

7TH ANNUAL CONFERENCE OF THE TECHNOLOGY NETWORK

Building A World-Class Knowledge Region

Leveraging Local Excellence Through Interregional Alliances



HEIDELBERG, GERMANY

Innovation Tour 29 September 2010

Conference 30 September & 1 October 2010

Organized by The Technopolicy Network
In collaboration with BioRN Cluster

THE TECHNOLOGY NETWORK

Global Community for Regional Innovation Policy



Building A World-Class Knowledge Region



'Building a World-Class Knowledge Region' is the theme of the **7th Annual Conference of the Technopolity Network**, to be held on 30 September & 1 October in Heidelberg, Germany. This year's theme focuses on the role of interregional alliances to elevate a region to a world-class knowledge region. During this two-day conference, various international speakers from government, industry, research institutions and others will give their insights and discuss the key factors to successfully build a world-class knowledge region. The conference will take place in the Rhine-Neckar Triangle, a leading biotech cluster in Europe.

Biotech Cluster Rhine-Neckar

The conference is organized in partnership with the Biotech Cluster Rhine-Neckar (BioRN), one of the first round winners of the Leading-Edge Cluster Competition in 2008. BioRN is Germany's number one in the field of medical biotechnology and one of the leading life science clusters in Europe. The cluster includes renowned academic research institutions such as the University of Heidelberg, the German Cancer Research Center (DKFZ) and the European Molecular Biology Laboratory (EMBL), 60 small and medium sized biotech enterprises, as well as big pharmaceutical and diagnostic companies such as Roche Diagnostics (Mannheim), Merck Serono (Darmstadt) and Abbott (Ludwigshafen).

Program Committee

The Advisory Board of The Technopolity Network is supported by a Program Committee of local experts for programming the 7th Annual Conference. This year's committee consists of: *Manfred Baier* (Roche Applied Science, Roche Diagnostics), *Klaus Plate* (Technology Park Heidelberg), *Martin Raditsch* (European Molecular Biology Laboratory Enterprise Management Technology Transfer) and *Christian Tidona* (BioRN Cluster Management).

How far can you jump?

Join our network and unleash **your potential**

BioRN – Europe's Hot Spot
for Personalized Medicine and Cancer

Biotech Cluster Rhine-Neckar www.BioRN.org

BioRN



PROGRAM DAY ONE – 30 SEPTEMBER 2010

08.30h Registration and Coffee

09.00h Opening by the Chairman: **Roger Stough**, President of The Technopolicy Network, Vice President of Research and Economic Development, NOVA Endowed Chair, Professor of Public Policy, George Mason University, Fairfax, VA, USA

09.10h Welcome: **Eckart Würzner**, Lord Mayor of Heidelberg, Germany

09.20h Welcome: **Hans Freudenberg**, Deputy Minister, Ministry of Economics, Baden-Württemberg, Germany

Creating World-Class Regions Through Clustering

09.30h *The Importance of International Partnerships*
Poh Kam Wong, Director, NUS Entrepreneurship Centre, National University of Singapore, Singapore

09.50h *The Øresund Model: Knowledge Based Growth in a Cross-Border Region*
Lars Montelius, CEO, Øresund Science Region and Øresund University, Lund, Sweden

10.10h *Developing an Excellent Biotechnology Cluster through Internationalization*
Martin Raditsch, Deputy Managing Director, European Molecular Biology Laboratory Enterprise Management Technology Transfer, Heidelberg, Germany

10.30h Questions and Answers

10.45h Group Picture & Coffee Break

Stimulating and Benchmarking Regional Innovation Performances

11.15h *Inciting the Knowledge Economy by Stimulating Clusters*
Peter Nijkamp, Full Professor, Department of Spatial Economics, Faculty of Economics and Business Administration, Free University, Amsterdam, The Netherlands

11.35h *Enhancing Regional Innovation through Performance Measurement*
Erik Pages, Senior Fellow, Center for Regional Economic Competitiveness (CREC) and CEO, EntreWorks Consulting, Arlington, VA, USA

11.55h *The Helsinki Competitive Strategy: Tool for Cooperation*
Pasi Mäkinen, Managing Director, Culminatum Innovation, Espoo, Finland

12.15h Questions and Answers

12.30h Lunch

14.00h *Leveraging Local Excellence: the Case of BioRN Cluster*
Christian Tidona, Managing Director, BioRN Cluster Management, Heidelberg, Germany

14.20h Break-out sessions

Ingredients of a Competitive Science Based Region

Enhancing Innovation through Interdisciplinary Research and Development	Stimulating and Supporting Entrepreneurs	Attracting Investors to a Knowledge Region
<p><i>Chair: Thomas Hirth</i>, Director, Fraunhofer IGB, Stuttgart, Germany</p> <p><i>The East Netherlands' Triangle: Fortifying the Region by Linking Local Strengths</i> Theo Föllings, Vice President, Regional Development Agency for East Netherlands, Arnhem, The Netherlands</p> <p><i>Applying Entrepreneurial Spirit to Developing Cluster Strategies</i> Françoise Roy, Executive Director, Atlantic Cancer Research Institute, Moncton, Canada</p>	<p><i>Chair: Martin Raditsch</i>, Deputy Managing Director, EMBLEM Technology Transfer, Heidelberg, Germany</p> <p><i>Technology vs. Business Advice: The Role of the Industrial Technology Advisors and the NRC/IRAP Program</i> Tony Rahilly, Director General, Industrial Research Assistance Program, National Research Council, Canada</p> <p><i>How Technology Transfer Can Stimulate Entrepreneurship</i> Jeff Skinner, Executive Director, Foundation of Innovation and Entrepreneurship, London Business School, United Kingdom</p>	<p><i>Chair: Klaus Plate</i>, Former CEO, Heidelberg Technology Park, Heidelberg, Germany</p> <p><i>Optimally Positioning your Region: the Helsinki Example</i> Tatu Laurila, CEO, Greater Helsinki Promotion, Helsinki, Finland</p> <p><i>Do it in Barcelona: City Marketing to Attract International Investors, Entrepreneurship and Talent</i> Mario Rubert, Deputy Managing Director, International Economic Relations, Economic Promotion Sector for the City of Barcelona, Spain</p>

15.50h Coffee Break

Forum Discussion

16.15h *Interregional Alliances: How to Create Real Added Value for Your Cluster?*
Chair: Roger Stough / Panel members: Christian Tidona, Richard Bendis, Poh Kam Wong

17.15h Closing of the Day by the Chairman: **Roger Stough**

17.30h Reception

19.00h Conference Dinner

PROGRAM DAY TWO – 1 OCTOBER 2010

Chairman of the Day: **Roger Stough**

08.30h **Coffee**

Staying Competitive through International Collaboration

- 09.00h** *A Network for Transatlantic Innovation Intermediaries: Perspectives and Challenges*
Richard Bendis, Founding President and CEO, Innovation America and the Bendis Investment Group LLC., Philadelphia, USA
- 09.20h** *Paving the Way for Sino-Western Collaborations: the Philips Case*
Frans van Empel, Former Managing Director Philips Research East Asia and Chief Technology Officer, Philips International, The Netherlands
- 09.40h** *Building the Future through International Cooperation*
Simone Botti, Chairman of the Life Sciences Committee at Germany-Israel Chamber of Industry Commerce; Vice President of Business Development Rad Biomed Accelerator; Tel Aviv, Israel
- 10.00h** *The BSR Stars Program: Baltic Sea Region Collaboration to Boost Innovation and Competitiveness*
Rima Putkiene, Head of Division, Innovation Policy Division, Ministry of Economy, Lithuania
- 10.20h** **Questions and Answers**
- 10.35h** **Coffee Break**
- 11.00h** **Break-out sessions**

Organizing International Innovation Collaboration

Transatlantic Innovation Strategies	East-West Innovation Strategies	North-South Innovation Strategies
<p><i>Chair: Richard Bendis, Founding President and CEO of Innovation America, Philadelphia, USA</i></p> <p><i>Building Transatlantic Innovation Bridges</i> Robert Bowman, Deputy Mayor, City of Akron, Ohio, USA</p> <p><i>North Atlantic Opportunities: A Collaboration between (NORA) Nordic Region and Canada</i> Johannes Larsen, Innovation and Network Advisor, Industrial Research Assistance Program, National Research Council, Canada</p> <p><i>Developing the International Competitiveness of the Helsinki Region</i> Pasi Mäkinen, Managing Director, Culminatum Innovation, Espoo, Finland</p>	<p><i>Chair: Poh Kam Wong, Director, NUS Entrepreneurship Centre, National University of Singapore, Singapore</i></p> <p><i>Experiences from a Multinational</i> Frans van Empel, Former Managing Director Philips Research East Asia and Chief Technology Officer, Philips International, The Netherlands</p> <p><i>Boosting the Growth and Internationalization of Companies and Innovation Systems: The China - Finland Golden Bridge Innovation Centre</i> Tatu Laurila, CEO, Greater Helsinki Promotion, Helsinki, Finland</p>	<p><i>Chair: Kari Kankaala, Director, Economic and Urban Development, City of Tampere, Tampere, Finland</i></p> <p><i>Innovating to Serve Emerging Consumers in Developing Countries</i> Dinyar Lalkaka, International Development Consultant, New York, USA</p> <p><i>Strategies for International Collaborations with Africa</i> Solomzi Makohliso, Advisory Board member, South African National Nanotechnology, South Africa</p>

12.30h **Lunch**

14.00h **Break-out sessions**

Round Table Discussions

To What Level Can Government Influence Regional Innovation?	Activating the Role of Anchor Companies	Making a Region Attractive for Talent
<p><i>Chair: Representative of The Technopolity Network</i></p> <p>Emira Bečić, Head of Unit for Action plans, Statistics and Analysis, Ministry of Science, Education and Sports, Croatia</p> <p>Kari Kankaala, Director, Economic and Urban Development, City of Tampere, Tampere, Finland</p>	<p><i>Chair: Eero Holstila, Director, Economic Development, City of Helsinki, Helsinki, Finland</i></p> <p>Manfred Baier, Head of Roche Applied Science, Roche Diagnostics, Penzberg, Germany</p> <p>Douglas Robertson, President and CEO, Tech South-East, Moncton, Canada</p>	<p><i>Chair: Alan Barrell, Entrepreneur in Residence, Cambridge Judge Business School, Cambridge, United Kingdom</i></p> <p>Martin Hinoul, Business Development Manager of Katholieke Universiteit Leuven R&D, Leuven; Managing Director of Silicon Consulting bvba; Belgium</p> <p>Ola Björkman, CEO, Stockholm-Uppsala Life Science, Uppsala, Sweden</p>

15.30h **Coffee Break**

15.45h **Lessons learned: Summary by Advisory Board TPN**

16.30h **End of Program and Closing Reception**

Innovation Tour: Visit Technology Park Heidelberg

29 September 2010, start at 14.30h, meeting point: hotel Crowne Plaza Heidelberg

The Heidelberg Technology Park, an international Life Science Park, is the center of the Biotech Cluster Rhine-Neckar. Founded in 1984, it has supported the development of biotechnology as an innovative economy from its early beginnings on the local, national and international level. It is home to Heidelberg University and renowned research institutes such as the **European Molecular Biology Laboratory (EMBL)**, the **German Cancer Research Center (DKFZ)** and the **Max Planck Institute for Medical Research**. The park cooperates internationally with research institutes for the creation of spin offs from science and research as well as with the pharma industry.

The innovation tour gives you an insight in this impressive Science Park that is amongst the most important biotechnology sites in Germany and amongst the leading worldwide. In addition, the German Cancer Research Center (DKFZ) will give a presentation about this largest biomedical research institute in Germany. After the tour, we will visit the **beautiful, ancient city center**, and finish the innovation tour with a drink in the most romantic city of Germany.



Join the Innovation Tour and gain unique insight into the no. 1 biotech cluster of Germany!

Conference Dinner: Palais Prinz Carl

30 September 2010, 19.00h



The beautiful and historical **Hall of Mirrors** in 'Palais Prinz Carl' will be the location for the conference dinner. The Palais is situated in the picturesque Old Town of Heidelberg, surrounded by beautifully preserved buildings, such as the *Rathaus*, the *Church of the Holy Spirit* and the celebrated *Schlossruine*.

The conference dinner is a fine closure of the first conference day, offering you the opportunity to meet participants in an informal manner, while enjoying local specialties and wine from the region.

Register today as space is limited!

The Region: Heidelberg and the Rhine Neckar Triangle



The Rhine-Neckar Triangle is an officially recognized European metropolitan area. With a population of 2.4 million, the region counts three major cities: Heidelberg, Ludwigshafen and Mannheim.

The region is home to numerous research institutes and over 20 universities and colleges, amongst them the University of Heidelberg, oldest and one of the most prestigious universities in Germany.

On Wednesday 29 September, we will visit the beautiful city of Heidelberg after the innovation tour. Heidelberg, with its castle and ancient old-town, is considered the most romantic city of Germany and a popular tourist destination. The unique combination of **leading science and technology** and **medieval charm** will ensure that this 7th Annual Conference of The Technopolicy Network becomes an unforgettable experience!



INFORMATION & CONTACT

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www.technopolicy.net/annualconference

General Information

Conference Venue & Hotels

Conference venue: *Print Media Academy*. Contact: Kurfürsten-Anlagen 52-60, 69115 Heidelberg, Germany, tel.: +49 (0)6221 92 66 66, www.print-media-academy.com

Hotel suggestions: *Crowne Plaza Heidelberg* (www.crowneplaza-heidelberg.de) and *Qube Heidelberg* (www.qube-hotel.de). We advise you to arrange your hotel reservation as soon as possible as this period is a busy season in Heidelberg. Please mention the Annual Conference of the Technopolicy Network upon booking to receive the special price arranged for participants of the conference.

Travel Advice

The nearest international airport is Frankfurt Airport (80km from Heidelberg) and Mannheim Airport (15km). We advise you to take care of your flight reservations well in advance. From the airport, you can take the train to Heidelberg.

Registration & Fees

All participants who wish to attend the conference can register on the website of the annual conference: www.technopolicy.net/annualconference. You will receive a confirmation upon receipt of the registration form.

Regular conference fees are €595 for members and €795 for non-members.

Note! Join The Technopolicy Network now and attend the conference at the €595 members fee!

The conference fee includes: participation to the conference program on 30 September & 1 October, lunches and refreshments during the program, USB stick with conference material and reader.

In case you are unable to attend, a substitute delegate is allowed to participate at no extra cost. A cancellation fee of €95 will apply to cancellations received prior to 8th of September. After this day no refunds will be made. Please note that cancellations have to be made in writing.

All amounts are subject to 19% VAT; all invoices will be sent in EURO.



Get Connected to World's Leading Experts on Regional Innovation!

The Technopolicy Network brings together experts and practitioners on Science Based Regional Development. It provides a forum for the exchange of knowledge and Best Practices, encourage international interaction and collaboration, and shape strategies and ideas for the future. Starting this year, The Technopolicy Network will initiate new working groups on international collaborations (Transatlantic, East-West, North-South). If you are interested, please contact us!

The Advisory Board consists of: **Roger Stough** *president* (Washington, **USA**); **Eero Hostila** (Helsinki, **Finland**); **Frank Liang** (Beijing, **China**); **Peter Nijkamp** (Amsterdam, **the Netherlands**); **Douglas Robertson** (Moncton, **Canada**); **Ronald Vuijk** (Delft, **the Netherlands**).

Membership

You can join the Technopolicy Network as an individual or institutional member. Individual members receive a discount on the activities of the network, newsletter, online services and a yearly membership directory. Institutional membership offers further benefits such as promotion of your region and hosting opportunities for Technopolicy events. For more information, please contact **Ying Ying Lau** (y.lau@technopolicy.net) or check our website: www.technopolicy.net

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