



EUROPEAN COMMISSION
RESEARCH DIRECTORATE-GENERAL

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SMEs – The Head of Unit

Research supporting Service Innovation: *a workshop for European SMEs*

While the role of services in the knowledge economy grows and the relation between services and innovation attracts more attention at the EU level, the role of research and service innovation for SMEs has not been sufficiently addressed. Still, SMEs may increasingly recognise the potential for a wide range of service related applications, and research projects for the benefit of SMEs have supported and continuously support much innovation in this area.

This workshop brings together knowledge intensive SMEs with experience in European research, associations of SMEs, academics and researchers working with SMEs, EC representatives and others involved in this area, to explore the role of SMEs in European research and innovation and address issues such as how to strengthen and improve support at the EU level. *Research for the benefit of SMEs* projects have been supported under FP6 and FP7, including on ICT enabled innovations in the service sector SMEs or in other sectors, on knowledge and innovation management, on intellectual capital and organisational innovation etc, overall involving innovations in the service sectors, as well as service innovation in many industrial sectors.

In short, the workshop will examine the potential of service innovation for SMEs, and discuss the role of European research activities to support SMEs in this area. Drawing on the experience of SME research projects, it will explore questions such as *what are the existing trends and how to address particular aspects of service innovation; why SMEs need research supporting service innovation and what makes service innovation interesting and viable from an SME perspective; what is the role of SME Associations in supporting their members through research and service innovation; how can we improve on support for service innovation through research for SMEs, etc.*

A draft agenda follows. If you are interested to register and have more information on the workshop, please contact Iphigenia Pottaki, iphigenia.pottaki@ec.europa.eu, tel. 0032 2 299 06 81.

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*20 May 2010
COV2 Place Rogier 16, Brussels*

Draft Agenda

09:30 -10:00 *Registration*

10:00-13:00 *Research for SMEs supporting Service Innovation*

Opening of the workshop
T. Lennon, Director Dir T, DG RTD (tbc)

Research supporting service innovation and the role of European SMEs
Ian Miles, University of Manchester, Institute of Innovation Research

Service Research and the needs of European SMEs

Klaus-Peter Fähnrich, University of Leipzig, Business Information Systems

Project Onto wiki: Semantic Collaboration for Enterprise Knowledge Management, E-Learning and E-Tourism

Research and innovation in the service sector SMEs

Spiros Alexakis, Director Innovation and Business Development, CAS Software AG

Project EleVATE: an innovative combination of services aiming to enable enterprises and organizations to drive productivity through learning content management, knowledge sharing, assessment, rapid authoring, and performance support.

Project ORGANIC: an organic knowledge management system for small knowledge-intensive companies.

From users' needs to Service Innovations

Nikos Passas, University of Athens, Communication Networks Laboratory

Project SHOPPING MATE: a location and context aware service for assisting consumers during their shopping time

Addressing SME research needs in a data-intensive mobile application context

Dieter Pfosser, Institute for Management of Information Systems

Project TALOS: addressing SME innovation needs in a data-intensive mobile services context

Discussion

13:00 -14:00 Lunch

14:00- 16:00 Research and Innovation in the EU service economy

Towards a knowledge-based service economy

Mette Quinn, Unit D2 Support for Innovation, DG ENTR

Know-how management and valorisation services for European SMEs

Thanos Contartgyris, Institut Français Textile Habillement

Project PASSAGE: An integrated knowledge management solution for the manufacturing SMEs, to identify, capture and preserve critical know-how

Services, knowledge management and the role of SME Associations

Stefan Zickgraf, CEA-PME

Project INCAS: Intellectual Capital Statement made in Europe

Public-Private Innovation Networks in the Service Economy

Luis Rubalcaba, University of Alcalá

Project SERVPPIN (FP7 - Socioeconomic Sciences and Humanities): The contribution of public and private services on European growth and welfare and the role of public-private innovation networks.

15:30 -16:00 Roundtable discussion: a European approach to Research in support of Service Innovation

Moderator and Panellists

16:00 Conclusions

Ian Miles