

Managing the Links
Global Trends and Regional Policies in R&D Location
Hamburg 5-6 June 2007

Programme

Day 1 - Industrial perspectives and the changing role of universities

Opening and introduction

- 09:30-09:45** *Opening and welcome*
State Secretary Reinhard Stuth, Free and Hanseatic City of Hamburg
Commissioner for Federal, European and Foreign Affairs
- 09:45-10:15** *The LOCOMOTIVE Project*
Monica Schofield, LOCOMOTIVE Project Coordinator

Research and innovation in Europe: threats and opportunities Chair: Monica Schofield

- 10:15-11:00** *Enabling Europe to Innovate*
Andrew Dearing, General Secretary European Industrial Management
Association (EIRMA)
- 11:00-11:45** *Linkages across regions: the challenges to open innovation*
Rob van Tulder, Professor Erasmus University Business School

12:00-13:30 Lunch

Can Europe compete as a research location? Some views from industry Chair: Rob van Tulder

- 13:30-13:55** *The Good and The Bad ... A Global Perspective of Europe R&D*
Carlos Orzoco, Dow Chemicals Global R&D Director for Performance
Plastics and Chemicals
- 13:55-14:20** Francisco Escarti, Director General, Boeing Research and Technology
Europe
- 14:20-14:45** *Why Indians invest in Europe*
Risto Niva CEO Wipro Technologies-Wireless Solutions

14:45-15:15 Coffee

Advancing the role of universities as partners for innovation Chair: Helen Lawton Smith

- 15:15-15:45** *Innovation Systems and Culture in Oxford University*
Mark Mawhinney, General Manager ISIS Enterprise, Oxford University
- 15:45-16:15** *E-learning: an opportunity or a threat for regionally based inter-working
between universities and industry*
John Slater, Professor Institute of Educational Technology at the UK Open
University
- 16:15-16:45** *Merging the boundaries between science and innovation: The Biocatalysts
2021cluster Initiative*
Dr Helmut Thamer, CEO TuTech and Hamburg Innovation

What can regions do to attract researchers and research investment?

- 16:45-17:45** *Panel debate*
Moderation: Mary Lisbeth D'Amico, Journalist

19:00- *Cocktails and networking dinner at the Museum für Völkerkunde
(Museum of Ethnology)*

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Day 2 - Creating regional policies for global links

Creation of regional brands to support research clusters.

Chair: Irma Patala

- 09:30-10:00** *Establishing a reputation as a region for innovation: practical experiences*
Tatu Laurila, CEO Greater Helsinki Promotion Ltd.
- 10:00-10:30** *The Toulouse Cancerpole : an example of public/private diversification strategy based on R&D*
Cécile Chicoye, Director of the Association Cancéropôle, Toulouse
- 10:30-11:00** *Promoting R&D Development in the Czech Republic*
René Samek, Director, Investment and Applied Research Support Division, CzechInvest

11:00-11:30 Coffee

New approaches to inward investment promotion in Europe, North America and Asia.

- 11:30-13:00** *Panel discussion : Shaping Innovation Environments by opening innovative markets, partnerships and unique knowledge resources.*
Moderation & Introduction: Christer Asplund, Interlace-Invent ApS and former Managing Director Stockholm Economic Development Agency
- Shanghai Biomedical Centre and Hongkou Shipping Services Cluster: Two examples of inner city investment environments.*
Sascha Haselmayer, Interlace-Invent ApS
- 22 @Barcelona: Shaping an Urban Innovation District,*
Sergi Guillot, Director Corporate Development 22@Barcelona S.A.
- Supporting Regional Innovation in Toronto*
Jen Nelles, Research Assistant Munk Centre for International Studies, University of Toronto

13:00-14:00 Networking lunch

From policy to action: EU initiatives in support of using research and innovation as part of regional development

- 14:00-14:30** *European Initiatives in support of regional development*
Robert-Jan Smits, European Commission Directorate-General for Research
- 14:30-15:15** *Summary & Conclusions*
Helen Lawton Smith, Oxford Economic Observatory
Fabienne Fortanier, University of Amsterdam
- 15:30** Close