

Join over 50 incubators competing for the 'Best Science Based Incubator Awards'
and compare your incubator's performance worldwide!

10TH ANNUAL INCUBATION CONFERENCE & AWARDS

BEST PRACTICES IN SCIENCE BASED INCUBATION

*Science Based Incubators as
International Connectors in High-Tech Clusters*



Auckland, New Zealand
28th of November - 1st of December

Organized by:

THE TECHNOLOGY NETWORK

Global Community for Regional Innovation Policy

Partners:

New Zealand
TRADE & ENTERPRISE



WIN World Incubator Network
Jump High • Land Softly

In cooperation with:



AUT BUSINESS INNOVATION CENTRE



**Centre for
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Deloitte



SCIENCE BASED INCUBATORS AS INTERNATIONAL CONNECTORS IN HIGH-TECH CLUSTERS

Incubators are engines of the local and regional economy. This economy is not isolated, it is embedded in the global world of business. International competence and interaction are essential ingredients for economic success and survival.

Incubators are created to be international connectors, supporting the internationalisation of their tenants and partners, by providing excellent 'sending' and 'receiving' services that make tenants "jump high and land softly".

How to do that? Join us for an exciting conference and find the answers in Auckland this November!



The International Program Committee

INTERNATIONAL PROGRAM COMMITTEE

The Technopolicy Network organizes this event with its partners New Zealand Trade & Enterprise and Incubators New Zealand. **Dinah Adkins**, President Emerita of NBIA, will chair this five day event in Auckland. The Technopolicy Network is supported by an international program committee of experts:

- **Mikael Hult**, National Incubation Manager Innovationsbron, Sweden;
- **R.M.P. Jawahar**, Executive Director of TREC-STEP & Vice President of AABI, India;
- **Klaus Plate**, President of WIN Advisory Board, Former President of the Heidelberg Technology Park and IASP, Germany;
- **Julian Webb**, Asia Regional Facilitator for the World Bank's infoDev Incubator Initiative, Australia;
- **Richard White**, Manager of Incubation at New Zealand Trade & Enterprise, New Zealand.

EXCITING SOCIAL PROGRAM!

WARM WELCOME RECEPTION BY INCUBATORS NEW ZEALAND

(Sunday the 27th November 15:30 - 19:30)

New Zealand Incubators hosts a welcoming reception including a harbour cruise to Waiheke Island for all participants and speakers. There we will have a Wine Tasting Competition and a welcome by the Chair of Incubators New Zealand. Your networking starts here, with colleagues from around the world! Free admission for all conference delegates.



CONFERENCE DINNER

AT THE AWARD-WINNING "SAILS RESTAURANT"

(Monday the 28th of November 19:00)

After a full day of inspiration we offer you The Technopolicy Network's Conference Dinner, a dinner at the biggest marina of the southern hemisphere with delegates and speakers. Another perfect opportunity to relax, discuss and network in a sophisticated ambiance in the beginning of Spring! Join the dinner for a small additional fee.

DELOITTE RECEPTION:

INCUBATORS NEW ZEALAND 10TH BIRTHDAY CELEBRATION

(Tuesday 29th of November from 17.00)

Deloitte hosts this vibrant reception for all conference delegates and Deloitte's clients to celebrate the anniversary of Ten Years of Incubation in New Zealand. The festivity takes place in the beautiful Deloitte Centre in the heart of Auckland's central business district. Mix business with pleasure, while enjoying an amazing view! This event is free for all conference delegates.

INNOVATION TOUR:

'MODERN SCIENCE MEETS MIDDLE EARTH'

(Wednesday the 30th of November 08.15 - 18.00)

New Zealand has been very successful in the creative industry. The most prominent example of this success have been the Lord of the Rings movies. During a full day innovation tour we will combine innovation theory with New Zealand's practice. With a visit to the Hobbiton, the set of the Lord of the Rings Trilogy, we will discover the reasons behind this accomplishment.



We will also visit one of New Zealand's top incubators: the Soda Incubator in Hamilton, which plays a significant role in transitioning the agricultural based economy into the digital age.

At all stops we take in excellent and detailed presentations on the developments of these incubators and clusters. Join the Innovation Tour for a small additional fee.



The Shire at the Hobbiton

PROGRAM DAY ONE – 28 NOVEMBER 2011

08.30h Registration & Coffee

09.00h Opening by the Chair of the Conference: **Dinah Adkins**, President Emerita of the National Business Incubation Association (NBIA), United States

09.10h Welcome by the Mayor of Auckland, **Len Brown**, New Zealand

09.20h Welcome by **Murray Bain**, Chief Executive of the Ministry of Science & Innovation, New Zealand

Global Competitiveness & Science Based Entrepreneurship

09.35h *Global Competitiveness in a post-GFC Era: a Shift in the Balance of Powers?* **Michael Enright**, Sun Hung Kai Professor of Business Administration, University of Hong Kong and Director of the Asia-Pacific Competitiveness Program, Hong Kong Institute of Economics and Business Strategy, China

10.10h *Carving Out the Niches of the Global Economy*, **Prof. Sir Paul Callaghan***, Alan MacDiarmid Professor of Physical Science Victoria University, Successful Scientist & Entrepreneur, New Zealander of the Year 2010, New Zealand

10.45h *How Global Competition can Foster Successful Incubators*, **R.M.P. Jawahar**, Indian Association of STEPs and Business Incubators and Executive Director, TREC-STEP India and Vice President of Asian Association of Business Incubators (AABI), India

11.05h Coffee Break

Connecting Incubators to World Class Cluster Development

11.25h *International Partnerships as the Key to Cutting Edge Innovation*, **Klaus Plate**, President of the WIN Advisory Board, Former President of the Heidelberg Technology Park & IASP, Germany

11.45h *Cultivating Industrial Clusters through Innovation and Incubation*, **Wang Rong**, Honorary Director of the Shanghai Technology Innovation Centre, Former President of AABI, China

12.05h *Local Excellence as the Engine for Global Competitiveness*, **Melinda Richter***, Executive Director of the Environmental Business Cluster, US Clean Energy Alliance, United States

12.25h Questions and Answers

12.45h Group Picture & Lunch

14.00h MES Awards Ceremony, Most Entrepreneurial Scientist of New Zealand (to be confirmed)

14.30h Break-out Sessions

Formats for Accelerating Growth of High-Tech Clusters through Internationalization

East meets West	International Collaboration	New Zealand as a Role-model for Technology Incubation
<p><i>Building Global Knowledge Bridges</i>, Peter Harman, Chair, CEO of UKBI, United Kingdom</p> <p><i>Thailand's Infrastructure to Support International Biotechnology R&D and Commercialization: Policy of Thailand Science Park</i>, Prof. Dr. Chachanat Thebtaranonth, Former Vice President of the National Science and Technology Development Agency and Former President of IASP, Thailand</p> <p><i>Develop Dominant Strategic Alliances</i>, Benjamin Yuan, President of AABI, President of CBIA, Professor Institute of Management of Technology, National Chiao Tung University, Taiwan</p>	<p><i>(Supra)national Intermediary Systems – Connect and Transform</i>, Thomas Strodbeck, Chair, NBIA Director Events & International Program, United States</p> <p><i>Global Expansion through Soft-landing Business Accelerators</i>, Keith Segerson, Managing Director at the (George) Mason Enterprise Centre, United States</p> <p><i>Accelerating Start-ups for International Growth</i>, Mikael Hult, National Incubation Manager at Innovationsbron, Sweden</p>	<p>Introducing New Zealand's Technology Incubation Program, Julian Webb, Chair, Asia Regional Facilitator for the World Bank's infoDev Incubator Initiative, Australia</p> <p><i>Lessons Learned, Creating a Leading Incubator</i>, Andrew Hamilton, CEO and founder of the ICEHOUSE Incubator, New Zealand</p> <p><i>Achieving Best Practice: Winning the NBIA Incubator Innovation of the Year</i>, Dr. Steve Hampson, CEO of Powerhouse Ventures, New Zealand</p>

16.00h Coffee Break

16.25h Summarizing the Break-outs by the Chairs

Forum Discussion: Conditions for Effective International Incubators

16.30h Chaired by: Dinah Adkins, United States

Panel Members:

Peter Harman, United Kingdom; **R.M.P. Jawahar**, India; **Gabriel Mergui**, International Director of Genopole, France; **Melinda Richter***, United States; **Prof. Dr. Chachanat Thebtaranonth**, Thailand; **Richard White**, Manager of Incubation New Zealand Trade & Enterprise, New Zealand

17.30h Closing of the Day, **Dinah Adkins**, United States

17.35h Reception

19.00h Conference Dinner

* = Invited, to be confirmed

PROGRAM DAY TWO – 29 NOVEMBER 2011

08.30h Morning Coffee & Tea

09.00h Opening of the day, **Dinah Adkins**, United States

Major Actors in the International Development of Regional Incubation Ecosystems

09.05h *The Role of National Support Systems for the Internationalization of Incubators*, **Peter Harman**, United Kingdom

09.25h *Proven Instruments for the International Exchange of Knowledge and Researchers between World Class Clusters*, **Gabriel Mergui**, France

09.45h *How to Involve the Private Sector in Innovation Commercialization*, **H.K. Mittal**, Head of National Technology Science and Entrepreneurship Development Board and Secretary of the Technology Development Board, India

10.05h Questions & Answers

10.15h Coffee Break

10.45h Break-out Sessions

The Financial Ecosystem: 'Where Innovation meets Investment'

Proof of Concept Funding	Seed Funding	Growth Funding
<p><i>Proof of Concept Funding; The First Step in a Successful National Innovation Strategy</i>, Yeung-Shik Kim, Chair, Director and Professor at the Business Incubation Center of Kumoh National Institute of Technology and Chairman of the Institute of Korea Entrepreneurship Development, Korea</p> <p><i>Moving from Innovation to Commercialization</i>, Mikael Hult, Sweden</p> <p><i>Funding Mechanisms from Proof of Concept to Product Launch</i>, Steve Corbett, CEO of E-centre, New Zealand</p>	<p><i>Investment in Ideas to Promote Innovation and Industries through Incubation</i>, H.K. Mittal, Chair, India</p> <p><i>Creating a Strong High Technology Commercialisation System</i>, Roslyn Hughes, Director at Locata, Australia</p> <p><i>Sprouting Seeds, How to Improve the Harvest</i>, Dr. Steve Hampson, New Zealand</p>	<p><i>Introduction to the Theme</i>, Gabriel Mergui, Chair, France</p> <p><i>Transforming a Science Based Incubator into a High Growth Innovation and Commercialization Corporation</i>, Richard Bendis, President and CEO of Innovation America, United States</p> <p><i>Bridging the Divide between Science and Angel Investors</i>, Phil McCaw, Chair of the NZ Angel Association, New Zealand</p>

12.15h Lunch

13.15h Summarizing the Break-outs by the Chairs

13.20h SBI Awards Ceremony: The Best Science Based Incubator of 2011 Presented by **Jack Malan**, Founder of CSES Centre for Strategy and Evaluation Services, United Kingdom Last Years Winner: Presentation by **Dr. Teresa Mendes** (PhD), President of the Board of Directors, IPN Incubadora, Portugal

14.00h Break-out Sessions with Take Away Coffee

Critical Conditions for High-Tech Clusters to Facilitate Internationalization

ICT	Agro & Bio-Tech	Clean-Tech
<p><i>Enabling Networks into an Internationalization Cluster</i>, Andrew Hamilton, Chair, New Zealand</p> <p><i>Innovation Service System, the Key Element for a Successful Science Park</i>, Herbert Chen, Deputy Director Tsinghua University Science Park, China</p> <p><i>Next Generation Business Development</i>, Keith Segerson, United States</p>	<p><i>Clusters: More than Engines of the Regional and National Economy</i>, Klaus Plate, Chair, Germany</p> <p><i>Life in Cattle Class, Internationalization does not happen in New Zealand</i>, Derek Fairweather, CEO of Waikato Innovation Park, CEO of Dairy Solutionz (NZ) Ltd and Beef Solutionz (NZ) Ltd, New Zealand</p> <p><i>Supporting Innovation with a Vibrant Venture Capital Industry</i> Benjamin Yuan, Taiwan</p>	<p><i>Creating Knowledge, Networks and Credibility</i>, Melinda Richter*, Chair, United States</p> <p><i>Making Global Connections</i>, Rob McEwen, CEO of the Clean Energy Centre, New Zealand</p> <p><i>Korean Ecosystem Strategy for Start-Up Companies</i>, Yeung-Shik Kim, Korea</p>

15:30h Debate by the Chairs and other speakers on Recommendations for Internationalization:

- *New Zealand's Perspective*
- *Asia's Perspective*
- *The West's Perspective*

16.00h Closing of the Conference, **Dinah Adkins**, United States

17:00h - 18.30h Deloitte Reception: Incubators New Zealand 10th Birthday Celebration at the Deloitte Centre Auckland

* = Invited, to be confirmed

AUCKLAND

Auckland is New Zealand's largest city, with 1.3 million inhabitants. It is known as the "City of Sails" because of its waterside location and the locals' natural affinity with the sea. The Maori, New Zealand's indigenous people, called the land "Tamaki Makau Rau", which literally translates into *a maiden with 100 lovers*. Auckland is surrounded by hills covered by rainforest and dozens of dormant volcanic cones, which give the city its enchanting quality.

New Zealand's world class expertise in innovation is reflected in many industries. New Zealand's ICT industry contributes around \$19.3 billion to the local economy annually and employs 40,000 people. New Zealand is a lead producer of sheep, dairy and beef products. Not surprisingly, tourism accounts for \$21.7 billion of earnings per year and is one of the largest industries. Even though New Zealand produces less than 1% of the world's wine, it offers an impressive array of varieties and styles, acclaimed around the globe.

New Zealanders are friendly, independent, free-spirited and welcoming and the country is small, but diverse— the perfect host for this year's Best Practices in Science Based Incubation Conference & Awards.



THE TECHNOLOGY NETWORK

Global Community for Regional Innovation Policy

Workshop

Impact Measurement

(1st of December, 9:00–13:00)



Centre for
Strategy & Evaluation
Services

For incubators, the ability to demonstrate positive results is critical, especially in difficult economic times when stakeholders have many demands on their resources. This workshop will examine the most effective ways of measuring incubator performance.

Meaningful performance indicators should relate to impacts, such as the contribution to economic competitiveness and growth, rather than purely financial or operational factors. However, measuring incubator performance in this way presents a number of challenges. Learn all about these challenges and the best solutions.

For the complete program please visit www.technopolicy.net/sbi

Trainer: **Jack Malan**, Partner at the Centre for Strategy & Evaluation Services (CSES LLP), author of a major study for the European Commission 'Benchmarking of Business Incubators'

Workshops

Fundamentals of Internationalising Business Strategies for Incubator & Accelerator Managers

(27th of November, 9:00 - 17:00)

For high-tech start-up companies, internationalisation is the best way to make a growth-jump and turn into a 'gazelle' or global innovator. To facilitate this, incubators and accelerators can develop specific internationalisation strategies and services that make this growth-jump faster and more smoothly.

During this one-day training course you will explore the basic elements and drivers of these internationalisation strategies which offer you practical and effective handles and insights for your organization.

Trainers: **Thomas Strodbeck**, Director Events & International Programs, NBIA

Klaus Plate, President Advisory Board WIN & Former President Heidelberg Technology Park & IASP

Resources and Funding

(1st of December, 9:00–13:00)

Incubation needs finance and a plan for financial sustainability. With a global perspective, the workshop considers the resources and financing needed to establish a business incubator and the varied ways this is achieved, including ways for independent self-sustainability.

Funding options vary from country to country, in this workshop the main funding options are considered, for both incubators and government/donor programs, along with their strengths and weaknesses. Examples and case studies will be considered, exercises undertaken and participants will be encouraged to share their learning and engage in discussion.

Trainer: **Julian Webb**, World Bank's infoDev Incubator Initiative

Please visit our website for the complete program: www.worldincubator.net

The World Incubator Network (WIN)

WIN helps incubator and accelerator managers enhance their performance in effectively serving and recruiting international tenants. The network focuses on incubators and accelerators that are science-based (linked to a university, science park or knowledge institute) or technology driven and have facilities to host tenants from foreign countries (soft landing) and vice versa support tenants to develop their businesses abroad (high jumping).

Membership

Join WIN now and become connected to the leading science-based international orientated incubators and accelerators around the globe! Please note that WIN members can attend above standing trainings for free!



ARE YOU *THE BEST SCIENCE BASED INCUBATOR* OF 2011?

JOIN THE COMPETITION!

Since 2002, The Technopolicy Network and the Centre for Strategy and Evaluation Services (CSES) organize the *Best Science Based Incubator Award*. This globally leading incubator award is based on a benchmarking study and jury evaluation.

The theme of this year's award is 'High Jumping, Soft Landing': The Best Internationally Connecting Incubator.

Award categories include Best Science Based Incubator and Best Upcoming Incubator. Winners will be announced during the award ceremony on the second day of the conference.

Nominate your incubator for this year's award, register at: www.technopolicy.net/sbi.



Our Expert Jury

Dinah Adkins (NBIA, United States)
Herbert Chen (Tsinghua Science Park, China)
Peter Harman (UKBI, United Kingdom)
Mikael Hult (Innovationsbron, Sweden)
R.M.P. Jawahar (TREC-STEP & AABI, India)
Jack Malan (CSES, United Kingdom)
Keith Segerson (George Mason University, United States)
Richard White (NZTE, New Zealand)

Previous Winners Include...

Tsinghua Science Park, China (2002)
 Oxford BioBusiness Centre, United Kingdom (2003)
 I3P (Politecnico di Torino), Italy (2004)
 Symbion Science Park, Denmark (2005)
 First Flight Venture Center, North Carolina, USA (2006)
 Wallonia Space Logistic, Belgium (2007)
 Incubator d'Impresa di Città della Scienza Spa, Italy (2008)
 @Wales Digital Media Initiative, UK (2009)
 IPN Incubadora, Portugal (2010)



The Centre for Strategy and Evaluation Services (CSES) was established in 1999 by former senior members of Ernst & Young's Economics Group. Assignments have been carried out by CSES personnel for a range of clients including the European Commission, UK Government Departments, the United Nations, and the World Bank.

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New Zealand
TRADE & ENTERPRISE 



General Information

SkyCity Auckland Convention Centre

World class facilities, an expert staff and unrivalled recreation opportunities come together at SkyCity Auckland Convention Centre, located in Auckland's Business District. SkyCity is well-connected, within close vicinity to Auckland's international airport. It is conveniently located in the heart of New Zealand's premier entertainment destination, with its casino, a multitude of bars and restaurants and the Sky Tower, all on site.

The SkyCity Grand Hotel

We recommend the 5 star SkyCity Grand Hotel, where we have arranged a special discount for participants of The Technopolicy Network's Annual Conference on Science Based Incubation & Awards. To obtain this special rate, go to our website and look at our section on Venue & Hotel.

Travel Advice

Auckland is located on the north side of the North Island of New Zealand. Both domestic and international travel connections to Auckland are excellent. Auckland Airport is a major airline hub in New Zealand with flights to many major airports in Australasia and South East Asia. There are also a number of direct flights to destinations such as Buenos Aires, Beijing, Hong Kong, Shanghai, London, Los Angeles, San Francisco, Osaka, Santiago and Vancouver.

Registration & Fees

Regular conference fees are **€595** for members of The Technopolicy Network and **€795** for non-members. **Join The Technopolicy Network now and attend the conference at the €595 members fee!**

Until the 15th of September we have an early bird discount of **€100**, so register today!

AABI, NBIA, ANPROTEC and TCI members can attend the conference with a special discount of **€100**.

All participants who wish to attend the conference can register on our website: www.technopolicy.net/sbi

The conference fee includes: Participation in the conference program on the 28th and 29th of November, lunches and refreshments during the program, the Welcome Reception, Deloitte's Incubation New Zealand 10 Year Anniversary Celebration, a USB stick with all presentations and a conference reader. The Conference Dinner, the Innovation Tour and the Workshops can be attended for a small additional fee.

If you are unable to attend, a substitute delegate can participate without additional cost. A cancellation fee of €95 will apply to cancellations received prior to the 10th of November. After this date no refunds will be made. Please note that cancellations have to be made in writing.

Workshops

The price for participation in the full day WIN training on Fundamentals for Internationalising Business Strategies is **€495**. However, WIN members have one free ticket and each additional delegate can participate for **€295**. Members of The Technopolicy Network and NBIA may attend for a discount rate of **€395**. The training fee includes: participation to the training, lunch, coffee/tea & refreshments, bus and ferry transfers and a reader. The other two half day workshops can be attended for free by members of WIN and cost **€345** for non-members. Register now on our website, the number of possible participants is limited.

All prices indicated in this brochure are excluding VAT.



THE TECHNOPOLICY NETWORK

Global Community for Regional Innovation Policy

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

The Technopolicy Network brings together leading experts and practitioners on Science Based Regional Development through conferences, expert meetings, online activities and matchmaking. It provides a forum for the exchange of knowledge and Best Practices, encourages international interaction and collaboration and shapes strategies and ideas for the future. The Technopolicy Network has developed Working Groups on international innovation collaborations such as Transatlantic, East-West and European collaboration. Please contact the manager **Juliette Bonarius** for more information: j.bonarius@technopolicy.net

Membership

You can join The Technopolicy Network as an institutional or individual member. Individual members receive a discount on all activities of the network, in addition to newsletters, online services and a yearly membership directory. Institutional membership offers further benefits such as promotion of your region, hosting opportunities for Technopolicy events and 5 individual memberships. For more information, please contact **Ewout Meijer**: e.meijer@technopolicy.net or visit our website: www.technopolicy.net

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