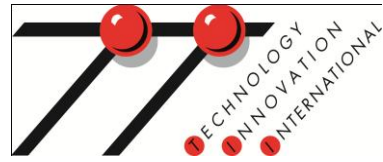


Organized by TII, the Association for the Transfer of Technologies, Innovation and Industrial Information



Hosted by



GLOBALISATION OF TECHNOLOGY TRANSFER

5-10 MAY 2013
BEIJING, CHINA

In collaboration with



2013 TII ANNUAL CONFERENCE, BEIJING, CHINA

PROGRAMME

Sunday 5 May 2013: ARRIVAL

Venue: Beijing International Convention Center

09.00 – 22.00 Registration (non-Chinese delegates)

19.00 – 21.00 Reception buffet (hosts and non-Chinese delegates)

Monday 6 May 2013: PRE-CONFERENCE ACTIVITIES AND TII ASSOCIATION BUSINESS

Venue: Beijing International Convention Center

10.00 – 12.00 Site visit to knowledge providers (Tsinghua University & Labs)

12.00 – 13.30 Lunch (Quan Jude – typical Beijing food)

13.30 – 15.30 Site visit to incubator and TT centre (Coway & Tsinghua Science Park)

15.30 – 17.30 TII Board of Management meeting

17.30 – 18.30 TII Annual General Meeting

19.00 – 20.30 Dinner

In parallel for Chinese delegates

08.00 – 10.00 Registration

10.00 – 12.00 Tech Transfer Training Programme (Part 1): Introduction to the TII Association and an overview of technology transfer instruments and methods, led by Gordon Ollivere, RTC North (UK)

12.00 – 13.30 Buffet lunch

13.30 – 15.30 Tech Transfer Training Programme (Part 2): Introduction to the Enterprise Europe Network and an overview of its history, objectives, activities, partners, led by Jasper Hemmes, Syntens (NL)

19.00 – 20.30 Dinner

Tuesday 7 May 2013: OPENING DAY OF THE CONFERENCE (PLENARY) "STRATEGY & SYSTEMS"

VENUE: : Beijing International Convention Center

09.00 – 09.30 **Welcome addresses**

Overview and context, Joachim Hafkesbrink, TII President

Objectives for collaboration, Lutgart Spaepen/Jasper Hemmes (tbc)

Welcome, Yuecheng Yang, Vice-Director of Torch Centre, MOST (tbc)

09.30 – 12.30 **Morning plenary session**

09.30 – 10.10 **Keynote address**

Globalization and R&D, Dr. Max von Zedtwitz, Director of the GLORAD Research Center for Global R&D Management and Reverse Innovation, Shanghai And Switzerland



10.10 – 10.50	The Coway approach to international technology transfer, Dr. Hongxin Tan, President, Coway International TechTrans Co. Ltd., Beijing
10.50 – 11.10	Refreshments
11.10 – 11.50	Our changing world: from having to being, Maggie Gorse, CEO, Gorse Analysts, France
11.50 – 12.30	Innovating China, Prof. Taco van Someren, strategic innovation expert and Founder of Ynnovate, Netherlands (Followed by a book signing session featuring Prof. van Someren's new book of the same title)
12.30 – 14.00	Buffet lunch
14.00 – 14.40	IPR issues in a Europe-China context, Patrice Vidon, Founder, Vidon & Partners (Europe-Asia), France
14.40 – 15.20	Culture and business in China: what Europeans need to know, Dr. Jeanne Boden, Director, China Conduct, Belgium (tbc)
15.20 – 16.00	Culture and business in Europe: what Chinese need to know, speaker tbc
16.00 – 16.20	Refreshments
16.20 – 17.00	Global network for technology transfer, Andy Zynga, NineSigma, Japan
17.00 – 17.40	Chinese regions: resources and networks, Dr. Zhengping Liu, Expert of CIRN, Beijing
17.40 – 18.20	Enterprise Europe Network: collaboration between Europe and China, speakers tbc
18.30 – 20.30	Dinner, accompanied by Chinese classical music

Wednesday 8 May 2013: DAY 2 OF THE CONFERENCE (PARALLEL) "PROJECTS & PRACTICE"

VENUE: : Beijing International Convention Center

09.00 – 12.20

Morning Sessions

Conference participants are offered a choice of three parallel sessions, which feature inputs from technology transfer and innovation support practitioners.

(Refreshments from 10.40 – 11.00)

Session 1:

Science2Business

- Success factors of science commercialisation, Christoph Köller, Görgen & Köller GmbH, Germany
- Start@Portugal, creating a culture of entrepreneurship in universities, Carlos Cerqueira, Instituto Pedro Nunes, Portugal
- Innovation through research: Sino-European cooperation in the aeronautical field, Sonia Sagrista, International Center for Numerical Methods in Engineering in China (CIMNE), Spain and Beijing
- Design education to prepare students better for working in industry, Josef Dvořák, University of West Bohemia, Czech Republic

Session 2:

Internationalization

- Creative Technological Cluster for competitive internationalization of business, [Francesco Cappello, EEN Sicily, Italy](#)
- Overview of the Chinese market and business opportunities in China, [Richard Deng, SPI, Portugal and Shanghai](#)
- Internationalizing publicly funded US technology transfer, [Jason Ornstein, J.M.Ornstein & framergy®, UK & US](#)
- Fostering technology transfer in emerging economies: the Latin America experience, [Yiannis Geragotellis, KiNNO, Greece](#)
- Routes to international markets – “Life beyond Exports”, [Gordon Ollivere, RTC North, UK](#)

Session 3:**Open Innovation**

- Design thinking to bridge technology to applications, [Koen Verhaert, Verhaert Masters in Innovation, Belgium](#)
- INNOWATER: Realizing the commercial potential of innovations in the water technology sector, [Arjan de Bruin, Van der Meer & van Tilburg, Netherlands](#)
- Good practice in Open Innovation and Knowledge Management support strategies for SMEs: services by intermediaries for SMEs, [Bruno Woeran, Lappeenranta University of Technology, Finland](#)
- A new approach to quality profitability, [Dr. Renata Nováková, University of Ss Cyril and Methodius in Trnava, Slovakia](#)

12.20 – 14.00

Buffet lunch

14.00 – 17.30

Afternoon Sessions

Conference participants are offered a choice of three parallel workshops which look at different aspects of fostering cross-border exchanges and technology transfer.

Refreshments from 15.40 – 16.00

Workshop 1:**Missions for Growth****Led by Enterprise Europe Network/STTE/NTEM**

In an effort to help EU businesses access emerging markets in Africa, Latin America and Asia, the European Commission is organizing missions to a number of countries with fast-growing economies. Accompanied by up to 50 representatives of European companies and industry associations, the visits are designed to help companies and SMEs internationalize their activities and to reinforce cooperation in areas such as industrial innovation, key enabling technologies, tourism, space and access to raw materials. This workshop will serve as a springboard to help prepare the participation by the Enterprise Europe Network in the upcoming Mission for Growth to China this coming July.

Workshop 2:**Collaboration between TII and Chinese networks****Led by TII/Coway**

This workshop will look at longer term collaboration between TII and other Chinese networks under the aspects of

- Professional standards and training
- Joint membership of key networks
- Performance metrics and deal making

Workshop 3:**INNOWATER/China-Europe Water Platform**

Led by the INNOWATER consortium

INNOWATER is an innovation partnership funded under the Europe INNOVA programme that provides effective innovation support tools and delivery mechanisms in sustainable water and wastewater. This workshop, held in collaboration with the China-Europe Water Platform, will look at the following issues:

- Potential of the agri-food industry to improve water use efficiency and water quality challenges
- Perspectives and challenges in Europe and China
- Which steps could make China more competitive in terms of water technology and innovation in the agri-food sector?
- Which role could innovation and innovation partnerships between Europe and China play?
- INNOWATER and water stewardship tools to support innovation and partnerships

**Café meeting**

"One to one speed dating meetings" with INNOWATER partners to: try the INNOWATER tools, identify key challenges, identify innovation potentials and identify potential for partnering with European SME's.

18.00 – 18.30	Closing addresses by local dignitaries
18.30 – 20.00	Dinner

Thursday 9 May 2013: DAY 3 OF THE CONFERENCE (INDIVIDUAL) LOCAL BUSINESS INTRODUCTIONS AND DISCUSSIONS

Recommended Visits

- West Zone of Zhong Guancun, a cluster of many hi-tech companies, especially in the field of ICT
- Haidan Science Park offering the densest concentration of innovative activity in China
- HTIBI (Hi-tech International Business Incubator Co., Ltd.), providing foreign clients with access to the Chinese market
- Other organizations identified during the conference

Friday 10 May 2013: POST-CONFERENCE SIGHTSEEING TOURS

Option 1: Forbidden City; Grand Canal Trip; Summer Palace
Option 2: Great Wall; Tomb of the Ming Dynasty
Option 3: Mansion of Prince Gong; Beijing Hutong; Shicha Lake

