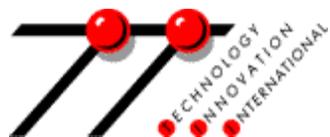


Organized by TII, the Association for the Transfer of
Technologies, Innovation and Industrial Information



In collaboration with the Science and Information
Center in Nizhny Novgorod



INNOVATION, PROSPERITY, QUALITY OF LIFE

26-28 May, 2011

NIZHNY NOVGOROD, RUSSIA



supported by the Nizhny Novgorod Regional Government

2011 TII ANNUAL CONFERENCE

PROGRAMME

Thursday 26 May 2011

Venue: Yarmaka (Nizhny Novgorod exhibition hall)

11.30 – 17.00	Pre-conference visits to selected companies and research centres <ul style="list-style-type: none">• Lobachevsky State National Research University• N.N. University of Architecture & Civil Engineering• Nizhny Novgorod State Technical University• Nizhny Novgorod Science Center, Russian Academy of Sciences• Nizhny Novgorod Innovation Business Incubator• MERA• LLC Korund
11.30	Departure of participants from the Congress hotel Central
11.30 – 18.00	Registration desk open, foyer of the Armorial Hall
14.30 – 15.00	Coffee break, Press Center
15.00 – 16.00	Press conference, Press Center
16.00 – 17.30	TII Board of Management Meeting, Meeting room
18.00 – 19.00	TII Annual General Meeting (Russian delegates are invited as observers), Armorial Hall
19.00 – 20.00	Welcome reception, President Hall, Rose Hall
20.30 – 24.00	Free evening downtown, transportation provided

Friday 27 May 2011

Venue: Yarmaka (Nizhny Novgorod exhibition hall)

08.30	Registration desk opens
09.10 – 13.00	<u>Morning plenary session</u> , chaired by Dr. Joachim Hafkesbrink , TII President, Armorial Hall <i>This opening session features welcome speeches from local dignitaries as well as presentations from an international panel of speakers who will share their insights into recent trends to harness science, technology and innovation for the sustainable development of the economy and society.</i>
09.15 – 09.45	Welcome addresses from the Governor of the Nizhny Novgorod and Plenipotentiary Representative of the RF President in the Volga Federal District
09.45 – 10.10	EU-Russia cooperation in science, technology and innovation, Dr. Manuel Hallen , Minister Counsellor, Science & Technology, Delegation of the European Union to Russia, Moscow
10.10 – 10.35	Education and science as drivers for development, Prof. Roman G. Strongin , President of Lobachevsky University, Nizhny Novgorod
10.35 – 11.00	Science-business cooperation in Nizhny Novgorod: the case of Intel, Evgeny V. Zakablukovsky , Russia Community and Regional Government Relations Manager, Intel Corporation, Nizhny Novgorod
11.00 – 11.30	Refreshments and networking, President Hall

11.30 – 11.55	Creating new business models for sustainable growth: concepts and practice, Prof. Taco C.R. van Someren, Managing Partner, Ynnovate (NL)
11.55 – 12.20	Start-up incubation: practical experience and results, Dr. Natalya Yanul, CEO, International Foundation of Technology and Investment, Moscow
12.20 – 12.45	Commercialization of entrepreneurial innovations in Russia, Kendrick White, General Director, Marchmont Capital Partners LLC, Nizhny Novgorod
12.45 – 13.00	Discussion between the audience and the morning's panel of speakers, chaired by Dr. Joachim Hafkesbrink, TII President
13.00 – 14.30	Lunch (buffet), President Hall, Rose Hall
14.30 – 17.30	<p><u>Afternoon parallel sessions</u></p> <p><i>Participants have the possibility to attend a choice of two parallel sessions which will showcase examples of programmes, schemes, tools and services whose main aims are to increase the level of S&T collaboration, knowledge transfer and innovation.</i></p> <p>Coffee break from 15.45 to 16.15</p>

Session 1:

EU-Russian collaboration, Armorial Hall, after coffee break President Hall

Chair: Tamas Gyulai, Green Value, Hungary and Alexander O. Grudzinski, Vice Rector for International Cooperation, Nizhny Novgorod State University

A number of collaborative initiatives have been put in place to foster relations between S&T organisations from Russia and the European Union. A number of such initiatives will be presented during this session, which will conclude with a roundtable discussion among the protagonists to address the current challenges and share experience on enhancing the process.

- Cultural lessons from Dutch-Russian business cooperation through the Enterprise Europe Network, Jasper Hemmes, Syntens, the Netherlands
- International public-private partnership in R&D: organisational and economic mechanisms, Natalia Zacharieva, Ministry for Education and Science of the Russian Federation, Moscow
- ERA.Net RUS – Helping to create a common space for EU-Russian research, Manfred Spiesberger, Center for Social Innovation, Austria
- The Future of Innovation: From Idea to the Global Project (RU-EU Initiative), Prof. Anna Trifilova, Management and Marketing Chair, Nizhny Novgorod Architecture and Civil Engineering State University
- From export to tech transfer: Russia in touch, Karina Nikulina, sales director, "Pravy bereg" LLC, N.Novgorod - Duesseldorf
- Gate2RuBIN, a bridge between Russian and EU firms for business development, transnational tech transfer and research cooperation, Galina Makhneva, NEI Business Practice Center "Leader", Nizhny Novgorod

Session 2:

Research-industry collaboration and academic entrepreneurship, Press Center

Chair: Markus Schroll, Innowise, Germany

This session will look at exemplary forms of research-industry collaboration as well as state-of-the-art thinking on academic entrepreneurship as models for new business development and innovation.

- Companionship and collaboration between growth companies and universities – the Tampere region experience, [Esa Ala-Uotila](#), Tampere University of Applied Sciences, Finland
- University Innovation Collaborations: methodology & practice in Russia, [Prof. Eugene Chuprunov](#), Rector of the Nizhny Novgorod National Research University
- Academic entrepreneurship: changing mind-sets, creating jobs, developing regions, [Marta Catarino](#), TecMinho, University of Minho, Portugal
- SME in the Russian Academy of Sciences: success of basic innovations, [Alexei Kirillov](#), Head of Innovation Programs Department, Institute of Applied Physics, Russian Academy of Sciences, Nizhny Novgorod
- How technical universities can best provide innovation services to industry, [Lars Hein](#), IPU, Denmark
- Technology transfer as a recruitment instrument and facilitator of entrepreneurship, [Dr. Christian Theel](#), Leibniz-Institute for Plasma Science and Technology, Germany

19.00 – 22.00

Reception/dinner offered by the Nizhny Novgorod regional government, Armorial Hall



Saturday 28 May 2011

Venue: Yarmaka (Nizhny Novgorod exhibition hall)

09.30 – 12.30

Morning parallel sessions

On the morning of the second day participants are offered a choice of three parallel sessions which deal with state-of-the-art trends in innovation support and technology/knowledge transfer and new business development.

Coffee break from 10.45 to 11.15, President Hall, Press Center, foyer of the Armorial Hall

Session 3:

Novel tools and services for boosting innovation, Armorial Hall

Chair: [Gaston Trauffler](#), Luxinnovation, Luxembourg

Innovation service providers are constantly developing new and better tools and services to assist them in their mission to promote more and better innovation, be it relating to knowledge transfer, services or social innovation.

- Entrepreneurs and libraries: new roles and relationships to promote innovation, [Nigel Spencer, The British Library, UK](#)
- Valuating academic patents with a real options model, [Dina Pereira, University of Beira Interior, Portugal](#)
- Schemes to increase the demand for innovation in business, [Kastytis Gecas, Lithuanian Innovation Centre, Lithuania](#)
- Collaboration of the Medical academy, healthcare settings and industry as model for innovations promotion, [Prof. Olga Kovalishena, deputy director of the Research Institute of Preventive Medicine, Nizhny Novgorod State Medical Academy](#)
- Developing corporate sports facilities to boost employee health, [Vladimir Polezajev, Tallinn University, Estonia](#)

Session 4:

Networking and clustering for innovation, Press Center

Chair: [Carlos Cerqueira, Instituto Pedro Nunes, Portugal](#)

This session showcases innovative examples of business networking and clustering on an international scale for new project and business development.

- Building networks to design nanotechnology for the market: the example of nano4m, [Dr. Heinz Brückelmann, Technologiezentrum Dortmund/MST Factory, Germany](#)
- Industrial clusters as innovation drivers – conclusions of the IRE working group, [Tamas Gyulai, Green Value, Hungary](#)
- Knowledge Transfer Hub for Sustainable Development, [Alexander Ivanov, Director of Center for KT for Sustainable Development, Integrated Environmental and Social Solutions, Nizhny Novgorod State University of Architecture and Civil Engineering](#)
- Converting TII LinkedIn subgroups into platforms for building international research project proposals, [Salvador Pastor, Facilmente, Spain](#)

Session 5:

Foreign technology companies in Russia: Practice Development,

Academic Hall

Industrial Committee Meeting of International Community in Nizhny Novgorod.

Chair: [Roeland Van Gestel, ICANN President, Bosal](#)

- Challenges in implementing innovations in automotive sector in Russia, [Roeland Van Gestel, ICANN President, Bosal,](#)
- Intel – global company in Russia, [Vladimir Bogdanov, Intel, ICANN-Vice-President, Nizhny Novgorod](#)
- Large-scale enterprise modernization – using R&D innovation to raise company valuation and attract investment capital, [Kendrick White, Marchmont Capital Partners, ICANN co-founder and first president, Nizhny Novgorod](#)
- Establishing and managing an Austrian industrial enterprise Collini, [Gulya Rahkmatova, Collini, Austria](#)
- Interregional and international cooperation in the Russian reforms: innovative approaches, [Oleg Kolobov, Chairman of the Association of honorary consuls of foreign states in Nizhny](#)

Novgorod

- Roadmap: Knauf – University, [Dmitriy V. Suchkov](#), International Management Chair at the Institute of Economics, Business and Law, Nizhny Novgorod University for Architecture and Civil Engineering
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12.30 – 14.00 Lunch (buffet), Rose Hall

14.00 – 15.30 **Afternoon plenary session, chaired by [Dr. Ilya Korshunov](#), Director, Science and Information Center Nizhny Novgorod, Armorial Hall**

14.00 – 14.50 “The Innovator’s Dilemma”: Changing perceptions and expectations of the modern customer, [Gordon Ollivere](#), CEO, RTC North, UK

This final session will examine the risks and rewards facing product developers and how innovation can be used to satisfy ever-changing customer expectations. In particular, the speaker will explain the Kano Model which recognizes three levels of product and service innovation – ‘basic’ which is expected, ‘performance’ which is desired and ‘exciting’ which delights the customer because it is absolutely unexpected. The session will include interactive exercises to test delegate perceptions and experiences at the conference.

14.50 – 15.10 Q&A session/feedback

15.10 – 15.30 Closing remarks, [Dr. Joachim Hafkesbrink](#), President of TII

17.00 – 19.30 Volga trip, city tour

19.30 – 21.00 Walking tour in and around the Kremlin

21.00 Group dinner downtown

Sunday 29 May 2011

Departure of participants

Tourist programme (optional, paying), including a visit to the art museum, the museum of the peoples of the Volga region, as well as a trip to Gorodets.



PRACTICAL DETAILS

BACKGROUND AND OBJECTIVES

Innovation, Prosperity, Quality of Life in many ways reflects the expectations that we currently place on scientific and technological progress. Innovation seems to be on everyone's lips, but how can it be harnessed to offer greater prosperity and quality of life for all classes of the population and in advanced and emerging economies? The TII conference is an excellent opportunity to get connected with people coming from different professional backgrounds from both the private and public sector who share the same passion for innovation and technology transfer. In this way the conference is guaranteed to provide excellent networking opportunities set against a backdrop of a dynamic local Russian culture.

PARTICIPANTS

The conference theme addresses the interests of those working in innovation support and technology transfer organisations – SME support organisations, regional development agencies, technology and innovation centres, science parks, university transfer offices, innovation consultancies, national innovation agencies – with an existing or potential interest in collaboration with Russian S&T organizations. The conference will also be of interest to EU S&T organizations interested in discovering the expertise and talents of local research organisations and their research communities.

DATE/VENUE

The conference will start on Thursday 26 May 2011 with a programme of visits to leading S&T organisations in the region. It will be followed by two days of conference presentations which will take place at the "Nizhegorodskaya Yarmaka" - Nizhny Novgorod Trade Fair, 13 Sovnarkomovskaya St. - 603086, Nizhny Novgorod. The conference will conclude with a tour of the Volga on the afternoon of Saturday 28 May.

ACCOMMODATION

Participants attending the TII annual conference may take advantage of a 30% discount on accommodation reserved at the Congress Hotel Central, which is situated 5 minutes on foot from the venue. Prices range from € 82 for an economy single room to € 100 for a suite. You will find other accommodation suggestions, starting at €73 per night for bed and breakfast, as well as instructions on how to reserve your hotel room on the conference website at <http://www.tii-conference2011.org/>

COST

Participants may register for one or two days of the conference. The full conference fee for TII members is €300 and €200 for one day. Non-members pay €500 and €300 respectively. The fee comprises a trial membership of TII in 2011. A special rate of €200 is available for conference presenters, and for the second delegate upwards registering from the same organisation. The conference fee covers entry to the conference, all documentation, lunch and refreshments on each day, as well as the conference dinner. Russian participants are charged RUR 12 000 (RUR 18 500 for 2-days participation with poster session).

REGISTRATION

Registration for the conference should be done exclusively via the on-line booking facility via the conference website at <http://www.tii-conference2011.org/>. On receipt of your registration, the TII secretariat will send you a message by e-mail confirming your attendance and will invoice you the fee.

LANGUAGES

The working language of the conference is English.

ORGANISERS

The conference is organised by TII – Technology Innovation International, Europe's premier association of technology transfer and innovation support professionals (www.tii.org), and is hosted by our first Russian member, the Science and Information Center in Nizhny Novgorod (<http://www.nnic.nnov.ru>),

FURTHER INFORMATION

Please contact the TII secretariat at Tel. +352 46 30 351 or e-mail: tii@tii.org or consult the conference website at <http://www.tii-conference2011.org/> or in Nizhny Novgorod +7-908735630