

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



In collaboration with the Science and Information
Center in Nizhny Novgorod



INNOVATION, PROSPERITY, QUALITY OF LIFE

26-28 May, 2011

NIZHNY NOVGOROD, RUSSIA



supported by the Regional Government of Nizhny Novgorod

2011 TII ANNUAL CONFERENCE

PROGRAMME

Thursday 26 May 2011

Venue: Yarmaka (Nizhny Novgorod exhibition hall)

09.00 – 17.00	Pre-conference visits to selected companies and research centres <ul style="list-style-type: none">• LLC Korund• Nizhny Novgorod Science Center• N.N. University of Architecture & Civil Engineering• Nizhny Novgorod State Technical University• I.I. Afrikantov OKB Mechanical Engineering• Lobachevsky State National Research University• Nizhegorodskiy Innovation Business Incubator• MERA• Promteh-NN• Institute of High-Purity Substances, Russian Academy of Sciences
12.00 – 18.00	Registration desk open
16.00 – 17.30	TII Board of Management Meeting, President Hall
18.00 – 19.00	TII Annual General Meeting (Russian delegates invited as observers), Armorial Hall
19.00 – 20.00	Welcome reception, Armorial Hall
20.30 – 24.00	Free evening downtown - transportation provided

Friday 27 May 2011

Venue: Yarmaka

08.30	Reception desk opens
09.10 – 13.00	Morning plenary session , chaired by Dr. Joachim Hafkesbrink , TII President <i>This opening session features welcome speeches from local dignitaries as well as presentations from an international panel of speakers who will share their insights into recent trends to harness science, technology and innovation for the sustainable development of the economy and society.</i>
09.15 – 09.45	Welcome addresses from the host region
09.45 – 10.10	Science and technology as drivers for development, Prof. Roman G. Strongin , President of Lobachevsky University, Nizhny Novgorod
10.10 – 10.35	EU-Russia cooperation in science, technology and innovation, Dr. Manuel Hallen , Minister Counsellor, Science & Technology, Delegation of the European Union to Russia, Moscow
10.35 – 11.00	Science-business cooperation in Nizhny Novgorod: the case of Intel, Evgeny V. Zakablukovsky , Russia Community and Regional Government Relations Manager, Intel Corporation, Nizhny Novgorod
11.00 – 11.30	Refreshments and networking
11.30 – 11.55	Creating new business models for sustainable growth: concepts and practice, Prof. Taco C.R. van Someren , Managing Partner, Ynnovate (NL)

11.55 – 12.20	Start-up incubation: practical experience and results, Dr. Natalya Yanul , CEO, International Foundation of Technology and Investment, Moscow
12.20 – 12.45	Commercialization of entrepreneurial innovations in Russia, Kendrick White , General Director, MARCHMONT Capital Partners, LLC
12.45 – 13.00	Discussion between the audience and the morning's panel of speakers, chaired by Dr. Joachim Hafkesbrink , TII President

13.00 – 14.30 Lunch (buffet)

14.30 – 17.30 **Afternoon parallel sessions**

Participants have the possibility to attend a choice of three parallel sessions which will showcase examples of programmes, schemes, tools and services whose main aims are to increase the level of S&T collaboration, knowledge transfer and innovation.

Coffee break from 15.45 – 16.15

Session 1:

EU-Russian collaboration

Chair: [Tamas Gyulai](#), DEAK Cooperation Research, Hungary

A number of collaborative initiatives have been put in place to foster relations between S&T organisations from Russia and the European Union. A number of such initiatives will be presented during this session, which will conclude with a roundtable discussion among the protagonists to address the current challenges and share experience on enhancing the process.

- Cultural lessons from Dutch-Russian business cooperation through the Enterprise Europe Network, [Jasper Hemmes](#), Syntens, The Netherlands
 - ERA.Net RUS – Helping to create a common space for EU-Russian research, [Dr. Manfred Spiesberger](#), Center for Social Innovation, Austria
 - Gate2RuBIN, a bridge between Russian and EU firms for business development, transnational tech transfer and research cooperation, [Galina Makhneva](#), NEI Business Practice Center “Leader”
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Session 2:

Novel tools and services for boosting innovation

Chair: [Gaston Trauffler](#), Luxinnovation, Luxembourg

Innovation service providers are constantly developing new and better tools and services to assist them in their mission to promote more and better innovation, be it relating to knowledge transfer, services or social innovation.

- Entrepreneurs and libraries: new roles and relationships to promote innovation, [Nigel Spencer](#), The British Library, UK
 - Valuating academic patents with a real options model, [Dina Pereira](#), University of Beira Interior, Portugal
 - Schemes to increase the demand for innovation in business, [Kastytis Gecas](#), Lithuanian Innovation Centre, Lithuania
 - Developing corporate sports facilities to boost employee health, [Vladimir Polezajev](#), Tallinn University, Estonia
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19.00 – 21.00 Reception/dinner offered by the Nizhny Novgorod government



Saturday 28 May 2011

Venue: Yarmaka

09.30 – 12.30

Morning parallel sessions

On the morning of the second day participants are offered a choice of two parallel sessions which deal with state-of-the-art trends in innovation support and technology/knowledge transfer and new business development.

Coffee break from 10.45 to 11.15

Session 3:

Research-industry collaboration and academic entrepreneurship

Chair: Markus Schroll, [innowise, Germany](#)

This session will look at exemplary forms of research-industry collaboration as well as state-of-the-art thinking on academic entrepreneurship as models for new business development and innovation.

- Companionship and collaboration between growth companies and universities – the Tampere region experience, [Esa Ala-Uotila, Tampere University of Applied Sciences, Finland](#)
- Academic entrepreneurship: changing mind-sets, creating jobs, developing regions, [Marta Catarino, TecMinho, University of Minho, Portugal](#)
- How technical universities can best provide innovation services to industry, [Lars Hein, IPU, Denmark](#)
- Technology transfer as a recruitment instrument and facilitator of entrepreneurship, [Dr Christian Theel, Leibniz-Institute for Plasma Science and Technology, Germany](#)

Session 4:

Networking and clustering for innovation

Chair: [Theologos Prokopiou, I4G – Incubation for Growth, Greece](#)

This session showcases innovative examples of business networking and clustering on an international scale for new project and business development.

- Building networks to design nanotechnology for the market: the example of nano4m, [Dr Heinz Brückelmann, Technologiezentrum Dortmund/MST Factory, Germany](#)

- Industrial clusters as innovation drivers – conclusions of the IRE working group, [Tamas Gyulai, DEAK Research Collaboration, Hungary](#)
- Value chain solution for collaborative intelligence, development and cross-fertilisation of clusters, [Elena Murzakaeva, Synbea, France](#)
- Converting TII LinkedIn subgroups into platforms for building international research project proposals, [Salvador Pastor, Facilmente, Spain](#)

12.30 – 14.00 Lunch

14.00 – 15.30 **Afternoon plenary session, chaired by Dr. Ilya Korshunov, Director, Science and Information Center Nizhny Novgorod**

14.00 – 14.50 “The Innovators Dilemma”: Changing perceptions and expectations of the modern customer, [Gordon Ollivere, CEO, RTC North, UK](#)

This final session will examine the risks and rewards facing product developers and how innovation can be used to satisfy ever-changing customer expectations. In particular, the speaker will explain the Kano Model which recognizes three levels of product and service innovation – ‘basic’ which is expected, ‘performance’ which is desired and ‘exciting’ which delights the customer because it is absolutely unexpected. The session will include interactive exercises to test delegate perceptions and experiences at the conference.

14.50 – 15.10 Q&A session/feedback

15.10 – 15.30 Closing remarks, [Dr. Joachim Hafkesbrink, President of TII](#)

17.00 – 19.00 Volgatrip city tour and visit to the Kremlin

19.00 – 20.00 Walking tour in and around the Kremlin

20.00 Group dinner downtown

Sunday 29 May 2011

Departure of participants

Tourist programme (optional, paying), including a visit to the art museum, the museum of the peoples of the Volga region, as well as a trip to Gorodets.



PRACTICAL DETAILS

BACKGROUND AND OBJECTIVES

Innovation, Prosperity, Quality of Life in many ways reflects the expectations that we currently place on scientific and technological progress. Innovation seems to be on everyone's lips, but how can it be harnessed to offer greater prosperity and quality of life for all classes of the population and in advanced and emerging economies? The TII conference is an excellent opportunity to get connected with people coming from different professional backgrounds from both the private and public sector who share the same passion for innovation and technology transfer. In this way the conference is guaranteed to provide excellent networking opportunities set against a backdrop of a dynamic local Russian culture.

PARTICIPANTS

The conference theme addresses the interests of those working in innovation support and technology transfer organisations – SME support organisations, regional development agencies, technology and innovation centres, science parks, university transfer offices, innovation consultancies, national innovation agencies – with an existing or potential interest in collaboration with Russian S&T organizations. The conference will also be of interest to EU S&T organizations interested in discovering the expertise and talents of local research organisations and their research communities.

DATE/VENUE

The conference will start on Thursday 26 May 2011 with a programme of visits to leading S&T organisations in the region. It will be followed by two days of conference presentations which will take place at the "Nizhegorodskaya Yarmaka" - Nizhny Novgorod Trade Fair, 13 Sovnarkomovskaya St.- 603086, Nizhny Novgorod. The conference will conclude with a tour of the Volga on the afternoon of Saturday 28 May.

ACCOMMODATION

Participants attending the TII annual conference may take advantage of a 30% discount on accommodation reserved at the Congress Hotel Central, which is situated 5 minutes on foot from the venue. Prices range from € 82 for an economy single room to € 100 for a suite. You will find other accommodation suggestions, starting at €73 per night for bed and breakfast, as well as instructions on how to reserve your hotel room on the conference website at <http://www.tii-conference2011.org/>

COST

Participants may register for one or two days of the conference. The full conference fee for TII members is €300 and €200 for one day. Non-members pay €500 and €300 respectively. The fee comprises a trial membership of TII in 2011. A special rate of €200 is available for conference presenters, and for the second delegate upwards registering from the same organisation. The conference fee covers entry to the conference, all documentation, lunch and refreshments on each day, as well as the conference dinner. Russian participants are charged RUR 12 000 (RUR 18 500 for 2-days participation with poster session).

REGISTRATION

Registration for the conference should be done exclusively via the on-line booking facility via the conference website at <http://www.tii-conference2011.org/>. On receipt of your registration, the TII secretariat will send you a message by e-mail confirming your attendance and will invoice you the fee.

LANGUAGES

The working language of the conference is English.

ORGANISERS

The conference is organised by TII – Technology Innovation International, Europe's premier association of technology transfer and innovation support professionals (www.tii.org), and is hosted by our first Russian member, the Science and Information Center in Nizhny Novgorod (<http://www.nnic.nnov.ru>).

FURTHER INFORMATION

Please contact the TII secretariat at Tel. +352 46 30 351 or e-mail: tii@tii.org or consult the conference website at <http://www.tii-conference2011.org/>