



 GENERALITAT VALENCIANA
CONSELLERIA D'INDÚSTRIA, COMERÇ I INNOVACIÓ

IMPIVA

TII 2008 Annual Conference

23-25 April 2008

Valencia, Spain

Palacio de la Exposición

Calle Galicia 1



**From regional networking
to international partnerships in technology
transfer and innovation support**

PROGRAMME

Wednesday 23 April 2008

09.00 – 17.00 Pre-conference workshop: “Effective Marketing Communications from Prospect to Client”, led by Judy Marcure of Calibre Communications, Australia
Venue: UPV
Campus de Vera

18.00 – 21.00 TII Annual General Meeting and welcome reception thereafter at The Westin Valencia (members only)
Venue: Palacio de la Exposición

Thursday 24 April 2008

Venue: Palacio de la Exposición, C/ Galicia 1, Valencia

08.30 Reception desk opens

09.15 – 13.20 **Morning plenary session, chaired by Michel Duhamel, President, TII**
This opening session features contributions from an international panel of speakers who have excelled in building and promoting networks and partnerships for technology transfer and innovation support from the regional level up to a global scale.
Venue: Salón Noble

09.15 – 09.45 Welcome addresses
Rafael Ripoll Navarro, Valencia Region Vice Minister for Relations with the European Union
Bruno Broseta Dupré, Valencian Director General of Industry and Innovation

09.45 – 10.45 People at the heart of networking and innovation: **keynote address by Guy R. Cloutier, Power of the Future, Canada**
We are living in a fast-moving world driven by constant change and filled with new and unexpected challenges. Are we ready to face them? What does the future hold for people and today’s organisations? Are we prepared for tomorrow’s reality? How can we use creativity and our networks to achieve our goals?

10.45 – 11.15 Refreshments and networking

11.15 – 11.40 ESA’s Technology Transfer Programme: applications and opportunities, **Dr. David Raitt, Senior Technology Transfer Officer, ESA Technology Transfer and Promotion Office, ESA-ESTEC, Noordwijk, The Netherlands**

11.40 – 12.00 Fostering trans-national networks and partnerships for innovation and technology transfer, **Sven Schade, European Commission, DG Enterprise and Industry, Belgium**

12.00 – 12.20 STAIRS trans-regional cooperation for technology transfer, **Antonio Martinez Arbizu, inno Group, Germany**

12.20 – 12.40 Showcasing regional excellence in fostering innovation, **Klaus Klipp, Secretary**

General, Assembly of European Regions, France

12.40 – 13.00 Open innovation – global partnerships, Han Brasz, VP Technology Strategy, DSM Innovation Center, The Netherlands

13.00 – 13.20 Question and answer session with the panel, chaired by Francisco Ferrando, Head of Unit, International Programmes' Department, IMPIVA, Spain

13.20 – 14.45 Lunch

14.45 – 17.45 **Afternoon parallel sessions**

Participants have the possibility to attend one of three parallel sessions focusing on different dimensions of the networking and partnering process, from regional through to cross-border and even global.

Coffee break from 16.00 – 16.30

Session 1:
Venue: Salón Noble

Giving priority to home-grown performance, chaired by Andrea Di Anselmo of Meta Group, Italy

Different types of networks and partnerships exist at regional level to support innovation and maximise opportunities for technology transfer. Speakers will give case study reports on what has worked well in their region and highlight the aspects which they consider transferable.

- Do you really know your innovation system? SME innovation profiles and hybrid professionals in central Switzerland, Jens O. Meissner, Lucerne School of Business, CH
- Regional management model of technology transfer at technology centres: the experience of technology transfer units in REDIT, the Technology Institute Network of the Valencia Region, Yolanda Reig, ITC-AICE, Spain
- Facilitating science and business partnerships in Moldova, Elvira Postaru, Moldovan Research and Development Association
- Building knowledge-based capacity in the Balkan peninsula, Nikos Zaharis, South-East European Research Centre, Greece
- Business cooperation through a commercial RDT unit for SMEs, from Asturias to Europe, Cristina Fanjul, CEEI Asturias, Spain
- Lessons from Innovation Coach project on regional networks for innovation support in RIS/NAC, Andrea Di Anselmo, Meta Group, Italy

Session 2:
Venue: Antesala

Extending the benefits, chaired by Dirk Avau, IntellectTechnologies, Belgium

Scaling up TT and innovation support partnerships from regional to cross-border or international level can add value for the beneficiaries, but they are also more complex to manage.

- Building a European food cluster, Monica Anton, Cartif Foundation, Spain
- Finding the right clients for trans-national technology transfer, Dr Serdal Temel, Ege University, IRC-EGE, Turkey
- Fostering SME collaboration at European level, Tanja Vos, PYMERA, Spain and Katrin Reschwamm, Fraunhofer IFF, Germany
- KMM-VIN – a European virtual institute for new advanced materials, Arnaldo Moreno, Insitituto de Tecnología Cerámica, Spain
- Success factors in trans-national cluster cooperation, Gerrit Stratmann, HA Hessen Agentur, Germany
- The power of networking and international partnerships in a traditional

industry, [Malgorzata Malec, KOMAG, Poland](#)

Session 3:
Venue: Sala 1
(Patio level)

From local to global, chaired by Péter Mogyorósi of Laser Consult, Hungary

New networks and partnerships are being created with other continents around the globe in support of new technology development, innovation, international trade and inward investment.

- Soft landing - linking university science parks to promote international business, [Steve Shorthouse, Coventry University Enterprises Ltd, UK](#)
- Building industrial and technology partnerships in the MEDA countries, [Gudrun Rumpf, Intrasoft International, Luxembourg](#)
- Helping technology clusters in Europe go global, [Rene Tönnisson, Baltic Innovation Agency, Estonia](#)
- An innovative new tool for the globalisation of technology transfer, [Andy Barnett, Targeting Innovation, UK](#)
- I-Techplat: a partnership-based tech transfer engine, [Alberto Baldi, Bioindustry Park del Canavese, Italy](#)
- EurOffice services: opening international markets for small innovative firms, [Anna Molero, Barcelonactiva, Spain](#)

17.45 – 18.45

Meeting of Quality Net subgroup, Salón Noble

20.30

Conference dinner at Masía Xamandreu, courtesy of the host organisation, IMPIVA (see bus timetable for departure times from hotels and the Palacio de la Exposición)

Friday 25 April 2008

Venue: Palacio de la Exposición, C/ Galicia 1, Valencia

09.30 – 12.45

Morning parallel sessions

On the morning of the second day participants are invited to take part in one of three parallel sessions, each focusing on state-of-the-art trends in innovation support and technology/knowledge transfer.

Coffee break from 10.45 to 11.15

Session 4:
Venue: Salón
Noble

Innovation management techniques for sustainable development, chaired by Markus Schroll of Innowise, Germany

Speakers will showcase methodologies and models which help regions, businesses and research organisations to capitalise on the benefits of innovation.

- NOVATEK: creating a technology plan for innovative products, [José Luis Malo Díez and Mikel Sorli, Labein, Spain](#)
- Pursuing innovation: foresight issues in Latvian universities, [Arturs Puga, Forward Studies Unit, Latvia](#)
- Case presentation: a multi-annual action plan towards innovation, [Jasper Hemmes, Syntens, The Netherlands](#)
- Open standards as a catalyst for innovation among SMEs, [María José Nuñez, AIDIMA, Spain](#)
- Cluster management in regional innovation and competitiveness policies: the Madrid case, [Dr. Felix Bellido, IMADE, Spain](#)

Session 5:
Venue: Antesala

Open Innovation, chaired by Marta Caterina, TecMinho, Portugal

Networking and partnering are fundamental building blocks of the open innovation process in which industrial companies, SMEs and research organisations form

collaborative ventures to bring innovations to market. Often this process is facilitated by intermediary organisations and specially tailored services.

- Connect 2 Ideas – linking multinational companies to SMEs for new technology/product development, [Gordon Ollivere, RTC North, UK](#)
- Heidelberg Innovation Forum as a model for commercialising innovative IT research, [Stefanie Springer, MFG Baden-Württemberg mbh, Germany](#)
- Greenovate! Europe – supporting the innovation process for environmental technologies, [Katharina Krell, Greenovate! Europe EEIG, Belgium](#)
- Fundació Barcelona Digital - open innovation in Catalonia, [Carles Sans, BDigital ICT Technology Centre, Spain](#)
- Open Innovation models compared, [Ernst Max Nielsen, MaxInno, Denmark](#)

Session 6
Venue: Sala 1
(Patio level)



Public-private partnerships for trans-regional technology transfer (PPP4TTT)

The European project STAIRS deals with new approaches for public research organisations to cooperate on technology transfer projects on a trans-regional level. This session will highlight the main recommendations and results of STAIRS, as well as an in-depth analysis of the four involved partner regions' TT models (Karlsruhe, Grenoble, Stockholm and Sofia), with a focus on public-private partnerships as a means for enhancing such transfer activities.

- Changing the technology transfer landscape in the region and beyond – the new Karlsruhe Institute of Technology (KIT), [Jens Fahrenberg, Forschungszentrum Karlsruhe GmbH, Germany](#)
- Technology transfer applying return-on-research strategy in Bulgarian technology providers and universities, [Stoyan Maleshkov, Technical University of Sofia, Bulgaria](#)
- The Swedish tech transfer system, [Kenneth Billquist, KTH, Sweden](#)
- The Grenoble cluster: history, evolution and perspectives, [Jeanne Jordanov, GRAVIT, France](#)
- Results and recommendations of the STAIRS project, [Nestor Rodriguez, engage AG, Germany](#)
- Trans-university technology transfer seen through the DIFUSE project, [Axel Wegner, TuTech Innovation GmbH, Germany](#)

Followed by a discussion with the panel on the strengths, weaknesses, challenges and successes of the STAIRS model.

12.45 – 13.15 Conclusions and announcement of the Valencia Statement, [Michel Duhamel, TII President](#)

Close of the conference, [Daniel Moragues Tortosa, Director General of IMPIVA](#)

13.15 – 15.00 Lunch