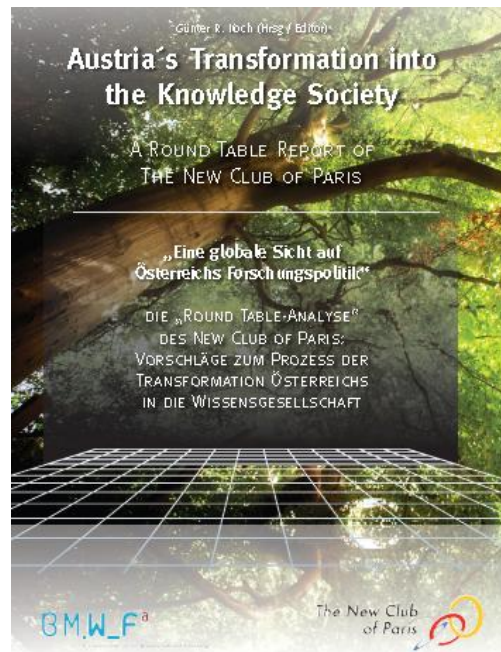


## NCP's Knowledge Region concept discussed at „Austrian Davos” conference

Little known in broader public, but a highlight event amongst insiders are the annual conference series of the European Forum in the most picturesque village of Alpbach in the Austrian Alps (see <http://www.alpbach.org/en/forum-2013/>). High ranking representatives of public life such as EU Commission President Baroso, or, in this year 2013 again, UN Secretary General Ban Ki-Moon are frequent guests at this major think tank event.



The New Club of Paris has been part of this year's discourse: Three prominent "Silver Hairs" from the Austrian science scene presented and discussed NCP's report on "Austria's Transformation into the Knowledge Society", the former "chiefs", i.e. Science Minister Caspar Einem, today Vice President of the European Forum, Erich Hödl, the former President of the University of Technology at Graz, and Günter Koch, General Secretary of the NCP, once head of the "Austrian Institute of Technology".



*Günter Koch, Caspar Einem and Erich Hödl at 2013's European Forum Alpbach*

Since this report has already been published in 2010 and then been presented by the President of the Austrian Parliament, Mrs. Barbara Prammer (who hosted the Round Table event of the NCP), the report in this year was picked up again as a reference document for the discussion on creating a Central-East-European Knowledge Region along the river Danube.



*President of Parliament, B. Prammer, with NCP Board members L. Edvinsson and G. Koch showing NCP's report*

As a matter of fact, The New Club of Paris already plays a role as a stimulator in agenda setting in the Danube Region, currently being active in Germany, Austria, Slovakia, Serbia, Croatia and Rumania.

The core idea discussed at the Alpbach Forum event is to profile the Danube Region as a whole to become a true Knowledge Region. The discussion conducted at Alpbach is suggested to be introduced to the current strategic orientation finding as started by the European Commission through their EU Strategy for the Danube Region (EUSDR) – see [http://ec.europa.eu/regional\\_policy/cooperate/danube/index\\_en.cfm](http://ec.europa.eu/regional_policy/cooperate/danube/index_en.cfm)

The potential to create such advanced profile for the Danube Region is quite high, since several grass root projects in profiling regions as knowledge regions have been initiated in the different countries mentioned, such as in the Ortenau region in Germany, the Kosice region in Slovakia, Vienna in Austria, Novi Sad in Serbia and, currently under development, in Bucharest through the national Rumanian R&D agency uefiscdi. The suggestion is to build the profile of the Danube Region as a Knowledge Region on the basis of these already existing projects.