PROTON
EUROPE
Innovation from Public Research

FIFTH ANNUAL CONFERENCE

BUILDING SUCCESSFUL PARTNERSHIPS

30 January > 1 February 2008
Torino Incontra Congress Centre
Turin, Italy

In collaboration with

COREP

20 Anni
1987-2007

Network per la
Valorizzazione
della Ricerca
Universitaria

With the support of

nanomat   Progetto SISA   ILO INDUSTRIAL LIAISON OFFICE PIEMONTE   CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA DI TORINO

Under the auspices of the   CITTA' DI TORINO   PROVINCIA DI TORINO

PROGRAMME

18.00-19.30 **ProTon Europe General Assembly**

19.30-21:00 Drinks reception and welcome by the host organizations

THURSDAY 31 JANUARY 2008

08:30 Registration desk opens

09:20-13:00 **Morning plenary session: "How partnership provides strength",**
chaired by Gilles Capart, Past Chairman, ProTon Europe

Speakers from industry, research institutions and government will explore the benefits to all parties and the economy of successful partnerships in research and knowledge transfer.

09:20-10:00 Welcome addresses
Gillian McFadzean, Chair, ProTon Europe
Dr. Alessandro Barberis, President, Torino Chamber of Commerce
Dr. Andrea Bairati, Regional Councillor for Research and Innovation
Prof. Dr. Vincenzo Pozzolo, President of the ILO Piedmont

10:00-10:25 European Institute of Technology and Innovation: achieving effective partnerships for knowledge exploitation, speaker tba

10:25-10:50 Nurturing regional aeronautics knowledge: the role of Alenia Aeronautics in building a cluster with SMEs and the University, Dr Giovanni Bertolone, CEO, ALENIA Aeronautics, Italy

10:50-11:20 Coffee break

11:20-11.45 Building win-win industy-university partnerships, Brett Cornwell, Commerzialisation Services Director, Texas A&M, USA

11:45-12:10 Successful partnerships in technology transfer and EcoInnovation: the case of the industrialization of dye sensitized solar cells, Prof. Dr. Michael Graetzel, Ecole Polytechnique Federale de Lausanne, Switzerland

12:10-12:35 From Responsible Partnering to IP Charter – optimising collaboration between research and industry, Gillian McFadzean, ProTon Europe

12:35-13:00 The university-industry relationship:matching viewpoints for success, Prof. Riccardo Pietrabissa, President, Netval

13:00-14:30 Lunch

14:30-17:30 **Afternoon parallel sessions: "From first date to marriage"**
Three parallel sessions will look at some of the ways in which successful partnerships can be created and developed: how to present opportunities; how to find the right partners and how to deliver partnership in specific sectors.

30-minute break at 15.45.

Session 1: High visibility: displaying what you have
Case studies will describe successful strategies and

tools for presenting and marketing to industry the expertise and the technology of the research base. Techniques and tools will show how a KTO can make its offerings attractive.

- ➤ Siobhan Jordan, Interface – The knowledge connection for business, UK: Brokering successful business-academic partnerships
- ➤ Gert Balling, Danish Technology Transfer Network, Denmark: Danish patent exchange and other tools
- ➤ Norberto Patrignani and Davide Vidotto, COREP, Italy: Bridging Universities' Research and SMEs. The DIADI experience - a window displaying the regional public research labs capabilities and results
- ➤ Jorge Figueira, University of Coimbra, Portugal: Tech-SME Partnering model

Session 2: Finding the right partner

Case studies will examine strategies, models and tools which enable identification of the right partners.

- ➤ Thomas Baaken and Todd Davey, Fachhochschule Münster, Germany: Strategic instruments for identifying and developing partnerships
- ➤ Daniela Bellomo, San Raffaele Biomedical Science Park, Italy: The role of business development staff in a KTO
- ➤ Fernando Conesa, Universidad Politécnica de Valencia, Spain: From professor-business links to university-business interaction: the experience of the UPV Business Circle
- ➤ Guido Hillebrands, innovaes AG, Germany : Public-private partnerships for trans-regional technology transfer activities (PPP4TTT)

Session 3: Delivering a win-win

Effective partnerships are an essential part of successful knowledge transfer deals. This session is dedicated to sectoral case studies that highlight the tactics and mechanics of knowledge/technology transfers from public research to industry.

- ➤ Giuseppe Caputo, ASP, Italy: Nanomat – a virtuous partnership between public research centres and private industry in Piedmont
- ➤ Brett Cornwell, Texas A&M, USA: Closing win-win deals in biotech and human health
- ➤ Céline Serrano and Luc Grateau, INRIA, France: Towards a well-balanced deal: a story from the ICT sector
- ➤ Rene Tönnisson, Tartu Science Park, Estonia : Delivering a win-win cooperation between the software industry and universities in Estonia
- ➤ Davide Vidotto and Achille Mannini, COREP, Italy: The SISA project supporting SMEs in the aerospace industry

19:30-23:00   Conference dinner

09:30-12:00   Morning parallel sessions: "Making the partnership real"
20-minute break at 10.45

Session 4: Talking the talk

Two of the most frequently quoted barriers in the knowledge transfer process are the lack of a common language between the worlds of industry

and research and cultural differences in negotiation in different countries. In this session speakers will examine different approaches to break down this barrier.

➢ Caroline Quest, AURIL, UK : Doing research-industry deals with China from the European perspective

➢ Andrea Di Anselmo, Meta Group, Italy: Investment readiness bringing ideas to market

➢ Lene Hinnerup, Aalborg University, Knowledge Exchange Office, Denmark: Regional matchmakers to facilitate the knowledge transfer process

➢ Lin Feng, Haixi Industrial Technology Research Institute, PR China: Dealmaking from the Chinese perspective

Session 5: Agreeing to agree

This session will address the ways in which everyone gets what they want from a deal and everyone goes away happy and willing to engage in a longer term relationship.

➢ Bo Heiden, CIP, Chalmers University of Technology, Sweden: The Open Innovation Contract: Building open collaboration through control of intellectual property

➢ Jamie Watt, Harper Macleod, UK: Reaching agreement - the importance of imagination and balance in intellectual property negotiations

➢ Vincent Lamande, Bretagne Valorisation, France: MOUs and resolving conflicts to create a win-win relationship between industry and academia

➢ David York, Procter & Gamble, UK: University-linked IP and how to encourage greater industry involvement/extract maximum value for both partners

Session 6: Capacity-building in knowledge transfer

This session will look at recent new initiatives to offer professional development opportunities for knowledge transfer practitioners and to put in place a system of certification for the KT profession.

➢ Georg Buchtela and Georg Gasteiger, AWS, Austria: Cert-TTT-M – towards a European system of training and certification for knowledge transfer

➢ Philip Graham, Institute of Knowledge Transfer, UK: The IKT as a blueprint for raising standards in the KT profession

➢ Jeremy Philpott, European Patent Academy, Germany: IP4Inno – improving understanding of IP issues

12:00-13:30   Lunch

13:30-15:45   Afternoon plenary session: "Improved partnering/ improved performance"

➢ Mike Devane, formerly Managing Director of Lucent Technology, Ireland: Multinationals and universities – how universities in Ireland have benefited from collaboration (invited)

➢ Anatole Krattiger, Cornell University, USA : Best practices in public-private partnership building - lessons from agriculture and health

➢ Andrea Piccaluga, Scuola Superiore Sant'Anna, Italy : Presentation of the results of the ProTon Europe Annual Survey

➢ Pat Frain, Incoming Chair of ProTon Europe: Turin Statement

15:45   Close of the conference, refreshments and departure

PRACTICAL DETAILS

BACKGROUND AND OBJECTIVES

The two-day annual conference is the flagship event in the ProTon Europe calendar and brings together key players from across Europe working at the interface between public research and industry. It provides an opportunity to take stock of current thinking, policy and practice in areas of relevance to the knowledge transfer profession. At its fifth annual conference entitled "Building Successful Partnerships", the focus will be put on the most effective ways to work with industry through creating partnerships that provide long-term benefits and relationships for everyone. Through speakers' best practice cases and first-hand experience delegates will receive insights into models and approaches which allow the research world and industry to work more effectively in order to bring university-developed knowledge to the market-place. The international speaking panel includes representatives of industry and knowledge transfer practitioners from universities and research centres around Europe and beyond.

FORMAT

The event begins with the General Assembly for ProTon Europe members at 18.00 on Wednesday 30 January, followed by a welcome reception for all conference delegates from 19.30 to 21.00. The conference registration desk will open at 8.30 on Thursday 31 January. The opening plenary session will run from 9.20 to 13.00 and a choice of three parallel sessions will be offered in the afternoon from 14.30 to 17.30. The conference dinner will take place on the Thursday evening from 19.30 to 23.00.

The conference continues on the morning of Friday 1 February with three parallel sessions, followed by a closing plenary session in the afternoon, and concludes with the Turin Statement which will highlight the main conclusions of the conference.

DATE/LOCATION

The General Assembly and welcome reception will be held on 30 January from 18.00-21.00 in the new headquarters of the I3P incubator of the Politecnico di Torino, which is situated in the heart of the Cittadella Politecnico at Corso Castelfidardo 30/a, 10129 Torino. The conference itself will take place on 31 January and 1 February at the Congress Centre "Torino Incontra", via Nino Costa, 8, 10123 Torino.

ACCOMMODATION

Accommodation may be booked by completing the form specially provided by the central hotel booking service. The price for a single room ranges from 80 EUR to 155 EUR per night. Rooms will be allocated on a first-come-first-served basis, depending on availability. The deadline for guaranteed bookings is 14 December 2007.

LANGUAGE

The working language of the conference is English.

PARTICIPANTS

The conference is of relevance to programme managers and practitioners working to promote knowledge transfer between public research and industry, e.g. university knowledge transfer officers, research commercialisation managers, IPR and licensing executives, technology transfer consultants and other public and private players involved in shaping and driving the process. The conference is an excellent occasion to meet and network with the 260 members of the ProTon Europe association

COST

Attendance at the conference costs 400 EUR for 2 days for Pro-Ton Europe members (300 EUR for members from CEEC). The fee for 1 day for ProTon Europe members is 300 EUR (200 for CEEC members). The price for non-members is 600 EUR (2 days) or 375 EUR (1 day). The conference fee covers all documentation and materials, as well as lunch and refreshments on each day of the conference, the welcome reception and the conference dinner. The conference dinner costs 75 EUR for accompanying guests, payable in cash at the conference registration desk.

REGISTRATION

Registration can be made either on-line via the ProTon Europe website at www.protoneurope.org (and follow the links) or by completing and returning the attached booking form.

ORGANISERS

The conference is organised by ProTon Europe, Europe's premier association representing knowledge transfer staff in universities and research centres across Europe, in collaboration with COREP, Consorzio per la Ricerca e l'Educazione Permanente, and Netval, the Italian association of KTOs. COREP is a Turin-based consortium which promotes collaborative initiatives between local universities, the services and production sectors and public institutions in the areas of technology transfer and high-level advanced training. COREP celebrates its 20th anniversary in 2007. The conference also receives the support of the NANOMAT project, the SISA project, the ILO Piemonte, Camera di Commercio Industria Artigianato e Agricoltura di Torino, and it being held under the auspices of the Città di Torino and the Provincia di Torino.

ProTon Europe
E U R O P E
Innovation from Public Research

ProTon Europe
44, rue des Palais
B-1030 Brussels
tel: +32.2-211 3432 - fax: +32.2-211 3405
E-mail: secretariat@protoneurope.org
website: http://www.protoneurope.org