



ESOF FOR BUSINESS PROGRAMME

From Lab to Market

New ways to bridge the gap between
industry and academia

Monday 21 July 2008, 8:30 - 18:00
Room 14



The marketplace for science and technology is vast, fast-growing and complex. It cuts across all borders, between countries, industries and scientific disciplines. It involves many skills: corporate R&D managers, academic researchers, technology transfer officers, IP specialists, venture capitalists and policy-makers. And for success, what counts is what you know, and whom you know.

The "From Lab to Market" programme is a series of engaging panel discussions, targeted at executives managing science & technology innovation within large corporations and medium businesses throughout Europe. This is your chance to discuss what it takes to grow your business by identifying, developing and securing innovative technologies. Join thousands of the best scientists and entrepreneurs and discuss your innovation agenda.

Sessions:

- 1 - Is tech-transfer evil?
- 2 - Knowledge Transfer – What works?
- 3 - Open innovation – The new model for collaboration
- 4 - Innovation Clusters – How to build Silicon Valley in Europe



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Is tech-transfer evil?

21 July 2008, 8:30 - 10:00

Confirmed panelists:

- **Pat Frain**, Incoming chair of ProTon Europe and Director of NovaUCD at University College Dublin
- **Seema Kumar**, Vice President of Global Pharmaceutical R&D Communications at Johnson & Johnson
- **Javier Pujol Artigas**, CEO, Ficosa International
- **Alfons Sauquet**, Dean, ESADE Business School
- **Richard Seabrook**, Wellcome Trust

Moderated by: **Richard Hudson**, CEO & Editor, Science|Business

No, the title of our opening session is not a joke: It is an invitation to debate the cultural barriers in Europe to successful collaboration between industry and academia. As most corporate R&D managers can relate, there remains a deep resistance in much of European academia to doing research with industry – either because it's perceived as distracting from publications, isn't Nobel-worthy, limits academic freedom or is simply too commercial. At the same time, many companies don't even try collaborating with academics because they think them impractical, unmanageable and unreliable. How can we stop this fruitless dialogue of the deaf in Europe – particularly in the face of rising competition from China, India, and the US?

Knowledge transfer - What works?

21 July 2008, 10:30 - 12:00

Confirmed panelists:

- **Prof. Bruno Cassiman**, Professor of General Management, IESE Business School
- **Dr John Hassard**, Founder DeltaDOT, Physicist reader Imperial College London
- **Joachim von Heimbürg**, Head of P&G Connect & Develop Programm, Procter & Gamble
- **Dr Jonathan Zuck**, President, Association for Competitive Technology
- **Carlos Trenchs Sainz de la Maza**, Caixa Capital Risc SCR

Moderated by: **Peter Wrobel**, Editorial Director, Science|Business

Universities across Europe would like to sell more of their researchers' ideas to industry – but how? There has been an extraordinary profusion of new experiments in technology-transfer models in Europe over the past decade: the growth of broker-dealers like IP Group, the creation of university-led investment funds as at Karolinska and Cambridge – even the stock-market flotation of TTO at Imperial College London. What's the evidence so far on what works?

Open innovation - The new model for collaboration

21 July 2008, 14:30 - 16:00

Confirmed panelists:

- **Dr. A. F. (Ferrie) Aalders**, Senior Director Business Excellence Philips Research, Philips
- **Dr Antoni Esteve**, President, Esteve Group
- **Dr Keith Everaard**, Strategic University Research Programme Manager, BT Group
- **Christoph Schroeder**, Partner, TVM Capital
- **Carlos Domingo**, Director R&D Centre

Moderated by: **Nuala Moran**, Senior Editor, Science|Business

The hottest trend in multinational R&D is open innovation – and it is very good news for academic researchers. In essence, it's large-scale collaboration between multinationals and outsiders – university researchers, suppliers, customers. It was popularized just five years ago by a Berkeley professor, and its strategies and tactics now figure in the R&D plans of scores of multinationals. And it is responsible for a rapid expansion in contracts from industry towards academia. How does it work, and who's doing it best?

Innovation clusters - How to build Silicon Valley in Europe

21 July 2008, 16:30 - 18:00

Confirmed panelists:

- **Alain André**, General Manager, CICOM
- **Josep Miquel Pique**, CEO, 22@Barcelona
- **Dr. Adam Heathfield**, Director of Science Policy in Europe, Pfizer
- **Deborah Wharton**, CEO, ngage Solutions and Oxford to Cambridge Arc

Moderated by: **Richard Hudson**, CEO & Editor, Science|Business

In a world of open R&D competition, it's critically important to have strong clusters of R&D and innovation excellence – magnets to attract multinationals, start-ups and top scientific talent. Most often, these are built around a hot-spot of world-class universities – Cambridge, Stockholm, Zurich, London come to mind. And a productive relationship in these clusters among the universities, local industry, multinationals and investors is the object of many regional-development agencies across the world. How to make that happen, based on latest policy and economic research?

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Who will be there

Science is big business. In Europe alone, there are some 425,000 people whose business it is to buy, sell or facilitate the sale of scientific ideas. The ESOF for Business programme will see a senior mix of the following:

- senior management in technology and pharmaceutical companies;
- R&D managers in the private and public sector;
- senior researchers with a patent to licence or a spin-off to form
- lawyers
- banker
- consultants
- policy makers.

Get all the networking, intelligence and knowledge you need to succeed.

Don't miss out!

Registration fee includes:

ACCESS TO:

- Scientific sessions
- The research and innovation exhibition
- The outreach activities
- From lab to market sessions
- The career programme

PROGRAMME BOOK
SOCIAL ACTIVITIES & EVENTS
COFFEE BREAKS
SATURDAY DINNER PARTY
MEMBERSHIP TO EUROSCIENCE
DURING 2008

Register at

<http://www.esof2008.org>

Registration fees

	Until March 20	Until May 31	Until July 18
Normal fee	EUR300	EUR320	EUR350
Below 35 years	EUR60	EUR75	EUR90

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About ESOF

ESOF2008: a unique opportunity to influence the future of science in Europe



The mission of the Euroscience Open Forum (ESOF) is to provide both the European and the international science communities with an open platform for debate and communication. It presents and profiles Europe's leading research trends in the sciences, humanities and social sciences. It is an opportunity to discuss and influence the future of research and innovation in Europe.

- * Discover new trends and directions in research, business, science policy and funding
- * Network with leaders of the international science community
- * Communicate your research and ideas to an international audience
- * Participate in the debate, discussion and excitement of European science and technology
- * Meet and talk to scientific journalists from Europe and around the world
- * Develop your career, your future projects and your contacts

About Science|Business

SCIENCE BUSINESS

Science|Business is the first independent news service that brings together buyers and sellers of emerging technologies - through its online news coverage, its subscriber-posting service, and its exclusive networking events.

It does so with a top-quality news team, and a unique network of Europe's leading scientific institutions. They include the University of Cambridge, ETH-Zurich, Karolinska Institutet, and Imperial College London. Our editorial team is drawn from the world's top science and business publications. It is led by Richard L. Hudson and Peter Wrobel, former managing editors at the Wall Street Journal Europe and the leading science journal Nature. A global network of leading business and science journalists joins them to provide the smartest, and most international, perspectives on the commercialisation of science. They are advised by some of Europe's leading academic and business figures. And they are determined to break the mould in science journalism - to bring business intelligence and multi-disciplinary insight to the very earliest stages of R&D.