

TII 2006 Annual Conference

# INNOVATION IN THE 21<sup>ST</sup> CENTURY

FORESIGHT - TECHNOLOGY - GLOBALISATION

The Hilton Hotel  
Newcastle-Gateshead  
Millennium Quayside, UK  
26-28 April 2006



Hosted by



Design: [www.inxtremis.be](http://www.inxtremis.be)

Supported by



Venue: The Hilton Hotel, Bottle Bank, Gateshead

09:00–13:00

### CIM Technology and Marketing

A dynamic half-day seminar highlighting issues relating to marketing in the 21<sup>st</sup> Century. Content will focus on advanced promotion, brand management and business growth strategy.

Panel presentations from:

- World Class Brands - Honda, Siemens, Google
- Regional Trend Setters - Sage, NHS North.
- Plenary discussion - facilitated Q&A session - the CIM 'Insight' Agenda

14:00–18:00

### Science Cities

This workshop aims to drive UK government policy towards the designation of a number of international science cities and highlight the initiative with reference to the Newcastle–Gateshead city region. It will bring together those concerned with science and innovation policy including technology transfer specialists, researchers, business professionals and local and regional development agencies.

14:00–14:30

### Session 1 – a national and international perspective

Opening address offering a national government perspective, UK Government Minister

14:30–15:00

**US perspective:** the development of MIT and Stanford and their role in economic development, **Henry Etzkowitz**, Professor of Management of Innovation, Newcastle University Business School

15:00–15:30

**European perspective:** joining national and city-region policy, **Kimmo Halme**, Managing Director, Advansis Oy, Finland

15:30–16:00

Coffee break

16:00–16:30

### Session 2 – Newcastle Science City

**John Goddard**, Deputy Vice Chancellor, and **Malcolm Young**, Pro-Vice Chancellor, University of Newcastle, on behalf of the Newcastle Science City Partnership

16:30–18:00

**Panel Discussion and Q&A session:** The Regional Development Agency, One NorthEast, Newcastle City Council, Gateshead City Council / Knowledge Campus

19:00

Welcome drinks reception sponsored by Gateshead Council

Venue: St Mary's Church, opposite Hilton Hotel

Welcome address from Gateshead Council

Venue: The Hilton Hotel, Bottle Bank, Gateshead

08:15 Registration desk opens

09:15–10:45 Keynote Presentations

09:15–09:45 **Welcome to the conference**, TII President, and welcome to the region, CEO, **One NorthEast**

09:45–10:15 **European policy drivers for the 21st Century**, David White, Director, Innovation Policy, DG Enterprise & Industry, **European Commission, Belgium**

10:15–10:45 **Global challenges for multinational industry**, John Walker, Director Europe, **Procter & Gamble, UK and Germany**

10:45–11:15 Coffee

11:15–12:45 Plenary Session 1

11:15–11:45 **Technology**: How the results of space related R & D can bring spin-off benefits to business and society, Nona Minnifield Cheeks, Chief, Goddard Office of Technology Transfer, **NASA, USA**

11:45–12:15 **Globalisation**: How company alliances can bring production and market advantages: Renault/Nissan and other cases, Prof. Jean-Jacques Chaneron, Research Director, French National Centre for Scientific Research (**CNRS**), **France**

12:15–12:45 **Foresight**: How Internet and mobile technology will transform our future life style, Paul Callaghan, Chairman, **The Leighton Group, UK**

12:45–14:00 Lunch

14:00–17:30 Parallel Sessions

Delegates join one of six working groups to discuss specific topics within the three conference themes. Topics to be selected from current call for papers. Workshops include high level input from Danube (A), META Group (I), Viisiteam (B), IWT (B), Intellectual Asset Management Corporation (USA), Sapience (NL), MaxInno (DK), ProTon Europe (B), UNESCO (F) and Daimler Chrysler (D).

### 1. Technology topics from...

Impact of R&D on regional GDP, fostering high-tech spin-outs, 'connect to ideas', finance for technology, IPR management, market due diligence, etc.

### 2. Globalisation topics from...

Trading with China and India, benefiting from labour mobility, how to negotiate joint ventures, national culture and international business, European enlargement.

### 3. Foresight topics from...

Principles of futures thinking, foresight in education, regional innovation strategies, scenario planning for companies, practical applications for sectors/clusters.

Each workshop will be managed by a facilitator, presenter and recorder and be well structured so as to produce clear outputs for proceedings and subsequent action.

17:30

Close of Day 2

20:00

**Conference dinner**, held at **Lumley Castle**  
Sponsored by **County Durham Development Company** and **NETPark**

Venue: The Hilton Hotel, Bottle Bank, Gateshead

09:00–10:15

**Networking & Information**

Exhibition, tools fair, IPR tutorial, joint ventures advice, China Desk, Brit-Am Chamber, UNESCO, World Bank, appointments bureau service.

In parallel

TII Annual General Meeting (Members only)

10:15–10:30

**Coffee**

10:30–13:00

**Plenary Session 2**

10.30 – 11.00

**New product strategies for the future**, Frank Ruff,  
Daimler Chrysler Research, Germany

11:00–11:30

**Science and Economy in Russia**, Alexander Sokolov, HSE Moscow  
and Dr. Viktor Sidnev, Mayor of Troitsk, Russia

11:30–13:00

**Point-and-Counterpoint**

Technology transfer professionals will present contradictory views drawn from the three conference tracks: these will be discussed in the form of a 'crossfire' debate.

**Exemplar topics:**

**View 1:** Universities and academic research are now at the heart of regional economic success.

**True, false or what can be done?**

**View 2:** Exporting production to low-wage economies is a positive influence and should be encouraged.

**True, false or what can be done?**

**View 3:** Foresight has proved itself as a highly practical technique for increasing competitiveness.

**True, false or what can be done?**

Opposing panels of experts will be led by an expert facilitator who will encourage audience participation via direct questioning and electronic polling.

13:00–14:00

**Lunch**

14:00–15:30

**Education Futures: Bringing science and enterprise to young people**

Presentation by local school children  
Interactive panel discussion

15:00–16:00

**Closing Session**

Feedback from Parallel Sessions  
Innovation lessons for the 21<sup>st</sup> Century  
Conclusion and thanks by incoming TII President

16:00

**Close of the conference**

16:00–18:00

**Meeting of Quality Net subgroup of TII**

**INNOVATION IN THE 21<sup>ST</sup> CENTURY**  
**FORESIGHT - TECHNOLOGY - GLOBALISATION**

**The Hilton Hotel**  
**Newcastle-Gateshead**  
**Millennium Quayside, UK**  
**26-28 April 2006**

# PRACTICAL DETAILS

## BACKGROUND AND OBJECTIVES

It is undeniable that to succeed in the innovation race today, innovation support and technology transfer professionals are obliged to keep abreast of the latest technological developments and innovation trends on a worldwide scale. "Innovation in the 21st Century", the theme of TII's 2006 annual conference, will put the spotlight on three major issues on today's innovation agenda, namely foresight, technology and globalisation. These recurring themes will be featured in plenary session presentations by senior policy makers, top industrialists and leading-edge researchers, and will form the basis for in-depth reflection and discussion in the parallel working group sessions. A point-and-counterpoint debate will likewise focus on the same three themes. Through this two-day programme of researched inputs, discussion and exchange, delegates will receive some rich and varied insights into the innovation challenges of the 21<sup>st</sup> century.

## FORMAT

The 3-day event begins on 26 April with two half-days of pre-conference seminars, one sponsored by the UK Chartered Institute of Marketing, the second by the Newcastle Science Cities Initiative. A welcome drinks reception, open to all conference delegates, is offered by one of the conference sponsors on the first evening. The official conference programme begins on Thursday 27 April and offers a mix of high-level plenary presentations in the morning and a choice of parallel working groups in the afternoon focusing on the three conference tracks: foresight, technology and globalisation. The conference dinner is to be held at nearby Lumley Castle, courtesy of the conference sponsors. The programme continues on 28 April with an exhibition and tools fair, a second session of plenary presentations and a point-and-counterpoint debate. The conference concludes with a presentation of science and enterprise by young people and a final wrap-up session. Post-conference attractions include a meeting of the Quality Net subgroup and complementary admission to the Sunderland-Arsenal football match (on 29 April).

## PARTICIPANTS

The TII annual conference is the main networking event of the year which attracts on average some 100 to 120 members of the association. This year we expect a strong participation from local delegates and from the UK in general. A multitude of networking opportunities are therefore offered with representatives of

- innovation and technology consultancies
- knowledge transfer offices and business development units of universities and research centres
- SME support organisations, both regional and national
- regional development agencies and chambers of commerce
- technology/licensing brokerages
- business incubation support structures
- R&D departments of companies and research centres
- new product/process development units of companies

## DATE/VENUE

From Wednesday 26 April through to Friday 28 April 2006 at the Hilton Hotel, Bottle Bank, Gateshead NE8 2AR, overlooking the River Tyne and the Gateshead Millennium Bridge. Newcastle, situated in the North East of England, was once in the forefront of 19th century industrial innovation; nowadays the city is more famous for being a centre of technical innovation, culture and leisure. The city is served by Newcastle International Airport, the largest in the region, which offers flights to 85 destinations worldwide. For further information and bookings, please consult the TII website or [www.newcastleinternational.co.uk](http://www.newcastleinternational.co.uk)

## COST/ACCOMMODATION

The early-bird conference fee for TII members is 350 euro for two/three days and 200 euro for one day. Rates increase after 31 March (see registration form for details). Non-members pay 500 euro and 300 respectively until 31 March. A special rate of 200 euro is available for attendees from central and eastern European countries. The conference fee covers all documentation and materials, lunch, refreshments and the conference dinner. Accompanying guests pay 60 euro for the conference dinner.

Accommodation may be booked through the organisers at the Hotel Hilton, Bottle Bank, Gateshead at the price of 110 GBP (160.25 euro) per night or the Premier Travel Inn, Lombard Street, Newcastle NE1 3DW at the price of 59.95 GBP (87.50 euro) per night. The Premier Travel Inn is situated across the Tyne Bridge, within close walking distance of the Hilton Hotel, the conference venue. Information on other hotels in the neighbourhood is available upon request.

## LANGUAGE

The working language of the conference is English.

## ORGANISERS

RTC North ([www.rtcnorth.co.uk](http://www.rtcnorth.co.uk)) is one of Europe's leading independent technology transfer companies serving businesses, universities and the public sector in the UK and overseas. Led since 1987 by its founder Gordon Ollivere, and employing scientists, technologists, engineers and business professionals, RTC North's aim is to help its clients to exploit new opportunities and improve competitiveness through the application of technology, knowledge and forward thinking.

TII ([www.tii.org](http://www.tii.org)) is the leading European association representing the technology transfer and innovation-support professions and has some 225 members in over 30 countries. The members are active in areas 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: information and networking, special interest sections, technology transfer facilitation and professional development.

**TII 2006 ANNUAL CONFERENCE**

Please return to:

TII (Technology, Innovation, Information), 3, rue Aldringen, L-1118 Luxembourg

Fax: +352-46 21 85 (Tel: +352-46 30 351)

Name: .....

First Name: .....

Title:  Dr.  Mr  Mrs  Ms Job Title: .....

Organisation: .....

Description of my organisation in max. 30 words: .....

.....

.....

Full Address: .....

.....

Tel: .....

Fax: .....

E-mail: .....

Website: .....

**CONFERENCE**

- I wish to register for the TII 2006 Annual Conference in Newcastle – Gateshead on 27 and 28 April
- I wish to register for the pre-conference marketing 'master class' on 26 April
- I wish to register for the pre-conference seminar 'Science Cities' on 26 April

My choice for the parallel sessions on 27 April in order of preference (1 = first choice) is:

- 1 – Technology + the Regional Economy
- 2 – Challenges of Globalisation
- 3 – Foresight and Competitive Development

**SOCIAL PROGRAMME**

Please register me for

- Welcome drinks reception on 26 April
- Conference dinner on 27 April
- I register my accompanying guest for the conference dinner (60 € extra) on 27 April
- Please enter my registration form to the raffle to win a ticket for the Sunderland-Arsenal football match on 29 April

**ACCOMMODATION**

Below you will find a choice of two hotels in different price categories. The price in each case is for a single room and includes breakfast.

- The Hilton Gateshead – 110.00 GBP (160.25 EUR)
- Premier Travel Inn (across the Tyne Bridge) – 59.95 GBP (87.50 EUR)

- 25 April  26 April  27 April  28 April  29 April

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

**PAYMENT**

- I undertake to make payment of the conference registration fee:  
 Early bird conference rate for *TII members*  350 €  200 € (1 day)  
 (After 31 March the full conference fee for TII members is 400 € and 225 € for 1 day)  
 Early bird conference rate for *non-members*  500 €  275 € (1 day)  
 (After 31 March the full conference fee for non-members is 550 € and 300 € for 1 day)  
 Early bird conference rate for *CEEC delegates*  200 €  150 € (1 day)  
 (After 31 March the full conference fee for CEEC delegates is 250 € and 175 € for 1 day)

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

**PLEASE RETURN FORM BY 31 MARCH 2006 TO QUALIFY FOR THE EARLY BIRD RATES**