



LOCAL GOVERNMENT IN NETWORK FOR A NEW EUROPE  
European Summit of Local Governments

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DECENTRALISED SESSION PROGRAMME  
Local Economy and Innovation

Sant Cugat del Vallès, 24 February 2010

Place: Sant Cugat del Vallès – ESADE, Avinguda de la Torre Blanca, 59 (Spain)



## INTRODUCTION

Government agencies are the most important economic institutions in the societies they serve. Seeking the highest quality in their management and administration must therefore be an absolute priority.

This session will approach the two leading aspects of this subject, with an extremely high potential impact on citizen welfare:

- New ways of organising and managing government agencies to favour efficiency.
- A local boost for the knowledge-exchange economy.

## PROGRAMME

**9:00 – 9:30 Registration**

**9:30 – 10:00 Welcome by ESADE**

Opening of the session by the Mayor, Lluís Recoder I Miralles

**10:00 – 11:15 Round table 1: THE CREATION OF LOCAL PUBLIC VALUE THROUGH PUBLIC-PRIVATE COOPERATION AND INNOVATION IN SERVICES AND MOBILE TECHNOLOGIES**

Moderator: Mr. Ricard Huguet, Director Invenio –learn.by.doing

Presentation: **The Local Innovation Plan: the Quest for Synergies between Innovating Organisations**

Mr. Jordi Puigneró, Councillor for Innovation, Internal Services and Communication

Presentations:

**The Impact of Innovation in Services and Mobile Technologies on the General Public**

Mr. Jakob H. Rasmussen, President Living Labs Global

**Managing Public-Private Partnerships: Future Challenges for Local Governments**

Mr. Germà Bel, Professor of Economy, University of Barcelona

**ESADE CREAPOLIS: Finding Value in Knowledge Exchange and Public-Private Cooperation**

Mr. Francesc Santacana, Vice president ESADE Creapolis

Debate

**11:15 – 11:45 Coffee break**



**11:45 – 13:00 Round table 2: BASIS FOR A KNOWLEDGE-BASED ECONOMY**

Moderator: Mr. Juanjo Martínez, SC Trade Center

Presentation: **The City as a Value for Economic Promotion. The Case of Sant Cugat del Vallès**

Mr. Jordi Joly, Councillor for Economy and Organisation

Presentations:

**Recovery and the Utilization of Talent as a Key Factor of Competitiveness**

Mrs. Carme Botifoll Alegre, Director-General of ACCIÓ, Government of Catalonia

**The Management of Knowledge: the Road to Success**

Mrs. Guayente Sanmartín, Worldwide Marketing Director, Hewlett-Packard

**The Knowledge Economy and Technology Transfer: How to Translate Research Results into Social and Economic Capital**

Mr. Jordi Marquet, Director of the UAB Research Park Foundation (PRUAB)

Debate

**13:00 – 13:30 CONCLUSIONS**

**13:00 CLOSING ADDRESS by Mr Lluís Recoder i Miralles, Mayor of Sant Cugat del Vallès**