MNC**
Katarina Blomkvist, Uppsala University

11:00 - 11:15 | **Break**

11:15 - 12:45 | **Session 2**

- **Management control in creative firms**
Martine Cools, Lessius University College and Rotterdam School of Management | Alexandra Van den Abbeele, KU Leuven
- **Innovation dynamics between rigor and relevance: Studying the process-culture link of innovation management in a large service company**
Jens Meissner, Lucerne University of Applied Sciences and Arts | Martin Sprenger, Lucerne University of Applied Sciences and Arts
- **Innovation initiative within foreign subsidiaries in South Korea: Determinants and outcomes**
Axele Giroud, Manchester Business School | Yoo Jung Ha, Manchester Business School | Mo Yamin, Manchester Business School

12:45 - 14:00 | **Lunch**

14:00 - 15:30 | **Session 3**

- **International trade in disembodied technology: Trends, patterns, and comparisons for European and OECD countries**
Nathalie Avallone, University of Tours | Séverine Chédor, University of Le Mans | Jean-Louis

Mucchielli, Sorbonne University Paris 1

- **Trade and innovation: The impact of Chinese import competition on Transatlantic manufacturing trade**
Jan Van Hove, HU Brussels
- **Which Portuguese firms are more innovative? The importance of multinationals and exporters**
Armando Silva, University of Porto | Ana Paula Africano, University of Porto | Oscar Afonso, University of Porto

15:30 – 16:00 | **Break**

16:00 – 17:30 | **Keynote session**

- **Innovation in Belgium**
Peter Teirlinck, Belgian Science Policy
- **European innovation policy**
Henriette van Eijl, DG Enterprise and Industry, Unit on Innovation Policy Development
- **Open innovation and creativity: The future of Europe?**
Wim Vanhaverbeke, Hasselt University, Vlerick Leuven Gent School of Management, and ESADE Business School

17:30 – 19:00 | **Reception**

Practical information

Date | **Thursday February 25, 2010**

Location | **Lessius University College**
Department of Business Studies
Campus Carolus, Korte Nieuwstraat 33, 2000 Antwerpen, Belgium
☎ +32 3 201 18 40
✉ leerstoeltindemans@lessius.eu

Language | **English**

Route | **Our Campus is situated in the heart of Antwerp**
We recommend to use the public transport system if possible. Parking facilities in the Korte Nieuwstraat are limited: [Parking "Groenplaats"](#) or [Parking "Meir"](#). Please use [the route planner function](#) at our website.

Registration

Participation is free but registration is required! Please register through the [online registration form](#).

Organizing Committee

Dr. Filip De Beule, Lessius University College & KULeuven

Dr. Ysabel Nauwelaerts, Lessius University College & KULeuven & Concreas

Prof. dr. Jan Wouters, KULeuven & Leuven Centre for Global Governance Studies

Please feel free to forward this message to whomever it may concern.

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