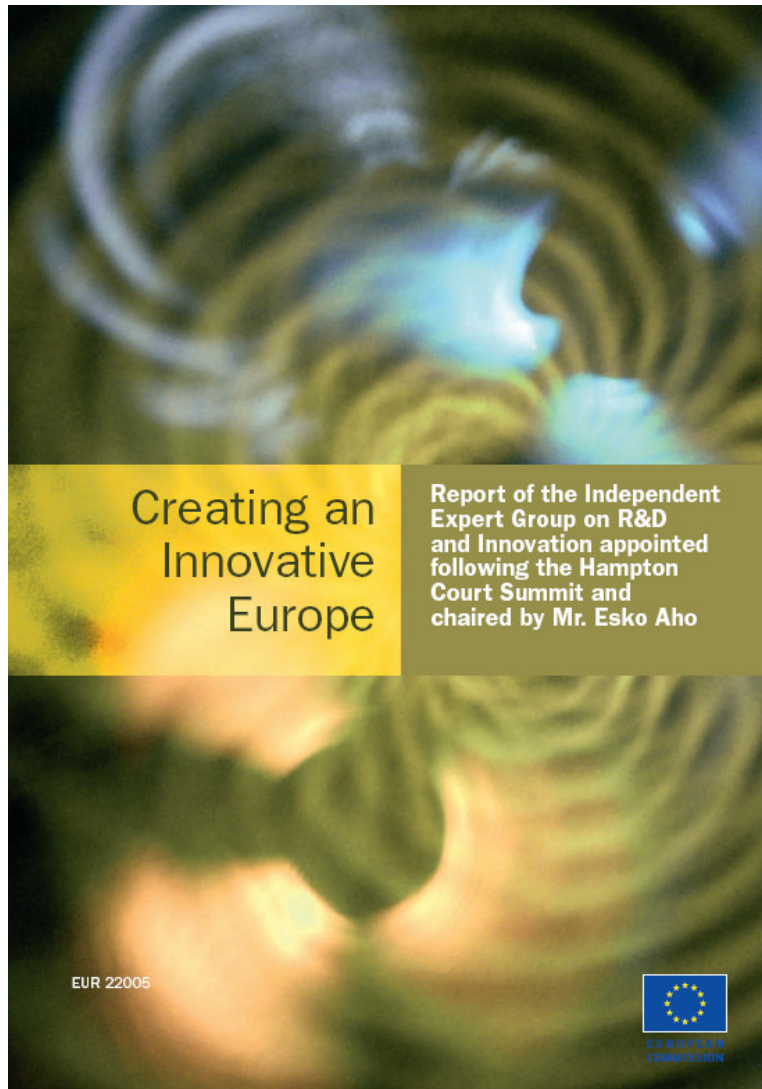


Lead markets (1)

The Aho Report: *Creating an Innovative Europe*

Panel of four mandated by Hampton Court Summit to report on reinforcing EU Research and Innovation performance in the face of globalisation

http://ec.europa.eu/invest-in-research/action/2006_ahogroup_en.htm



Lead markets (2)

What is a Lead Market?

Lead users & markets

- Early users take the risk of working with a technology that may not be fully developed in return for access ahead of competitors or faster solution
- Innovators benefit from learning & feedback
- SME's benefit from credibility as first installation on reference list
- For lead-market early adoption needs to be widespread or large scale
- Learning benefits supplemented by reduction of risk in investment to perform R&D & innovate

Lead markets (3)

Creation of lead-markets – Commission Actions

- Demanding markets and public policy play a significant role in different areas
- Group of Commissioners on Competitiveness: Working Group on Lead Markets (WGLM) – 2nd meeting on 15 Feb 07
 - Task-forces (6): eHealth, Technical Textile, Sustainable construction, Recycling technologies, Nano-diagnostics and Bio-based products
 - Other possibilities: (reserve list-3)
 - Renewable energies, Bio-fuels, Carbon dioxide capture and storage
 - Timing:
 - End of April - Draft Report with Action Plan proposed
 - 26 June - Final Synthesis Report
 - 27 September - Draft Policy document at WGLM
 - 21 November - Draft Policy document adopted by the Commission
- **Potential of Transport domain recognized, but currently not covered by the Working Group activities**

Lead markets (4)

Creating an **Intelligent Car and Road Lead Market** in Europe

Objective:

- Contribute to increased competitiveness of the European automotive and transport industries
 - Identifying the right research agenda
 - Addressing the deployment barriers

Alternative Approaches:

- Participate in the **Working Group on Lead Markets ?**
 - Establish a new Task Force
- Establishing a **eSafety Forum WG** on Lead Markets ?
- Contracting a **study ?**
- **Other ?**

Lead markets (5)

A study on Lead Markets?

Objectives:

- Identify the lead-market factors
- Analyse the determinants of lead-markets
- Identify the framework conditions
- Analyse national prerequisites and global effects of diffusion

Time Frame: 2 to 3 months

Cost: around 5.000 €