

WWWforEurope Lecture series

Remaking manufacturing in the US and Europe

Suzanne Berger & Karl Aiginger

Two Perspectives

May 21st, 2013, 13:00 – 15:00

WIFO, Objekt 20, Arsenal



“As U.S. companies shift the commercialization of their technologies abroad, [there is a danger that] their capacity for initiating future rounds of innovation will be progressively enfeebled. Much learning takes place as companies move their ideas beyond prototypes and demonstration and through the stages of commercialization. Learning takes place as engineers and technicians on the factory floor come back with their problems to the design engineers and struggle with them to find better resolutions; learning takes place as users come back with problems. And in the challenges of large-scale production, even of humble products, companies find a terrain for innovation that allows them to reap higher profits”.

Suzanne Berger is Professor of Political Science at MIT. She co-chairs the New Production in the Innovation Economy project and directs the MIT-France program in the MIT International Science and Technology Initiatives. Her recent research focuses on politics and globalization. She wrote several books including “Made by Hong Kong” and “How We Compete”.

In order to reinvigorate economic growth in Europe and especially in the southern periphery it is not enough to focus on restoring price competitiveness. The current consolidation strategy has important blind spots as far as industrial restructuring, upgrading tourism, making use of globalization and alternative energies, supporting business starts, connecting education, as well as innovation and firm creation are concerned.

Karl Aiginger is director at WIFO, Professor of Economics at Vienna University of Economics and Business Administration and Coordinator of the WWWforEurope project.



WWWforEurope – Welfare, Wealth and Work for Europe is a four year research project within the 7th Framework Programme funded by the European Commission. It is coordinated by WIFO and brings together researchers from 33 scientific institutions in 12 European countries with interdisciplinary expertise from economics and ecology to history, demography, political science and gender research. The vision of the project is that Europe should become a role model for a new growth strategy which actively incorporates social and environmental goals as well as high employment, gender equality and cultural diversity in an ambitious, forward looking way. For more information see www.foreurope.eu.