

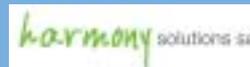
# TII 2005 ANNUAL CONFERENCE

University of Applied Sciences Fribourg (EIA-FR)  
Fribourg, Switzerland,  
27-29 April 2005

COMPANY NETWORKING  
FOR IMPROVED  
INNOVATION AND  
INDUSTRIAL  
PERFORMANCE



Hosted by



Supported by



EIA-FR



Euresearch

## > DAY 1 WEDNESDAY 27 APRIL 2005

13:15-19:00 Registration desk open

13:30-17:30 Optional pre-conference activities

**Visit to Ecublens Science Park EPFL in Lausanne, departing at 13.30 by coach (1 hour journey time)**

- Presentation of the park and incubator, Dr Jacques Laurent, Director
- EPFL approach to entrepreneurial innovation and spin-off strategy, Prof. Jan-Anders Månson, Vice-President of EPFL and Head of EPFL Innovation and Valorization
- Elevator pitch by 3 start-up companies and discussion
- Return by coach to Fribourg

**Visit of exhibition stands and posters in the foyer of the University of Applied Sciences Fribourg**

Exhibitors include local sponsors and Swiss companies. Demonstrations of collaborative software tools, knowledge management systems, Internet search engines and technology transfer websites will also be offered. A contact point for new project development and partner search will be organized.

**The exhibition will be open throughout the conference. A cyber café offering Internet access to conference delegates is likewise available.**

17:30-19:00 First Tuesday meeting open to conference delegates and regular FT visitors  
“**Inter-company alliances and collaboration for industrial innovation**”

19:00-20:00 Aperitif/networking for conference participants and local visitors

## > DAY 2 THURSDAY 28 APRIL 2005

08:15 Registration desk opens

09:00-13:00 **Opening Plenary Session**

09:00-09:10 **Introduction and objectives**, Gordon Ollivere, TII President, RTC North (UK)

09:10-09:20 **Welcome address**, Michel Pittet, Head of Economy, Canton of Fribourg (CH)

09:20-10:00 **Keynote presentation: Boosting growth in technology companies through distributed innovation**, Dr. Georges Haour, Professor at Institute of Management Development (IMD), Lausanne (CH) and Partner of Generics, Cambridge (UK)



### KEYNOTE SPEAKER – Dr. Georges Haour

In our fiercely competitive world, Europe has everything to succeed. It needs, however, to be much better at stimulating innovation-led growth. In his recent book *Resolving the Innovation Paradox* (Palgrave, London, 2004; see: <http://www.innovationparadox.com>), the author argues that his novel concept of distributed innovation is the best chance of boosting the effectiveness of firms' innovation process. In this

approach, top management inspires a compelling dynamic in order to identify “high impact offerings”, which are then developed by the firm by combining proactively external and internal technical resources, innovations and know-how with an entrepreneurial perspective. Dr. Haour will be available to sign copies of his book at the conference.

Dr. Georges Haour is Professor of Technology & Innovation Management at IMD in Switzerland. He is also a partner of the investor-incubator company Generics in Cambridge, UK. Born in Lyon, France, he has a PhD in Chemistry & Material Sciences from the University of Toronto. Later, he was a manager at Battelle-Geneva. Dr. Haour has more than 70 publications to his credit, as well as eight published patents. He is founder of the IFTM - International Forum for Technology Management – which provides managers and academics with an opportunity to debate issues specific to leading technology firms.

10:00-10:30 **Science to market: an international view from Switzerland**, Christoph Ebell, Swiss Commission for Technology & Innovation (CTI International), Science/Industry International Relations (CH)

10:30-11:00 **Open innovation: successful collaboration in industrial research**, Dr. Erich Rüttsche, Manager, Business Development & Research, IBM Zurich Research, Rüschlikon (CH)

11:00-11:30 Coffee break

11:30-12:00 **Networks and clusters for enhancing innovation and competitiveness**, Dr. Reinhard Büscher, Head of Unit - Innovation Policy, European Commission, DG Enterprise (B)

12:00-12:30 **Performance improvements through inter-company innovation knowledge-sharing**, Homero Resendez, Director, European R&D Centre, CEMEX-Mexico, Biel (CH)

12:30-13:00 **Connect & Develop – the collaborative innovation model**, Mike Addison, New Business Development Manager, Corporate R&D, Procter & Gamble, Newcastle-upon-Tyne (UK)

13:00-14:30 Lunch

## 14:30-16:30 Afternoon Parallel Sessions

### Track 1 – Individual Company Innovation

#### Speakers:

- Guido Giebens, ANTRIM (B): *In search of new ideas and opportunities – the “baby boomers”, an emerging market segment*
- Bernard De Potter, IWT (B): *Innovation scan – a new tool for measuring the innovation capacity of SMEs*
- Dr. Xavier Arreguit, Innobridge (CH): *Accelerating innovation through industrial partnerships*
- Prof. Jean-Luc Sandoz, CBT-Concept Bois Technologie (CH): *Wood, an innovative renewable material: from concepts to technology-based products*
- Pierre Parrens, Corial SA (F): *Experience of SME sustainability through alliances and networks*

### Track 2 – Industry-Research Innovation Actions

#### Speakers:

- Dr. Olivier Küttel, Euresearch (CH): *Successful (or maybe unsuccessful) collaboration in EU projects under FP6*
- Dr. Jonathan Löffler, Steinbeis-Europa-Zentrum (D): *Nano Road SME: Development of technology roadmaps in nanomaterial sciences and their industrial adaptation to SMEs*
- Prof. Frank Gielen, Vrije Universiteit Brussels (B): *kNO\*VA: an innovation change management methodology for universities and PROs*
- Wiktor Kurzeja, University of Nottingham (UK): *Responsible Partnering in the EU funded Framework Programme*
- Arturo Torres, Instituto Tecnológico ESM, Monterrey (Mexico) by video-conference: *The development of a virtual incubator system*

### Track 3 – Innovation Networks and Clusters

#### Speakers:

- Raphael Conz, BioAlps (CH): *Biotechnology clusters in Switzerland: a case study of the BioAlps network*
- Peter Balan, University of South Australia (AUS): *Smartlink, a networked organisation to improve the innovation capabilities of the manufacturing sector*
- Herman Deroost, Viisiteam (B): *Innovative supply chain management by integrating lean principles*
- Diego Moñux, CARTIF (E): *Foresight for environmental technologies: the case of the Castilla y León region*
- Dr. Philippe Steiert, CSEM (CH): *Innovation-based network of industrial customers of emerging micro-nano technologies*

The presentations selected for the parallel sessions are intended to serve as a basis for discussion and an exchange of views among participants on their chosen track.

16:30-17:00 Coffee break

17:00-18:00 Conclusions from parallel sessions and close of Day 1

18.00 Departure of coaches to outlying hotels

19.00 Close of exhibition area on Day 1

20:00 **Conference dinner, supported by the City of Fribourg**

## > DAY 3 FRIDAY 29 APRIL 2005

9:00-10:15 TII Annual General Meeting (TII Members only)

**In parallel** Hands-on demonstration of the JBEngine, a web-based search engine for identifying new technologies and markets, available exclusively through TII membership (for non-members)

9:00-17:00 Visit of exhibition stands and posters

10:15-10:30 Coffee break

## 10:30-13:00 Interactive Workshops on Methods and Tools for Collaborative Actions and Innovation

### Track 1 – Managing International Joint Ventures - Do's and Don't's, led by Ray Jones, RTC (UK)

As International Joint ventures (IJVs) have become a common feature in the modern business world, an increasing number of managers are now faced with issues surrounding the successful management of these often complex collaborations. This workshop looks at the main ways in which you can make your IJV collaboration work and how best to recognise and avoid problems before they arise. The session will focus on the main areas of

- Partnership Cooperation
- Objectives
- IJV Structure
- Management Control
- International Finance Issues
- Contracts and Agreements
- Management Disputes and Resolution
- Exit Strategy

**10:30-13:00 Track 2 - Science Marketing Approach to Collaborative R&D, led by Stefanie Gosejohann and Friederike von Hagen, Fachhochschule Münster (D)**

The approach taken by the Science Marketing Centre Germany is based on the successful commercialisation of research skills, resources and results and the development of strategies for establishing fruitful linkages between universities and industry. It focuses specifically on identifying the market as the starting point for every activity. This has the effect of putting the research customers – who pay for the research assignments – at the centre of attention and, more importantly, the action. The topics to be covered during the workshop include

- Successful marketing measures of research commercialisation
- Research Commercialisation at the University of Applied Science of Muenster
- Some interesting outcomes of International Research Customer Satisfaction Surveys (Germany and Australia) and Research Providers Surveys (Germany and Europe)
- Discussion of the situation in European countries
- Elaboration of potential common fields of action

**Track 3 –Methods and Tools for Innovation and Collaborative Networks**

This session will present a selection of methods and tools for handling intangible resources in networks, or for developing/assessing innovation projects or for sharing information on new technology opportunities.

- *The CERN openlab: a new model for public-private partnership*, Dr. François Grey, CERN IT Department(CH)
- *KBT & SYMresources: methods and tools for handling intangible resources in collaborative networks*, Christophe Meier, Harmony Solutions SA (CH)
- *innovationEnterprizer – software tool for maximizing good management practice in NPD*, Iain Bitran, ISPIM (UK)
- *Technology Commercialization System (TCS), a rigorous proven process for managing risk in new technology developments*, Steve Dore, IIS (UK)
- *BirchBob.com, a worldwide e-marketplace for facilitating technology transfer*, Dirk Avau, BirchBob International (B)

**13:00-14:30 Lunch**

**14:30-16:00 Presentation by Luminary Speaker, Guy Cloutier (CAN), followed by a discussion "Creativity Builds Business: the family of enterprises"**

**Vision:**

The family of enterprises is structured in a way that allows all members the freedom to develop their full potential in harmony with the objectives and values of the group. They must follow seven golden rules to ensure group solidarity. The rules constitute an ethical code which goes beyond the general principles of business. They are designed to reinforce integrity, loyalty and a sense of belonging among the members.

**Objective:**

How can we use our networks to realize our objectives and for our clients to obtain greater added value?

**Presentation:**

**Part 1:** Awakening

Discover the dependencies that impede us in realizing our dreams (time, money and technology).

**Part 2:** Awareness

Understand our potential to realize our objectives by uniting the strengths of each individual and organizational member.

**Part 3:** Realization

Become autonomous professionals and help clients to become autonomous by using the family of enterprises (integrity, ethics and creativity).



**LUMINARY SPEAKER – Guy Cloutier**

International author and publisher of the books “The Power of the Future” and “The Golden Rules” and their French version “Le Pouvoir du Futur” and “Les Règles d’or”, Guy Cloutier is a self-proclaimed evolutionary accountant and founder of an international technology trading house. He is also well-known as an inspiring educator, lecturer and professional speaker in both North America and Europe. Canadian-born, Guy Cloutier has travelled the world helping people and organisations to set and reach their goals in their personal and business lives. In the process he has developed a truly original and revolutionary approach to guide both individuals and organisations towards excellence in developing their capacity for innovation, creativity and invention. Guy Cloutier will be available to sign copies of his book at the conference (<http://www.powerofthefuture.com>).

**16:00-16:30 Conference conclusions: Is there a convergence of new trends in innovation facilitated by company networking?**

**16:30-17:00** Coffee and close of the conference

**17.45** **Departure by coach to the mountain resort of Charmey (1,600m) Discover the secrets of the Swiss Fondue – dinner in a typical mountain restaurant “between earth and sky”.**

# PRACTICAL DETAILS

## BACKGROUND AND OBJECTIVES

Information flows and technology transfer are crucial factors for the competitiveness of firms, since they help determine a firm's knowledge base and the efficiency with which it can process and use knowledge (Community Innovation Survey). All companies and particularly small and medium-sized enterprises (SMEs) are facing growing global competition. To increase their competitiveness they can learn by sharing their good practice; this approach has shown considerable potential when used in co-operative networks, either sectorial, regional or trans-national, between SMEs, between small and big companies, between research organizations and industry or ultimately between the networks themselves. Despite some very successful regional or sectorial networks, only a low percentage of companies are currently working co-operatively within networks.

The focus of the conference will be to review current trends in networked innovation support and foster dialogue and an exchange of good practice between technology transfer and innovation support practitioners across Europe and other selected areas of the world.

The conference begins with a pre-programme on the afternoon of 27 April incorporating a guided visit to the Ecublens Science Park in Lausanne (transport provided) and the opening of the exhibition of tools and posters at the conference venue. This is followed by a First Tuesday event with Swiss companies and a welcome reception. The official programme begins on 28 April and offers a mix of high-level plenary presentations in the morning and a choice of parallel sessions in the afternoon following 3 different tracks:

- Individual company innovation
- Industry-research innovation actions
- Innovation networks and clusters

The programme continues on 29 April with a choice of interactive workshops on tools and methods for collaborative actions and innovation and concludes in the afternoon with a presentation by luminary speaker, Guy Cloutier, on "Creativity builds business". An evening excursion to Charmey to sample the delights of a fondue supper, followed the next day by a guided tour of Fribourg and a visit to the "Maison du Gruyère", are offered as post-conference attractions (see Social Programme).

## PARTICIPANTS

The conference theme addresses the needs of companies, research organisations and innovation support and technology transfer intermediary organisations in their search to develop collaborative ventures with and between industrial companies and partners. The programme offers insights into state-of-the-art thinking on networked innovation and puts the spotlight on methods and tools which are designed to improve the rate and level of innovation and industrial performance.

## DATE/VENUE

27-29 April 2005 at the University of Applied Sciences Fribourg (Ecole d'Ingénieurs et Architectes de Fribourg - EIA-FR), 80 Boulevard de Pérolles, 1700 Fribourg, Tel. +41.26-429 66 11, Fax. +41.26-429 66 00. The city of Fribourg is located in the western Swiss canton of Fribourg and boasts excellent road and rail connections with the rest of the country and with its neighbours France, Germany and Italy. A direct train from Geneva International Airport to Fribourg runs every 30 minutes and travelling time is 1 hour 30 minutes. The end-of-week dates also allow participants to combine their attendance with a weekend stay and take advantage of the excursions offered by the organisers.

## COST/ACCOMMODATION

Participants may register for one or two days of the conference. The full conference fee for TII members is 350 euro and 200 euro for one day. Non-members pay 500 euro and 300 euro respectively. A special rate of 200 euro is available for attendees from central and eastern European countries and for conference presenters. The conference fee covers all documentation and materials, lunch and refreshments on each day. Accommodation may be booked through TII in hotels in different price categories from 100 CHF (65 EUR) to 180 CHF (116 EUR). Please see the enclosed hotel booking form for further details. Transportation between the hotels and the conference venue will be provided if not within walking distance.

## LANGUAGES

The working language of the conference is English.

## ORGANISERS

The conference is hosted by CCSO (<http://www.ccsa.ch/>), the Innovation Support Network to SMEs of Western Switzerland, and its spin-off company HARMONY SOLUTIONS S.A. (<http://www.harmony-solutions.net>), providing advanced management solutions for networked or knowledge-intensive organisations to support SMEs and large companies to develop professional skills and adaptive resources and master the complexity of business innovation.

TII (<http://www.tii.org>) is the leading European association representing the technology transfer and innovation-support professions and has some 250 members in over 30 countries. The members are active in all areas of innovation support and technology transfer, such as business and technology consultancy and start-up support, research-industry technology transfer, including spin-off creation, and the provision of infrastructure to foster innovation, in particular high-tech incubators. The association provides its members with services in four main areas: professional development and training, technology transfer facilitation, networking and partner search and assistance with EC bidding opportunities

# SOCIAL PROGRAMME

## Friday 29 April 2005

Evening in Charmey – Discover the secrets of the Swiss Fondue: Dinner in a typical mountain restaurant “between earth and sky” – at an altitude of 1,600m, courtesy of Gruyère Switzerland AOC. (Offer limited to 100 persons.)

- 17.45 – Departure from Fribourg by coach
- 18.30 – Arrival in Charmey (small mountain village in the PreAlps) ascent by Rapido Sky (cable car) to restaurant
- 19.00 – Aperitif and speech
- 20.00 – Dinner and animation: “Let’s prepare your own Fondue!”
- 22.00 – Return to Charmey village by Rapido Sky
- 23.00 – Return to Fribourg

*Price for accompanying guests: 40 CHF*

## Saturday 30 April 2005

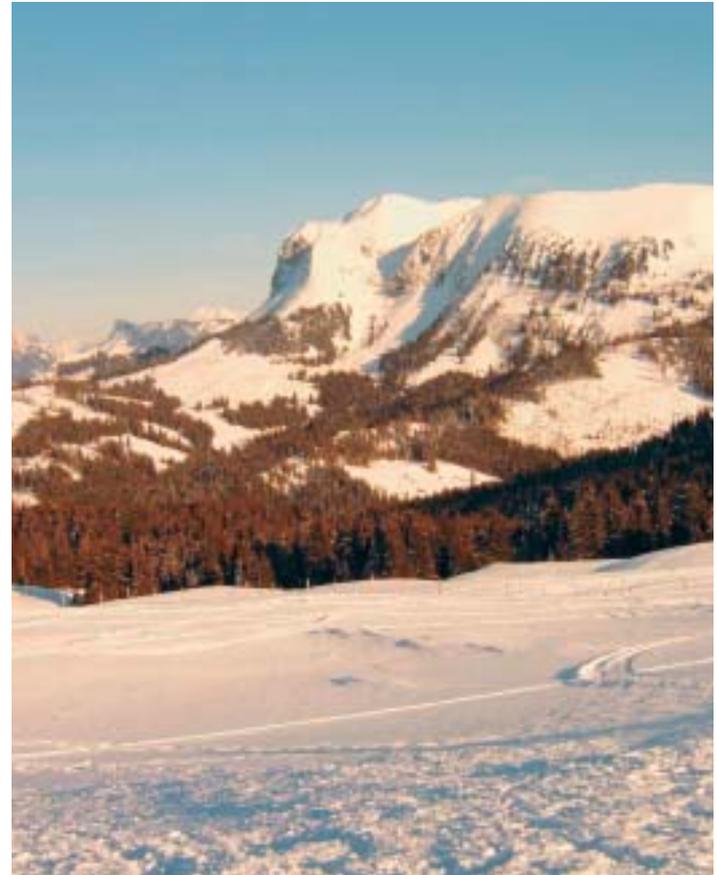
Morning in Fribourg

- 11.00 – Visit of Fribourg by tourist train, courtesy of the Fribourg tourist office  
Offer limited to 54 persons
- 12.00 – Free time

Afternoon in Gruyères (typical medieval village with its castle and museums, and La Maison du Gruyère - everything you want to know about Gruyère AOC cheese-making)

- 14.30 – Departure from Fribourg by coach
- 15.00 – Visit of La Maison du Gruyère - Pringy (gruyère cheese-making and sampling)
- 16.00 – Free visit of Gruyères with opportunity to visit Giger Museum (8 CHF) and Museum of the Castle (4.5CHF)
- 18.30 – Return to Fribourg

*Price : 20 CHF (museum visits not included)*



# TII 2005 ANNUAL CONFERENCE • REGISTRATION FORM

## Please return to:

TII (Technology, Innovation, Information)  
3, rue Aldringen, L-1118 Luxembourg  
Fax: +352-46 21 85 (Tel: +352-46 30 351)

Name: .....

Title:  Dr.  Mr  Mrs  Ms

First Name: .....

Job Title: .....

Organisation: .....

Full Address: .....

.....

.....

Tel: .....

Fax: .....

E-mail: .....

## CONFERENCE

- I wish to register for the TII 2005 Annual Conference in Fribourg (CH)
- I wish to visit EPFL Science Park on the afternoon of 27 April
- I wish to attend the First Tuesday on 27 April

**My choice for the parallel sessions on 28 April in order of preference (1 = first choice) is:**

- 1 – Individual Company Innovation
- 2 – Industry-Research Innovation Actions
- 3 – Innovation Networks and Clusters

**My choice for the parallel workshops on 29 April in order of preference (1 = first choice) is:**

- 1 – Do's and Don't's of International Joint Ventures
- 2 – Science Marketing
- 3 – Methods and Tools for Collaborative Networking

## SOCIAL PROGRAMME

**Please register me for**

- evening excursion to Charmey on 29 April
- guided visit of Fribourg on 30 April (a.m.)
- excursion to Gruyère on 30 April (p.m.)
- I register my accompanying guest for the conference dinner and the social programme

## PAYMENT

- I undertake to make payment of the conference registration fee:

<b>TII Member rate</b>	2 days <input type="checkbox"/> 350 euro	1 day <input type="checkbox"/> 200 euro
<b>Presenter's rate</b>	<input type="checkbox"/> 200 euro	
<b>Non-member rate</b>	2 days <input type="checkbox"/> 500 euro	1 day <input type="checkbox"/> 300 euro
<b>CEEC rate</b>	<input type="checkbox"/> 200 euro	

Upon registration, participants will be sent an invoice with further details on payment by bank transfer or credit card.

Cancellation Policy: A full refund less 50 euro will be made if written cancellation is received at least 15 days before the conference. A 50% refund will be made if cancellation is received less than 15 days before the event. Substitutions may be made at any time.

# TII 2005 ANNUAL CONFERENCE • HOTEL BOOKING FORM

Please return to:  
TII (Technology, Innovation, Information)  
3, rue Aldringen, L-1118 Luxembourg  
Fax: +352-46 21 85 (Tel: +352-46 30 351)

## GUEST DETAILS

Name: .....  
First Name: .....  
Organisation: .....  
E-mail: .....

## ACCOMMODATION

Alongside you will find a choice of 4 hotels, in different price categories. Every effort will be made to book you a room in the hotel of your choice. However, in the event that this is not possible, please number the 4 hotels in your order of preference (1 being your first choice).

The price in each case includes breakfast.

Transportation will be provided by the organisers where indicated.

In order to guarantee your reservation, you are kindly requested to give your credit card details below:

Card N°           Expiry date:

Name of card holder: .....

Signature of card holder: .....

## PAYMENT

Room bills should be settled individually upon departure from the hotel.

**DEADLINE FOR GUARANTEED HOTEL BOOKINGS: 28 March 2005**

### NH Fribourg \*\*\*\*

<http://www.nh-hotels.com>

20 minutes walking distance,  
5 minutes by bus

- single 135 CHF (87 €)
- double for single use 180 CHF (116 €)
- double 200 CHF (129 €)

- 26 April
- 27 April
- 28 April
- 29 April
- 30 April

### Hotel Alpha Fribourg \*\*\*

<http://www.alpha-hotel.ch>

5 minutes walking distance from  
the venue

- double for single use 120 CHF (78 €)
- double 150 CHF (97 €)

- 26 April
- 27 April
- 28 April
- 29 April
- 30 April

### Au Parc Hotel \*\*\*\*

<http://www.auparc-hotel.ch>

10 minutes by bus

- double for single use 160 CHF (103 €)
- double 180 CHF (116 €)

- 26 April
- 27 April
- 28 April
- 29 April
- 30 April

### Hotel Duc Berthold \*\*\*\*

<http://www.hotelducberthold.ch>

15 minutes by bus

- single 100 CHF (65 €)
- double for single use 140 CHF (90 €)
- double 160 CHF (103 €)

- 26 April
- 27 April
- 28 April
- 29 April
- 30 April