



INNOVATION BREAKTHROUGHS IN EUROPE'S DIGITAL SINGLE MARKET: WHAT NEXT?

- Insights from Google -

Sala Pavillon, Residenza di Ripetta, Via di Ripetta, 231

**Rome, June 25th, 2015
9.00-11.00**

AGENDA

9.00-09.30 WELCOME COFFEE & REGISTRATION

09.30-09.35 WELCOME ADDRESS

Ettore Greco, Director, IAI

09.35-10.00 INTRODUCTORY SPEECH

Regina E. Dugan, Vice President for Advanced Technology and Projects,
Google

10.00-10.15 DISCUSSANT

Christopher S. Yoo, Professor of Law, Communication, and Computer &
Information Science; Director, Center for Technology, Innovation &
Competition, **University of Pennsylvania**

10.15-11.00 DEBATE

Traditional approaches to corporate R&D typically result in evolutionary, but rarely breakthrough, innovations. Yet it's the breakthrough innovations - sustained and repeatedly delivered over time that are critical for success. Regina Dugan - leader of Google's Advanced Technologies and Projects group and Christopher Yoo, Director, Center for Technology, Innovation & Competition, University of Pennsylvania, will discuss models of innovation, their transformative potential for organizations and related public policy implications.