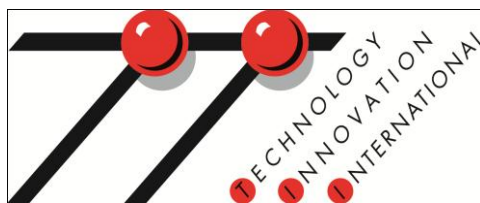


Organized by TII, the Association for the Transfer of Technologies, Innovation and Industrial Information



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) (Room No. 203)

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

Venue: Beijing International Convention Center

09.30	Gathering in the lobby of 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 – 15.00	Site visit to incubator and TT centre (Coway & Tsinghua Science Park)
15.00 - 15.30	Drive back to Beijing International Convention Center
15.30 – 17.30	TII Board of Management meeting (Room No. 302)
17.30 – 18.30	TII Annual General Meeting (Room No. 307)
19.00 – 20.30	Dinner (Room No. 203)

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) (Room No. 305)
12.00 – 13.30	Buffet lunch (Room No. 203)
13.30 – 15.30	Tech Transfer Training Programme (Part 2): Introduction to the Enterprise Europe Network: a showcase of 90 minutes plus questions presented by 5 E.E.N. representatives, Jasper Hemmes, Syntens (NL), Simon Poulsen, Agro Business Park, (DK), Lutgart Spaepen, Agentschap Ondernemen/ Enterprise Europe Network Vlaanderen (B), Agnieszka Turynska, Wroclaw Centre for TT, Wroclaw University of Technology (PL) and Mantas Vilys, Lithuanian Innovation Centre (LT) (Room No. 305)
19.00 – 20.30	Dinner (Room No. 203)

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

VENUE: : Beijing International Convention Center ROOM: No.305

09.00 – 09.30	Welcome addresses Welcome, Xiaoping Xiu, Vice-Director of Torch Centre, MOST Overview and context, Joachim Hafkesbrink, TII President Objectives for collaboration, Lutgart Spaepen/Cathy Zheng, E.E.N.
09.30 – 12.30	Morning plenary session
09.30 – 10.00	Keynote address

	Innovation and Technology Transfer in China Ms. Bin ZHANG, Director of Technology Market Department, Torch, MOST	
10.00 – 10.30	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	
10.30 – 10.50	Refreshments	
10.50 – 11.15	Development and Innovation for win-win Mr. Ning CHEN, Director of International Cooperation Department, Beijing Municipal Science & Technology Commission	
11.15 – 11.40	Our changing world: from having to being, Maggie Gorse, CEO, Gorse Analysts, France	
11.40 – 12.05	Practice of International Technology Transfer Dr. Hongxin TAN, President of Coway	
12.05 – 12.30	Innovating China, Prof. Taco van Someren, strategic innovation expert and Founder of Ynnovate, Netherlands	
12.30 – 14.00	Buffet lunch (Room No. 203)	
14.00 – 14.35	IPR issues in a Europe-China context, Patrice Vidon, Founder, Vidon & Partners (Europe-Asia), France	
14.35 – 15.10	Culture and business in China: what Europeans need to know, Mr. Weidong FU, CEO, Forward Consulting International, Beijing	
15.10 – 15.45	Culture and business in Europe: what Chinese need to know, Julia Roelofsen, Innopraxis International Ltd., Finland	
15.45 – 16.05	Refreshments	
16.05 – 16.40	Ibridge2.0 and Global Innovation Ms. Xiuying ZHANG, Vice Director of Administrative Committee of Zhongguancun Science Park	
16.40 – 17.15	Global network for technology transfer, Andy Zynga, CEO, NineSigma, USA	
17.15 – 17.50	Technology Transfer in Asia, Akash Bhavsar, Managing Director, Skyquest Technology Group, India	
17.50 – 18.25	Enterprise Europe Network: collaboration between Europe and China and Webstech success story, Simon Poulsen, Agro Business Park (DK)	
18.30 – 20.30	Dinner, accompanied by Chinese classical music (Room : Convention Hall No.2)	

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

VENUE: : Beijing International Convention Center ROOM: No.305\307\308

09.00 – 12.20	<u>Morning Sessions</u> <i>Conference participants are offered a choice of three parallel sessions, which feature inputs from technology transfer and innovation support practitioners.</i> (Refreshments from 10.40 – 11.00)
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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](#)
- Innovation Ventures in Early Stage Technology Transfer, [Dr. Kun HU, Director of Investment Division, Coway](#)

Session 2:**Internationalization**

- Overview of the Chinese market and business opportunities in China, [Richard Deng, SPI, Portugal and Shanghai](#)
- 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](#)
- China IPR SME Helpdesk: How can we help?, [Beata Suwala, China IPR SME Helpdesk, Beijing](#)
- Sino-Slovak economic collaboration, [Miro Tvarožek, Regional Development Agency EC/PHARE, Slovakia](#)

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 (Room No. 203)

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**

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. 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.

- Introduction to Mission for Growth, [Lutgart Spaepen](#)
- Chinese policy and set up of technology clusters, [speaker tbc](#)
- Green developments and initiatives in China, [speaker tbc](#)
- Success factors in preparing match making, [Agnieszka Turynska](#)
- Discussion on opportunities for sector company missions and brokerage events in July 2013

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 (Room No. 203)

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

09.30 Gathering in the lobby of Beijing International Convention Center

10.00 – 12.00 Visit HTIBI (Hi-tech International Business Incubator Co., Ltd.)

12.00 – 13.30 Lunch

13.30 – 16.00 Drive to Haidian Science Park, Visit Haidian Science Park

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

