

The World is Flat - a Corporate View on European Innovation

Networked Business and Government –
Something Real for the Lisbon Strategy

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House of the Estates

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IBM Recommendations

- Ensure full and prompt implementation of the Payments Services Directive, to realize a Single Market in Payments across the European Union
- Focus on services innovation, and create Services Science, Management and Engineering as an academic discipline for driving innovation in services throughout Europe
- Adopt IP reforms that maintain a balance between proprietary and open development, which are both equally necessary to our growth and success.