

# Innovation beyond the lab: sciences and the service sector

**MONDAY JULY 5, 09:00–11:45**  
**ROOM 7, ESOE 2010, TURIN, ITALY**



**Is academic research underused and undervalued by the service sector?  
Are those businesses even aware there is research that can help them?**

Join us for an interactive session on innovation, collaboration and knowledge transfer between diverse areas of academia and business. Together we will attempt to bridge the gap by exploring cultural differences, communication and value creation.

**SPEAKERS:** **LUKE GEORGHIOU** Professor Manchester Business School, University of Manchester, United Kingdom, **RICHARD HUDSON** CEO and Editor, Science|Business Publishing Ltd., Belgium/United Kingdom, **NIKOLA MARCHAROVA** former President, EURODOC, Belgium, **FRANCESCO LOVO** Research and Development Director, Pininfarina Extra Srl, Italy, **ALLAN SIMPSON** Managing Director, PlayVision AB, Sweden, **MARY L. WALSHOK** Professor, University of California San Diego, USA.

**KI ANDERSSON** Senior Analyst, VA (Public & Science), will present a study into the relationship between business and sciences.

**MODERATORS:** **CAMILLA MODÉER** Secretary General, VA (Public & Science) and **CARL JOHAN SUNDBERG** MD, initiator of ESOE.

**ORGANISER:** VA (Public & Science), Sweden