

Brussels, 5 November 2007

## **SAS JOINS THE SCIENCE|BUSINESS POLICY BRIDGE AS A NEW FOUNDING MEMBER**

The Science|Business Policy Bridge, a media network specifically formed to bring fresh ideas into the European policy debate, today announced that SAS has joined as a Founding Member.

SAS is the leader in business intelligence and predictive analytics software. With 31 years' experience and 43,000 customer sites worldwide, SAS helps manage performance by transforming data into predictive insights. SAS joins others science, technology, R&D and innovation thought leaders who meet regularly to provide guidance to the Policy Bridge executive management and calendar of events. The first Founding Members meeting is scheduled on 28 November and will coincide with the New Perspectives on Education and Skills for the 21st Century - an open discussion of new ideas on priorities for EU research spending.

The Policy Bridge Corporate Founding Members also include:

- EuropaBio, (the European Association for Bioindustries): 85 corporate and 7 associate members operating worldwide, 5 Bioregions and 25 national biotechnology associations representing some 1800 small and medium sized enterprises.
- Microsoft: Microsoft Research is dedicated to conducting both basic and applied research in computer science and software engineering. Its goals are to enhance the user experience on computing devices, reduce the cost of writing and maintaining software, and invent novel computing technologies. Microsoft Research also collaborates openly with colleges and universities worldwide to broadly advance the field of computer science.
- Procter & Gamble: P&G success is based on a deep understanding of consumers, their habits and product needs; the ability to attract and support the best innovators in the world; the ability to acquire, develop and apply technology across P&G's broad array of product categories; and the capability to collaborate with external innovation partners.

The Policy Bridge Founding Members board is complemented by leaders from the following academic institutions:

- Chalmers University of Technology, Göteborg, Sweden. A pioneer in spin-out incubation.
- ETH-Zürich. Einstein's alma mater, 21 Nobel prizes.
- Imperial College London. A leader in international science & engineering, 14 Nobel prizes.
- Karolinska Institutet, Stockholm. A leading biomedical university, names the Nobel in physiology or medicine.
- ParisTech. The association of France's 11 Grandes Écoles in science and technology.
- Politecnico di Milano. A leader in science and engineering.
- TU Delft. A leader in technology innovation.
- University of Cambridge, 80 Nobel prizes.
- University College London, 18 Nobel prizes.
- London Technology Network. Association of technology leaders.
- London Biotechnology Network. An association of biotechnology entrepreneurs and leaders.
- EBAN - European Business Angel Network.
- ProTon Europe. The pan-European knowledge transfer network.

## The Science|Business Policy Bridge

The purpose of this new venture is to force new ideas and bring fresh thinking into the EU policy debate from every corner of Europe. Moreover, it marks an urgent need to improve the way policy gets made in Brussels by connecting leaders in the worlds of industry, academia and policy - the big three - in hopes to fix the urgent problems that are holding Europe back in the global economy.

The first policy bridge event will be held on 28 November: a roundtable on "New Perspectives on Education and Skills for the 21st Century." The guest speakers include Odile Quintin, Director General for Education and Culture, European Commission. Subsequent meetings will focus on the other aspects of innovation policy: EU R&D spending priorities, intellectual property protection, and fiscal reform. The Science|Business Summit, in May, will be a broad conference on new models and policies to make university-industry collaboration a reality in Europe.

How can you participate? Become a founding member and help us steer the Policy Bridge programmes. Or get involved as an individual member and enjoy full access to the events and content. More information at [www.sciencebusiness.net/bridges/policy](http://www.sciencebusiness.net/bridges/policy)

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