

Technology Foresight Summit 2003



Technology Foresight Summit

Budapest, 27-29 March 2003



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UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION



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MINISTRY OF ECONOMY AND TRANSPORT OF
THE REPUBLIC OF HUNGARY

Welcome



Carlos Magariños
Director-General



István Csillag
Minister of Economy
and Transport

Recent years have been marked by the dramatic impact of numerous technological innovations, which have brought about major changes in economic structures and in daily life.

The growth in productivity spurred by innovation and technological change is the main driving force in the process of economic growth, both in industrialized and developing countries, and its contribution will increase in the future. The United Nations Industrial Development Organization (UNIDO) has embarked on an interactive discussion among member States and different actors about the formulation of economic policy, geared in particular to

identifying the determinants of innovation and technological progress in developing countries. The aim of the Organization is to stimulate studies to map out the challenges and opportunities involved and to develop and disseminate methodologies to face those challenges. Technology foresight is one of the most promising means of doing this, as the experience of industrial countries and corporations has eloquently demonstrated.

Through regional initiatives, UNIDO promotes the concept of technology foresight as a tool for forward-looking strategic decision-making and policy formulation that will improve the conditions for innovation and induce economic growth, thus enhancing the quality of life in developing countries and countries with economies in transition. As a major component of those initiatives, we have pleasure to announce the Technology Foresight Summit 2003, to be held in Budapest from 27 to 29 March 2003, and to offer you an opportunity to make a contribution to it.

It is planned to establish a flagship annual event to bring together policy representatives at the highest level, top business leaders and heads of research institutions to discuss future trends, strengths and weaknesses and opportunities and threats facing their regions, countries and companies, which can be

addressed through early mobilization of technology and knowledge. A major objective of the annual summit will be to involve the business sector as closely as possible in the discussions and deliberations.

The Summit will offer you and other participants an opportunity to get to know and build relationships and networks with top-level leaders from other Governments as well as with the business and research communities. It seeks to provide a platform to Central and Eastern European countries and the newly independent States for a more sustainable and innovative development aimed at fostering economical, environmental and social benefits at the national and regional levels.

You will be able to present your country's own input and make your impact on the process. Although it will rely heavily on the expertise, knowledge and experience of foresight experts, the Summit is not a conference for "foresighters". It will cater primarily to decision makers, who will be empowered by applying technology foresight as a policy instrument to make informed and intelligent decisions for quality development.

So far most technology foresight exercises have been conducted at the national level. The UNIDO Technology Foresight Summit will pioneer efforts to

look at the benefits to be gained at the regional, supranational and sub-national levels. In attempting to foresee the future—what the economy or industry will be like in 20 or 30 years' time—it is often thought that there is only one given future and in order to be prepared for it one must attempt to predict what it will be like as intelligently as possible. Yet actually there are several possible versions of how the future could and would evolve, depending on what is done in the meanwhile, what choices are made, what decisions taken. Technology foresight is a methodology and process based on this latter approach.

We very much hope that we have been able to attract and develop your interest in participating in the Technology Foresight Summit 2003 and that we will be able to welcome you among our contributors in March.

Your participation is important to us and to the success of the Summit.

Carlos Magariños
Director-General,
United Nations Industrial
Development Organization

István Csillag
Minister of Economy
and Transport,
Hungary



The Technology Foresight Summit is a flagship annual event of the Regional Initiative on Technology Foresight for Central and Eastern Europe and the Newly Independent States of the United Nations Industrial Development Organization (UNIDO).

It is intended to respond to the need for a vision of the mid- and long-term development of the region as well as for a more technology-oriented focus in the relevant national and regional knowledge-based institutions.

The event will bring together policy representatives at the highest level, top business leaders and heads of research institutions to discuss future trends, strengths and weaknesses and opportunities and threats facing their countries, companies and regions, which can be addressed through early mobilization

of technology and knowledge.

A major objective of the annual summit will be to involve the business sector as closely as possible in the discussions and deliberations. Each summit will be devoted to a challenging highlight area. For the 2003 Summit, biotechnology has been selected as the highlight area. The 2003 Summit will also address the impact of European integration on local industry in a development perspective.

The 2003 Summit is being organized in cooperation with the Government of Hungary and co-financed by the Government of Austria.

The Summit will consist of four components:

- Technology foresight panels, presenting best practices in developing and applying technology foresight for strategic decision-making, concentrating on practical issues for local industry;
- The Biotechnology Prospective Forum is the highlight area, where biomedical, agricultural and environmental aspects of biotechnology will be presented, with emphasis both on legislative, regulatory, consumer acceptance and educational issues and on European Union connections. Outreach lectures will focus on

selected scientific achievements and the industrial market;

- The Fair of the Future, where chief executive officers (CEOs) and industrial decision makers will present their visions of the future, their views on the likely development of their respective industries and on industry-led future trends and perspectives in the highlight area;
- A ministerial round table will bring together top governmental decision makers dealing with technology as a tool to enhance the productivity and competitiveness of the economy at the national and regional levels. The focus of the 2003 ministerial round table will be European integration and the effect of the integration process on the industrial development of the region. The round table will be the lead-in event to the 2004 Foresight Summit, which will have integration as its highlight area.

Major research studies will describe present conditions and future prospects of selected industrial sectors, such as the automotive industry and agro-food processing.

Significant outcomes expected from the Summit are:

- Enhanced awareness among decision makers of the importance of technology

foresight in fostering competitiveness and innovation in the region;

- Important recommendations for high-level decision makers to encourage, initiate and implement foresight exercises in selected highlighted areas;
- Identification of specific and relevant regional "hot" issues.

Biotechnology will be the highlight area of the 2003 Summit and its future role in countries with economies in transition will be discussed in a forum event. The Prospective Forum will provide an overview of future challenges and opportunities in biotechnology in the context of the region of Central and Eastern Europe and the Newly Independent States.

The objective of the Forum is to help governmental and industrial decision makers to formulate and strengthen their vision of perspectives and options and to promote interactivity among key biotechnology players in the region with a view to shaping their future.

Those key biotechnology players are:

- Academic and industrial researchers and developers
- Companies involved in the biotechnology industry
- Government-level decision makers involved in defining the financial and legal environment for research and development as well as for industrial production in the field.

The Biotechnology Prospective Forum will consist of four consecutive sessions of 1 1/2 hours each, covering:

- Human health and the pharmaceutical industry
- The agro-food industry
- The environment
- Cross-cutting issues such as regulation, legislation, patenting, public perception and intellectual property rights.

The first three thematic sessions are aimed at a specialized audience (40-100), while the final plenary session is intended for all those participating in the Summit.

Each session will start with a keynote address (25-50 minutes), presenting the state of the art in the particular field, providing a brief review of each biotechnology area within the geographical context and pointing to major tendencies in future development. The keynote address will be followed by a small number of highlight contributions (15-25 minutes), which will take the form of presentations rather than discussions, each concentrating on a topic of importance.

Each thematic session will be led by a chairman and a rapporteur will summarize the findings in writing. Those findings will be presented as required at the ministerial round table and during other sessions of the Summit.

Abstracts of the biotechnology prospective component will be circulated prior to the Summit; all materials, including the rapporteur's report, will be made available after the Summit. The outcome of the Biotechnology Prospective Forum will take the form of communiqués, articles and booklets.

The expected results of the event will be:

- An interactive overview of the field, which will increase the awareness of decision makers and the foresight community as a whole of the problems of biotechnology and its specific use for countries with economies in transition;
- The initiation of biotechnology foresight studies in countries of the region;
- Important contacts formed between participants and key biotechnology players in the region;
- Identification of specific problems to be addressed by foresight studies and other governmental/non-governmental decision-making means;
- Development and strengthening of ties and enhanced cooperation among scientists, the biotechnology industry and Governments.

Taken together, these elements are expected to have a considerable positive impact on the development of biotechnology in the region.



The technology foresight panels represent the thematic core of the annual summit. In Central and Eastern Europe and the Newly Independent States it is widely recognized that introducing foresight as a policy instrument to reach consensus among diverse societal actors is a very timely and important exercise as part of the transition process.



A further objective is to promote joint foresight activities in different countries. The resulting foresight networks will foster cooperation between countries and between regions within countries.

The technology foresight panels will present best practices in developing and applying technology foresight for

strategic decision-making and will serve as a platform for building common visions to face future challenges and opportunities for strategic industrial production chains in the region. The panels will conduct sector-specific scanning of "hot" issues in the region and prepare recommendations to decision makers. The results of the panel discussions will form the basis for specific technology foresight studies on the respective sectors.

The technology foresight panels will consist of the following elements:

(a) Plenary session. The first plenary session will introduce the foresight exercise as a decision-making and consensus-building tool for creating a knowledge-based society and enhancing industrial innovation, and its specific role in countries with economies in transition.

(b) Thematic panels. The thematic panels will provide a framework for discussion and analysis of the challenges and opportunities expected to arise over the next 5-20 years in Central and Eastern Europe and the newly independent States in strategic areas such as:

- (i) National and sub-national technology foresight;**
- (ii) Corporate and regional-level technology foresight;**
- (iii) Transportation and logistics;**

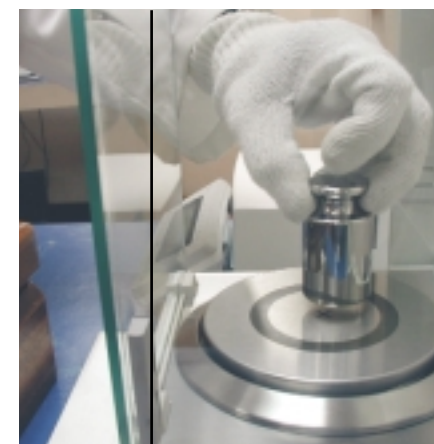
- (iv) Environmental protection;**
- (v) Information and communication technology and electronics;**
- (vi) The automotive industry;**
- (vii) The agro-food industry.**

Summaries of all the related presentations will be provided prior to the Summit, so that participants can express their opinions and make proposals and comments. The duration of each panel will be 1 1/2 hours, half of which will be devoted to discussion;

(c) Conclusions and recommendations. In the closing plenary session the most important results of the panels will be presented to the participants of the ministerial round table.

Speakers and contributors will be selected from among respected professional experts from several countries and high-level decision and policy makers of the region.

Participants are expected to include high-level governmental representatives, members of the business and research communities, representatives of non-governmental organizations and of leading corporations and experts from countries with experience in conducting technology foresight exercises. The business sector will be involved as closely as possible in the discussions and deliberations.



The ministerial round table will be held on the last day of the Summit and will serve as the formal forum for ministerial participation.

The focus of the ministerial round table will be the effects of the European integration process on industrial development in the region.

Within the framework of the Summit, the ministerial round table will also be the event where participants will have the opportunity to get to know and build relationships and networks with top-level leaders from other Governments. The ministerial round table is expected to contribute greatly to achieving the final goal of the technology foresight Summit: responding to the need for a vision of the mid- and long-term development of Central and Eastern Europe as well as for a more technology-oriented focus in the relevant national and regional knowledge-based institutions. It will also seek to find new ways to promote cooperation among countries with economies in transition for a more sustainable and innovative development aiming at fostering economic, environmental and social benefits at the national and regional levels.

At the ministerial round table, ministers will be able to present their country's own views and make their impact on the process.

The ministerial round table is closely related to and dependent upon the other three components and shares with them the concept of the entire technology foresight Summit. Within that framework it will be the highest-level gathering ever of governmental decision makers dealing with technology foresight and its potential as a policy instrument and will enable them to interact with the business and research communities.

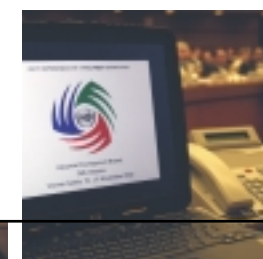
As well as dealing with the impact of European Union expansion and the integration process on local industry, the ministerial event will be instrumental in communicating Summit recommendations to decision-making bodies and attracting international media attention.

The ministerial round table will consist of a working lunch and round-table discussions, which will be open to all participants. Throughout the Summit, interaction between ministers and other participants will be encouraged and facilitated.

At the working lunch, two keynote speakers will make presentations. The speakers will be authorities on future studies and technology progress and their presentations will deal with the impact of integration on industrial development in general and the foresight process in particular and on how the foresight process can help meet criteria for integration.

At the round-table discussions, ministers will be invited to present their perspectives on issues specific to their respective countries within the broader context of supranational issues. A senior peer moderator will facilitate the discussions and proceedings.

The working lunch and the round-table discussions will last two hours each. Depending on the number of participants, each minister will make a presentation of 10-15 minutes, to be followed by discussions led by the senior moderator.



As an industry dedicated event of the 2003 Summit, the Fair of the Future will constitute an opportunity for players of the biotechnology industry and research to present their ideas, concerns, products, achievements and markets in two forms:

- Physically, through prototypes, state-of-the-art exhibits and visual concepts;
- "Virtually", through posters, videos, photos and PowerPoint presentations.

The Fair of the Future will cover various fields of biotechnology from pharmaceutical products to environmental cleaning. The Fair will open its doors for companies to present their views on important subjects for the biotechnology industry in Central and Eastern Europe and the newly independent States. The Fair will also serve as a platform for presentation of market opportunities for those who are aiming at setting up biotechnological companies or finding partnerships. In that connection, the Fair will provide participants with practical information on how to set up and manage biotechnological enterprises in a professional way. In cooperation with the Hungarian Biotechnological Association, experts will give lectures at the Fair on this subject. Those professionals

will include leaders of biotechnology venture capital funds, of pharmaceutical companies, the agro-food industry and agro-food processing and biotechnological companies and experts working in the governmental sector and dealing with assistance provided for the biotechnology sector and lecturers from biotechnological companies present in the region.

The Fair of the Future is intended, finally, as a tool to promote discussion on competition, innovation and strategic decision-making, to promote interaction between the governmental, business, finance and research communities and to encourage CEOs and industrial decision makers and venture capital funds to present their own achievements and perspectives.

To facilitate all these activities, exhibition booths, meeting rooms with PC with Internet connections and LCD projectors for videos, DVD and PowerPoint presentations will be made available.

The Fair will be open to the public and to participants at the Summit for the duration of the event.

As the outcome of the Fair of the Future, by creating an opportunity for visual presentations and parallel discussions, it is expected that govern-

ment-level decision makers and CEOs, leaders of biotechnology venture capital funds, as well as scientists and researchers involved in the field of biotechnology and technology foresight, will be assisted in general:

- To identify priorities
- To discover new ideas
- To recognize threats
- To place special emphasis on providing assistance and support for start-up biotechnological companies
- To put the region on the map of the international biotechnology "scene" and introduce it to the potential investors.

Another potential achievement of the Fair would be highlighting the importance of regional biotechnology funding mechanisms and encouraging Governments to identify sources of financing to support the growth of the biotechnology sector in their respective countries.

Reference and Summit materials

Prior to the Summit participants will receive the following documentation:

- Conference pre-announcement, application form and attached questionnaire.

During the Summit they will receive:

- All presentations made during plenary sessions and panel meetings
- Summaries and findings of keynote presentations and contributions of the selected panel.

After the Summit:

- A written record of the results of the Summit.



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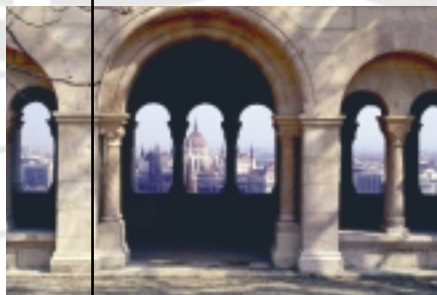
27 March 2003	28 March 2003			29 March 2003	
Fair of the Future	<p>TF 1: Foresight at National and Sub-national Level</p> <p>TF 2: Foresight at Corporate and Regional (Multi-country) Level</p> <p>TF 3: Emerging Technologies for Transportation and Logistic</p>	<p>TF 4: The Future of Environment - the Environment of the Future</p> <p>TF 5: Information and Communication Technologies - Pervasive Electronics</p> <p>TF 6: Information and Communication Technologies - Application Trends & Social issues</p>	<p>BT 1: Biotechnology and the Biomedical Industry</p> <p>BT 2: Biotechnology, Food and Agriculture</p> <p>BT 3: Biotechnology and the Environment</p>	<p>TF 7: Prospects and New Technologies for the Agro-food Industry</p> <p>TF 8: Automotive Industries at Cross-Roads</p>	<p>Plenary: Rapport of the Technology Foresight Panels</p> <p>Ministerial Round Table on the impact of the European Union enlargement and integration process on the local industry</p>
Opening Ceremony	Plenary: Cross-cutting issues on Biotechnology			Closing Ceremony	
Plenary: Knowledge-based Society, Innovation and Technology Foresight					
Reception					

Budapest, the capital of Hungary, will have the honour to play host to the Technology Foresight Summit 2003.



Located on either side of the Danube, the Hungarian capital is home to 1.8 million inhabitants, renowned for their hospitality to the millions of visitors attracted here from all over the world by the city's historic areas and buildings. These include such World Heritage sites as the Castle District or Andrásy út as well as the city's theatres, museums, the Opera House, Turkish baths, the Chain Bridge (Lánchíd) over the Danube, the continent's first underground and last, but certainly not least, Hungarian cuisine.

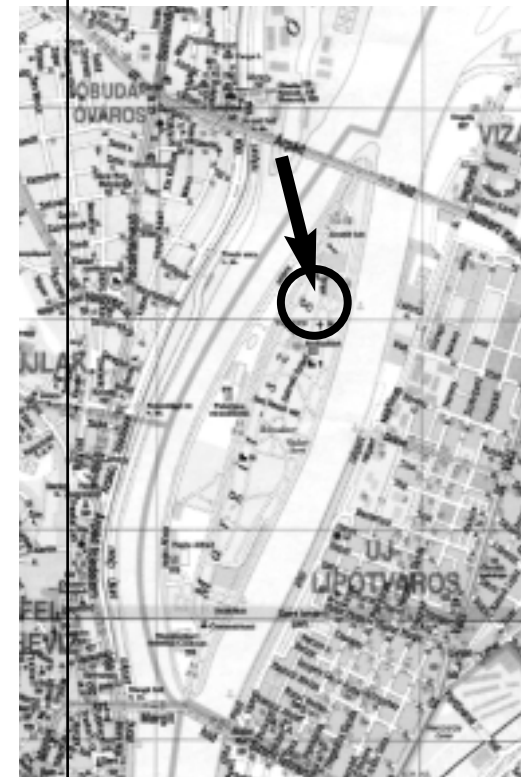
One of Budapest's main attractions, Margaret Island, is the site of the Thermal Hotel Danubius, the venue of the Technology Foresight Summit 2003.



Situated on the picturesque Margaret Island, with rooms overlooking the Danube or a magnificent park, the Thermal Hotel Danubius is the ideal venue for a Summit where highest-level politicians, economic decision makers, leading players of industry and outstanding researchers can meet.

Although the island is located centrally, so that virtually all of Budapest's main attractions are within easy reach, the hotel is away from the noise of the city. Its services include a health spa, related special medical services, a business centre, beauty salons, aroma bath, sauna, jacuzzi, indoor and outdoor swimming pools, fitness facilities, fine restaurants and cafés.

The Technology Foresight Summit 2003 will be held in Budapest from 27 to 29 March 2003.



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