



Building bridges between the industry and its future innovation managers HEKATE – Final Conference

22 September 2015, Brussels, Belgium

Mission of Norway to the EU / Norges delegasjon til EU

Summary

HEKATE (Higher Education and Enterprises: Knowledge Alliances for the Training of Entrepreneurs) is a project within the framework of the European Commission supporting University–Business Cooperation initiative. The main aim of the initiative is to form so called “Knowledge Alliances” to encourage structured, result-driven cooperation ventures between universities and companies in the field of higher education.

HEKATE aims at supporting the spread of knowledge alliances to foster interest in entrepreneurship particularly amongst STEM students, by encouraging and facilitating senior R&D managers in research intensive industries to become more pro-actively engaged with universities seeking to involve practitioners in educational programmes. Experienced R&D directors span both the world of research and business: individually and corporately they can be inspirational for students and researchers to engage in business creation.

PhD candidates, post docs, young professionals in industry and also some recent founders of startups used the opportunity to participate in one of the sessions of workshops organized at the Hamburg University and at the Manchester Business School.

EIRMA as a partner of HEKATE has been working to see how EIRMA Members could actively be part of this movement and more generally how to best encourage a new generation of innovation managers with the aim of improving Europe’s effectiveness in turning research into value creating opportunity.

From the experience and learning acquired in the project HEKATE by the different participants, this final conference will provide a forum for industrialists, policy makers and higher education specialists to share views on this important topic.

Target Audience

Managers in the R&D / HR / Business Development / Knowledge Management and any Managers involved in Industry-University liaison, Representatives of academia, PhD candidates and young professionals from industry with strong technical background, early career researchers. It is also highly relevant to those involved in policy development relating to higher education.

Chairman

Michel Crispi, Secretary General EIRMA

8 Online registration until **15 September 2015** <http://www.eirma.org>

This event is EU funded

PROGRAMME

Tuesday, 22 September 2015

- 9:30 *Registration and welcome coffee*
- 10:00 – 11:00** **Opening Session and key note speech**
- 10:00 – 10:10 Welcome and introduction
Michel Crispi, *Secretary General EIRMA*
- 10:10 - 10:30 Entrepreneurship education in universities:
Policy instruments in Norway to stimulate university – business cooperation
Kjersti Gauden, *Adviser, Norwegian Ministry of Research and Education*
Erik F. Øverland *Senior Adviser, Norwegian Ministry of Research and Education*
- 10:30 – 10:45 University Business Cooperation and Knowledge Alliances in Higher Education – The view of the European Commission
Peter Baur, *Deputy Head of Unit Higher Education, DG Education and Culture*
- 10:45 – 11:00 Key Note Speech:
“Why industry should engage in higher education – benefits for industry, future employees and Europe”
(speaker to be confirmed)
- 11:00 – 11:20 *Coffee break*
- 11:20 – 11:50** **Entrepreneurship Education at HEKATE’s partner universities**
- 11:20 – 11:35 Entrepreneurship Education at Hamburg University of Technology:
How the Startup Dock involves industry to support student’s startups.
Christian Lüthje, *Head of Institute of Marketing and Innovation at Hamburg University of Technology, Hamburg*
- 11:35 – 11:50 The Entrepreneurial Ecosystems at the University of Manchester - HEKATE and nurturing “Enterprising Scientists”
Fumi Kitagawa, *Lecturer at University of Manchester, Manchester Business School, Manchester*
- 11:50 – 12:40** **HEKATE experience: main learnings**
- 11:50 – 12:10 Involving senior R&D managers in novel entrepreneurship trainings
Monica Schofield, *Director International Cooperation & EU Office at TuTech Innovation GmbH, Hamburg, initiator of HEKATE*

PROGRAMME

- 12:10 – 12:40 Experiences and learnings from the HEKATE workshops participants
- **Amina Malik**, PhD candidate at Institute of Air Transportation Systems at Hamburg University of Technology (graduate perspective)
 - **Omonigho Otanocha**, Postdoc at Laser Processing Research Centre, The University of Manchester (researcher perspective)
 - Industry young professional perspective (participant to be confirmed)
- 12:40 – 13:00 Q & A session
- 13:00 – 14:00 Lunch
- 14:00 – 14:30 **Knowledge Alliances experiences**
- Trans-national Inter-disciplinary Entrepreneurship Modules for High Education - Pedagogic Dream or Logistical Nightmare?: Lessons for High Education Institute Managers
Rosemary Borup, Project coordinator of IDEATE-HighTech, Principal Lecturer at Staffordshire University
 - BIOINNO – a knowledge alliance in biotechnology proposing an innovation transfer model between Industry and Academia (to be confirmed)
- 14:30 – 14:45 Coffee Break
- 14:45 – 15:45 **EIRMA – Building bridges to future innovation managers**
- Panel discussion:** How to build bridges between R&D managers and academia / young researchers
(presents Operational Plan and future EIRMA initiatives)
Panel chair: **Léopold Demiddeleer**, Honorary President of EIRMA
Panel:
Anne Goldberg, New Innovation Platform Director, Solvay - member of the EIRMA Programme Planning Committee (PPC); **Rita Morais**, Project Expert at the Research and Innovation Unit of European Universities Association (EUA); European Students' Union (to be confirmed); **Evelyne De Decker**, President JADE's Belgium (member of the European Confederation of Junior Enterprises); **Kevin de Caluwé**, Innovation Manager Bekaert NV
- 15:45 – 16:00 **Launch of the new EIRMA platform to enable connection between R&D managers and academia**
Concluding remarks
Michel Crispi, Secretary General EIRMA and
Léopold Demiddeleer, Honorary President EIRMA

PRACTICAL ARRANGEMENTS

Venue	Mission of Norway to the EU / Norges delegasjon til EU (The Norway House) 17 rue Archimède -1000 Brussels - Belgium Tel. +32 (0) 2 238 74 00 Fax +32 (0) 2 238 74 90 E-mail: eu.brussels@mfa.no
Transportation	The 'Norway House' is close to European Commission "Berlaymont" building at the Rond Point Schuman. From Brussels Airport: - By taxi it takes 20 – 30 minutes (about 25€) - By Airport Express with bus number 12. The bus leaves from the Airport Zaventem and takes you directly to the Schuman Rond Point (about 20-30 minutes), 2 minutes walking to the venue - By train – Brussels Airport Express - to Central Station (up to 4 trains an hour). From Central Station: - By metro, take directly line 1 or 5 direction H. Debroux or Stockel / Stokkel. 4th stop Schuman, 2 minutes walking to the venue. From South Station (–Thalys, TGV, Eurostar): - By metro, take line 2 or 6: direction Simonis (Elisabeth), change direction at Arts-Loi / Kunst-Wet, take line 1 or 5 direction H. Debroux or Stockel / Stokkel, 2nd stop Schuman, 2 minutes walking to the venue
Registration	Please register as soon as possible but certainly before 15 September 2015 <u>The online registration form is available on the EIRMA Website.</u>



REGISTRATION FORM

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HEKATE – Final Conference
22 September 2015, Brussels, Belgium
Mission of Norway to the EU (The Norway House),**

8 Online registration available on EIRMA Website: <http://www.eirma.org>

Please return to EIRMA **before 15 September 2015** by e-mail to cternest@eirma.org or register on-line.

PLEASE FILL UP IN CAPITAL LETTERS

Title: (Prof./ Dr./ Mr./ Mrs.):

First Name:

Last Name:

Position:

Company/Insitution:

Address:

ZipCode: City: Country:

Tel: Cell:

E-mail:

Assistant's e-mail:

I will /will not attend the meeting on 22 September 2015

For any further information please contact
Ms. Carine Ternest, EIRMA Operations Team
Tel: +32 (0)2 233 11 81 - Fax: + 32 (0)2 231 08 35 - e-mail: cternest@eirma.org
Rue de la Loi 81A, 1040 Brussels - Belgium
or Ms Margarete Remmert-Rieper, coordinator of HEKATE, TuTech Innovation
Tel: +49 (0)40 766 29 63 22 - Fax: + 49 (0)40 766 29 63 59 - e-mail: remmert-rieper@tutech.de
Harburger Schlosstr. 6-12, 21079 Hamburg - Germany