

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