

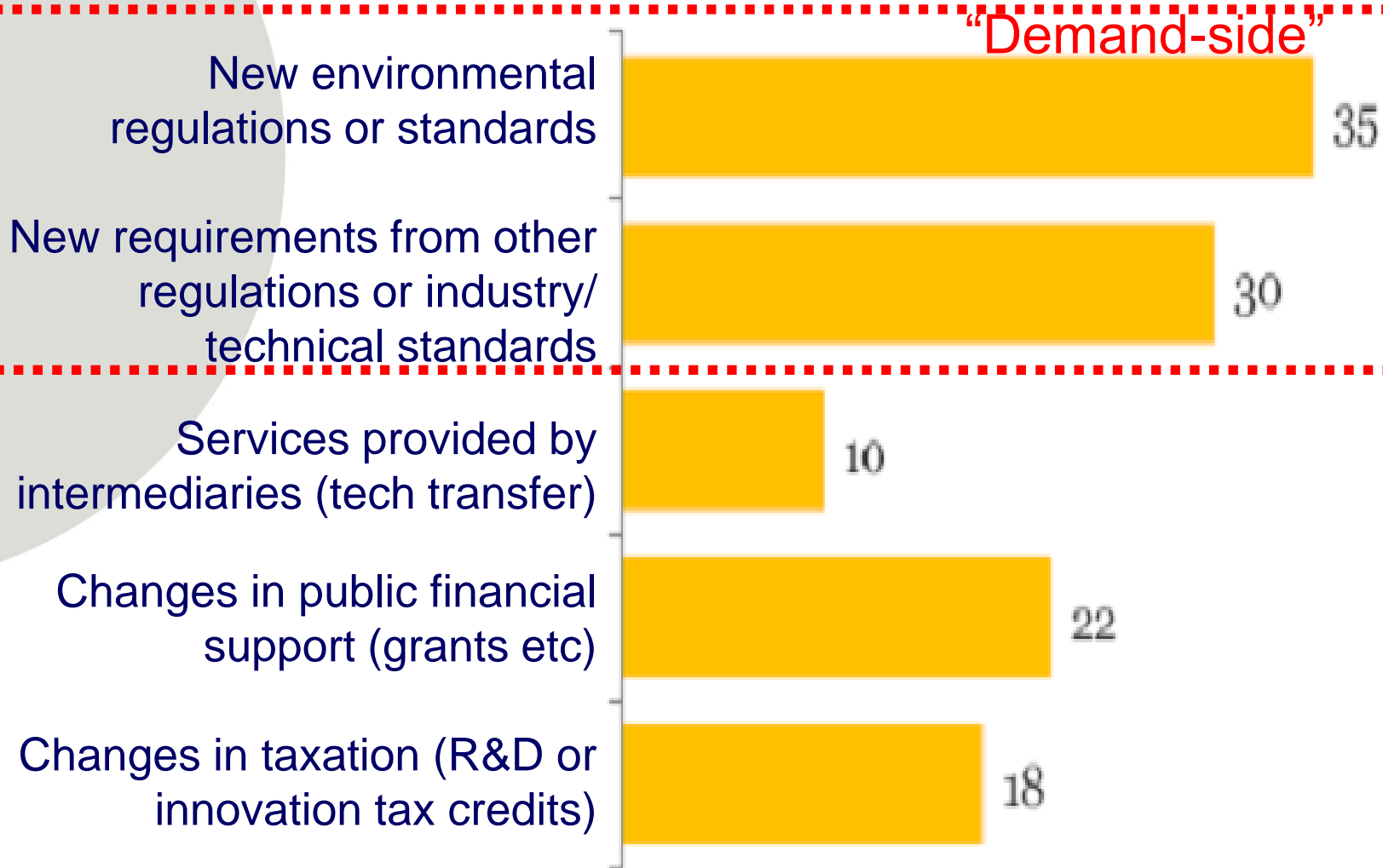
***What do we know now: lessons learned  
JIIP Symposium 19-4-2010***

**Henriette van Eijl,  
DG ENTR, Innovation Policy Directorate**

# 'lead markets' – a company view

- companies say: 'my home country is my lead market' (70%)
- companies look across the borders if:
  - Active in manufacturing (53%)
  - Have cross-border core activities (48%)
  - Earn most revenue from the sales of innovative product and services (16%).

# What policies have had a positive effect on innovation in your company?



# The Lead Market Initiative (LMI) is complementing supply-side innovation policy

## Demand-side measures

- regulation
- procurement
- standardisation
- clusters

Package  
= LMI

- R&D funding
- Equity support
- Fiscal measures
- ...

## Supply-side measures

# Lead Market Initiative - aim:

*Facilitate the uptake and diffusion of innovative products and services in the EU and in world markets*

*Quicker return on R&D & innovation investments, leading to more investments*

# **Selection criteria for candidate lead markets (see 2007 LMI Communication):**

- ❑ Has the ‘lead market profile’: competitive advantage + societal demand**
- ❑ Has shown the potential to develop world class markets**
- ❑ Commitment of industrial and service sectors to contribute to the success of the initiative**
- ❑ Public authorities could make a difference: regulation, standardisation, state aid and public procurement**
- ❑ Strong case for public action at the EU level**

# Lead Market Initiative

=

**action plans: coherent, short-term,  
demand-side mix (88 actions in total)**

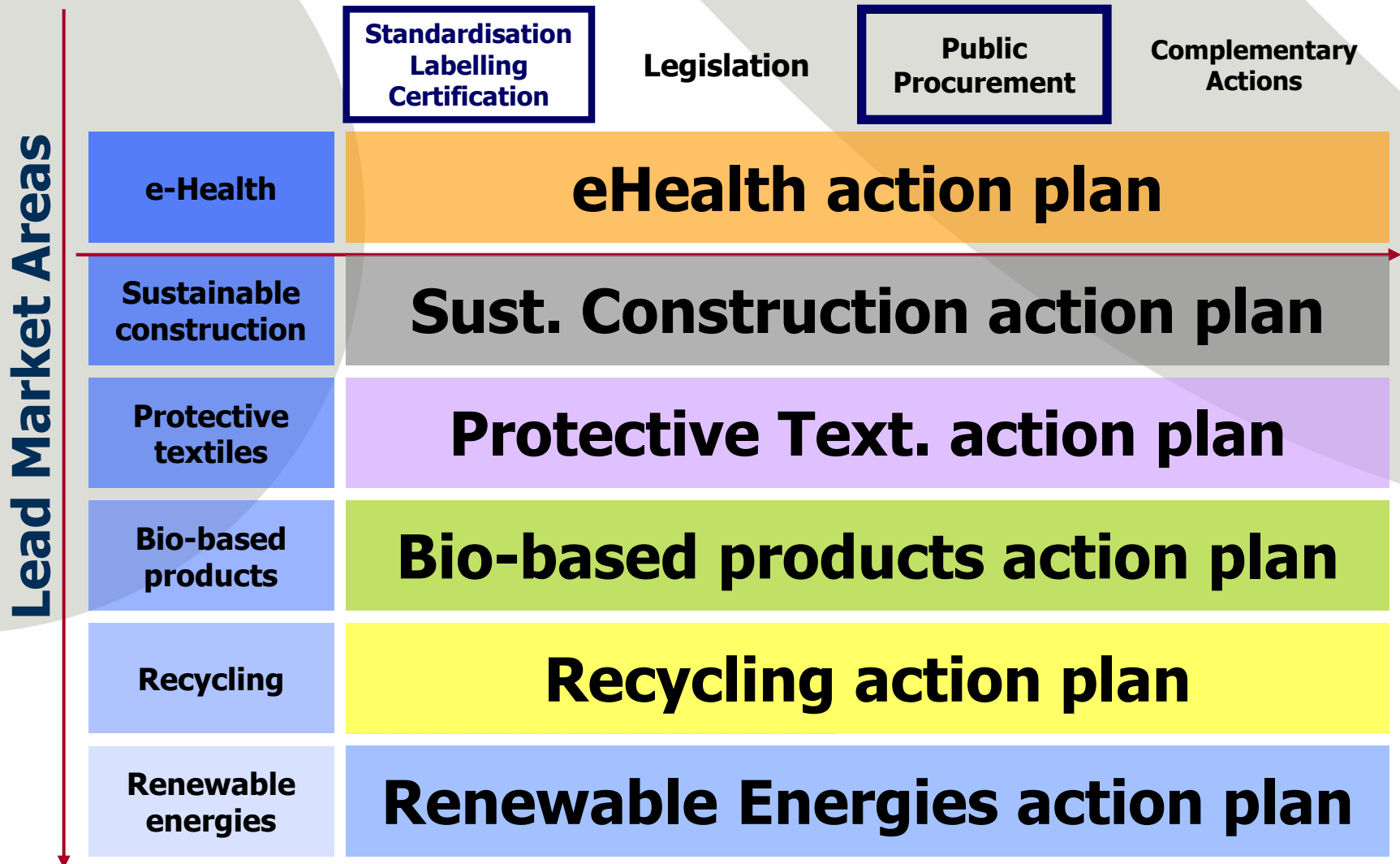
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**6 sectors**

+

**governance structure**

# LMI in 6 sectors



# Time frame

LMI: 3 year initiative

- Jan '08: **Launch of the LMI**
- Publication of the action plans
- May '08: **Endorsement by the Member States**
- Sept. '09: **Mid-term progress report**
- Key-findings of the first half of the initiative
  - Opportunities for second half of the initiative
  - Evaluation methodology for LMI's final report
  - Future directions
- 2011: **Final report by external experts**

# Conclusions of the LMI mid-term progress report (September 2009)

- Implementation of the action plans is on track
- Novel tools mobilised new actors and networks
- Impact of the LMI can be improved by increasing visibility and commitment of stakeholders
- No new markets proposed for now, but criteria for expansion should be discussed

# Future directions for the LMI:

1. Add other market sectors and/or combine national/regional LMI actions
2. Add and develop new instruments
3. Connect LMI better to R&D&I funding
4. Use LMI as a tool for addressing societal challenges

*Very important for the European Research and Innovation Plan*



**Máire Geoghegan-Quinn**  
Commissioner for Research,  
Innovation and Science

**One of my first tasks will be to  
draw up a new Research and  
Innovation Plan**

**setting out how we intend to  
drive forward research and  
innovation in the Europe 2020  
agenda.**

***Expected September 2010***

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<http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/>

## More information & participation in the debate:

Future EU Innovation Policy page

[http://ec.europa.eu/enterprise/policies/innovation/policy/future-policy/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/future-policy/index_en.htm)