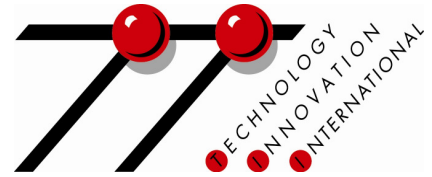


TII 2009 ANNUAL CONFERENCE

Regional Excellence in Innovation:
Case Studies from around the World



SOUTH-EAST
EUROPEAN
RESEARCH
CENTRE

22-24 April 2009
Thessaloniki, Greece
hosted and supported by SEERC

PROGRAMME

Wednesday 22 April 2009

Venue: Rodoula Kehagia Auditorium, STEIN Building, 2 Kalapothaki Street, Thessaloniki

- 09.00 – 13.00 Pre-conference workshop: “Business Incubator Management Workshop”
Presentation of vocational training and practical management tools for business incubators, funded under the Summit II LEONARDO Programme
- 18.30 – 19.30 TII Annual General Meeting
- 19.30 – 21.00 Welcome reception (members only), YAMAS

Thursday 23 April 2009

VENUE: Electra Palace Hotel, 9 Aristotelous Square, Thessaloniki

- 08.30 Reception desk opens
- 09.15 – 13.00 **Morning plenary session, chaired by Michel Duhamel, outgoing President, TII**
This opening session features presentations from an international panel of speakers who will share their insights into recent trends in regional excellence in innovation in different areas of the world.
- 09.15 – 09.45 Welcome addresses from the host region
Prof. George D. Tsiotras, General Secretary of the Regional Authority of Central Macedonia
Prof. Filippos Tsalidis, General Secretary for Research and Technology



- 09.45 – 10.15 Keynote address: Silicon Valley 5.0: How Silicon Valley is re-inventing itself through innovations in technologies, business models, and ecosystem, [Marguerite Gong Hancock, MA, Associate Director, Stanford Program on Regions of Innovation and Entrepreneurship \(SPRIE\), USA](#)
- 10.15 – 10.40 Innovation and competitiveness in Greece: towards a new strategy, [Prof. Spyros Lioukas, Athens University of Economics and Business, Greece](#)
- 10.40 – 11.10 Refreshments and networking
- 11.10 – 11.35 Enhancing innovation performance in Europe, [Alain Liberos, Deputy Head of Unit -Support for Innovation, DG Enterprise and Industry, European Commission, Belgium](#)
- 11.35 – 12.00 Regional Innovation Systems in the Nordic area: challenges and best practice initiatives, [Prof. Merle Jacob, Lund University, Research Policy Institute, Sweden](#)
- 12.00 – 12.20 Technology transfer and promotion: Chinese model and Coway practice, [Dr. Zhengping Liu, Executive Vice-President, Coway International TechTrans Co., Ltd., PR China](#)
- 12.20 – 12.40 Regional excellence in action: the example of the Food Processing Initiative in North Rhine Westphalia, [Norbert Reichl, Managing Director, Food Processing Initiative, Germany](#)
- 12.40 – 13.00 The innovation strategy of the Aristotle University of Thessaloniki, [Prof. Stavros Panas, Vice-Rector, President of the Research Committee, AUTH, Greece](#)
- 13.00 – 14.30 Lunch
- 14.30 – 17.30 **Afternoon parallel sessions**
Participants have the possibility to attend a choice of three parallel sessions which will showcase examples of programmes, schemes and models which can demonstrate their real impact on raising regional innovation performance through facts, figures and anecdotal evidence or success stories.

[Coffee break from 15.45 – 16.15](#)

Session 1:

Boosting regional competitiveness

Chair: [Peter Mogyrosi, Laser Consult, Hungary](#)

Each region the world over has introduced programmes which have intended to raise the performance of local companies and boost the regional economy. Some have been more successful than others. This session will showcase examples of successful regional innovation support programmes and networks, backed up by quantifiable results.

- Design for wealth creation: the example of NE England, [Gordon Ollivere, RTC North, UK](#)
- International innovation: a network-based project model for innovation in smaller companies, [Henning Neerland, SINTEF Technology and Society, Norway](#)
- Creating global start-ups, [Theologis Prokopiou and Irimi Efthimiadou, i4G S.A. – Incubation-Innovation-Intelligence for Growth, Greece](#)
- Effective network systems and support services for business incubators: the case of Uusimaa region in Finland, [Marika Paakkala, Helsinki School of Economics, Start-up Center Business Incubator, Finland](#)
- Joining hands – South East England's Innovation Advisory Service, [Jelena Angelis, Oxford Innovation, UK](#)
- Challenges for innovation in the Greek region, [Byron Bakaimis, Vodafone, Greece](#)



Session 2:

Investing in innovation

Chair: [Andrea Di Anselmo](#), [Meta Group](#), Italy

We often hear the complaint that there is not enough funding available for early-stage innovation. This session will look at successful cases and models for leveraging investment at the riskiest stage of the innovation process.

- The Dutch Techno Partner Seed Capital Fund, [Jan Dexel](#), [Dutch Ministry of Economic Affairs](#), [The Netherlands](#)
- The Scottish Enterprise Proof of Concept Programme, [Eleanor Taylor](#), [Scottish Enterprise](#), UK
- Innovation vouchers in the Netherlands: from concept to delivery, [Emile Louzada](#), [Syntens Corporate Affairs](#), [The Netherlands](#)
- Investing in Talents, [Alessia Melasecche Germini](#), [Meta Group](#), Italy
- 2nd generation innovation vouchers: external business expertise for service innovators, [Katharina Krell](#), [Greenovate! Europe](#), [Belgium](#)

Session 3:

Universities and their Third Mission

Chair: [Tomas Olofsson](#), [Malmoe University](#), Sweden

Universities and research centres are increasingly assuming their Third Mission role as an important contributor to their regional economy. This session looks at different schemes and programmes which have been successful in transferring research results and knowledge from academia to industry and/or society, thus creating increased wealth and well-being.

- Research-based brokerage as an effective tool for increased cooperation between SMEs and universities/R&D organisations, [Susanna M. Brynhildsen](#), [SINTEF Technology and Society](#), [Innovation and Industrial Development](#), Norway
- Commercialising entrepreneurial ideas and management development, [Padraig Gallagher](#), [Letterkenny Institute of Technology](#), Ireland
- Modelling the promotion of spin-off companies in the region of Western Macedonia, [Elpida Samara](#) and [Yiannis Bakouros](#), [University of Western Macedonia](#), Greece
- Regional excellence in innovation – who funds and who benefits from early-stage proof of concept?, [Peter White](#), [YTKO](#), UK
- Managing incremental innovation – a regional perspective, [Matti Lähdeniemi](#) and [Kari Laine](#), [Satakunta University of Applied Sciences](#), Finland

17.30 – 20.30

Parallel Event

Venue: **Electra Palace Hotel**

3rd South Eastern European Venture Capital Event (free admission for TII conference participants)

19.00

Departure from Electra Palace Hotel for the conference dinner

20.30

Conference dinner at the Planetarium restaurant of NOESIS - Thessaloniki Science Center & Technology Museum, preceded by a short tour of the museum

Friday 24 April 2009

VENUE: **Electra Palace Hotel, 9 Aristotelous Square, Thessaloniki**

09.30 – 12.30

Morning parallel sessions

On the morning of the second day participants are invited to take part in one of three parallel sessions which deal with further state-of-the-art trends in innovation support and technology/knowledge transfer.

Coffee break from 10.45 to 11.15



Session 4:

Measuring and improving innovation support systems

Chair: Michel Duhamel, Genodics, France

Performance measurement is an important consideration for the architects of public innovation support programmes. But what do you measure and how? This session will showcase instruments which have been developed to monitor such programmes and to make their delivery and impact more effective. It will also re-open the discussion on some of the more accepted principles of innovation practice.

- Are cluster initiatives a suitable policy initiative for economies in transition? Evidence from Serbia, [Håkon Finne, SINTEF Technology and Society, Norway](#) and [Mila Du Pont, SINTEF Technology and Society, Serbia](#)
- How to assess the impact of innovation stimulation programmes?, [Jasper Hemmes, Syntens/Enterprise Europe Network, The Netherlands](#)
- Regional partnership for boosting innovation: advantage or disadvantage for SMEs?, [Kai Victor Hansen, University of Stavanger and Anne Solheim, Regional Innovation and Business Development, IRIS, Norway](#)
- The role of mentoring in promoting capacity building in SMEs: Is there a business case?, [Stella Giossi, University of Macedonia, Greece](#)
- Managing regional innovation networks: Tales from lighthouses, “Scheinriesen” and partisan strategies, [Markus Schroll, Innowise GmbH, Germany](#)

Session 5:

Methods and tools for boosting regional competitiveness

Chair: Marta Catarino, TecMinho, University of Minho, Portugal

This session showcases more examples of models and tools for helping firms to innovate and for initiating or consolidating a region’s strength in new technologies for economic growth.

- Research-based brokerage as an effective tool for increased cooperation between SMEs and universities/R&D organisations, [Susanna M. Brynhildsen, SINTEF Technology and Society, Innovation and Industrial Development, Norway](#)
- The Instituto de Tecnologia Cerámica as a regional technology transfer model, [Yolanda Reig and Hector Morales, ITC, Spain](#)
- protechINNO – improving internal company innovation management in Austria, [Bruno Woeran, Danube, Austria](#)
- Innovation workshops – Foresight and roadmapping for the benefit of SMEs, [Heike Fischer, Steinbeis Europa Zentrum, Germany](#)
- Innovation management techniques for SMEs – the Luxembourg experience, [Arnaud Duban, Luxinnovation, Luxembourg](#)

Session 6

Product, organisational and social innovation

Chair: Gosse Hiemstra, Van der Meer & Van Tilburg, The Netherlands

Innovation is not just technological in nature, but can permeate down into different facets of work and society. This session comprises a number of very heterogeneous presentations that illustrate how innovation influences the way we run a business, develop new products and organise society.

- Mobilising society for common good actions through innovative use of technology and extensive cooperation, [Tiina Urm, Let’s Do It 2008, Estonia](#)
- Organisational innovation in a tech transfer organisation: a case study of NETI, [Zsolt Köhalmi, Theodore Puskas Foundation/NETI, Hungary](#)
- Regional innovation utilising local natural resources: the case of pharmaceutical herbs, [Dimitris Skalkos, Synthesis, Greece](#)
- Ideation workshops for new business development: using a new board game and computer aided creativity, [Guido Giebens, Antrim-Viisiteam, Belgium](#)
- Water loss reduction management strategies in Europe (ProWat), [Arjan de Bruin, Van der Meer & van Tilburg Innovation Consultants, The Netherlands](#)



12.30 – 14.00	Lunch
14.00 – 15.30	Afternoon plenary session, chaired by Dr Joachim Hafkesbrink , President of TII
14.00 – 14.50	<p>Presentation by luminary speaker, Cheryl A. Perkins, Innovationedge, USA “Creating Game-Changing Innovation”</p> <p>In this compelling session, Cheryl Perkins, Founder and President of Innovationedge and former Senior Vice President and Chief Innovation Officer for Kimberly-Clark, will share best practices for taking innovation to the next step. She will deliver examples and case studies of companies that have successfully delivered sustainable results with game changing innovation. You will learn:</p> <ul style="list-style-type: none"> • Where game changing innovation comes from. • Where to start to get immediate results. • Where to find the right partners to deliver sustainable growth. • How to engage internal stakeholders in your efforts. • How to measure the success of your initiatives.
14.50 – 15.10	Presentation of the results of the TII Quality Net peer review visit programme, Gordon Ollivere , RTC North , UK
15.10 – 15.30	Closing remarks, Dr. Joachim Hafkesbrink , President of TII
15.30	Close of the conference and departure

