

## AGENDA

### Symposium on Transatlantic EU-U.S. Cooperation on Innovation and Technology Transfer 22<sup>nd</sup> of March 2011

Venue: Wirtschaftskammer Österreich (WKÖ)  
Wiedner Hauptstraße 63, 1040 Vienna

09:15 – 9:30 **Welcome Address**  
Walter Koren (Austrian Federal Economic Chamber) and Henrietta Egerth (Austrian Research Promotion Agency)

**9:30 – 10:30 Plenary Session 1 – Open Innovation**  
*Moderator: Sabine Herlitschka, Division of European and International Programmes  
Austrian Research Promotion Agency*

*Introduction*

**The Innovation Union and its implications on EU-U.S. cooperation**  
Philippe Froissard, European Commission DG Research and Innovation, Directorate for International Cooperation

**The Open Innovation Paradigm and options to EU-U.S. cooperation**  
Elias Carayannis, George Washington University

**SME support to innovation activities, innovation in emerging industries and the impact on EU-US Collaboration**  
Sven Schade, European Commission DG Enterprise

Q&A

**Break (15 min)**

**10:45– 12:15 Plenary Session 2 – Open Innovation and its effects at entrepreneurial, global, national and regional level**  
*Moderator: Errol Levy, European Commission DG Research and Innovation,  
Directorate for International Cooperation*

**Open Innovation and Intellectual Property**  
James Pooley, World Intellectual Property Organization (WIPO)

**Open Innovation and Global Networks**  
Dirk Meissner, National Research University "Higher School of Economics" (HSE), Moscow

**National and regional policies for globalization and open innovation**  
Tonia Damvakeraki, Intrasoft International S.A

**Policy tools for opening up research and innovation: the case of Erawatch**  
Lena Tsipouri, National and Kapodistrian University of Athens

Q&A

**12:15 Lunch**

13:15 Greeting from Christopher Hoh, Deputy Chief of Mission, U.S. Embassy in Vienna

**13:30 -14:30 Plenary Session 3 – Open Innovation as seen from different users’ perspectives**  
**Moderator:** Raimund Broechler, Intrasoft International S.A.

Panel Discussion

**Open Innovation seen from the large companies’ perspective**

Alberto di Minin, Management & Innovation Laboratory, Scuola Superiore Sant’ Anna – Pisa

**Open Innovation seen from the R&D centres’ perspectives**

Jeff Cope, RTI International

**Open Innovation and Intermediaries – technology transfer methods**

Frank T Piller, Aachen University

**14:30 – 16:00 Parallel Sessions**

***Session 1: Innovation and technology transfer financing***

**Moderator:** Georg Buchtela, AWS (Austria Wirtschaftsservice GmbH)

**EIF JEREMIE initiative**

Hubert Cottogni, European Investment Fund

**Technology transfer case studies from the U.S.**

Rick Wielens, NineSigma Inc.

**Enterprise Europe Network - Presentation of work on technology transfer**

Marshall Hsia, DG Enterprise and Industry, Directorate for SMEs and Entrepreneurship

**The objectives of these sessions are to:**

Present technology transfer mechanisms; Present and stimulate discussion on case-studies on technology transfer through Open Innovation

***Session 2: Open Innovation and the human capital perspective***

**Moderator:** Tonia Damvakeraki, Intrasoft International S.A

**MORES PROJECT: Mobility of researchers**

Aris Kaloudis, MORES Project

**Human Capital: An overview of studies performed in the U.S.**

Denis Gray, NC State University

**Developing scientific and technological leadership and human capital: Impact of NSF Industry/ university cooperative research centre (IUCRC) directorship on career paths and achievements**

Drew Rivers, NC State University

**The objectives of this session are to:**

*Discuss what challenges are posed by open innovation both at the working and social level for the human capital. Discuss which are the skills required to address open innovation challenges and how should people prepare themselves against these new challenges.*

**Session 3: Industry – University Collaboration**

**Moderator:** Sabine Herlitschka, Austrian Research Promotion Agency

<p><b>Competition and Industry-University cooperation</b></p> <p>Martin Woerter, ETH Zurich, Swiss Economic Institute (KOF)</p>
<p><b>Assessing the level of collaboration in university – industry research centers</b></p> <p>Laura I. Schultz, University of Albany, CNSE</p>
<p><b>The role of the entrepreneurial university in knowledge and technology transfer</b></p> <p>Cemil Arikan, Sabanci University</p>
<p><b>The objectives of this session are to:</b>          Discuss the role of open innovation in industry – university collaborations, and how it poses new challenges to enhance its effectiveness.</p>

**16:00**            **Break (30 min)**

**16:30**            **Findings from Parallel Sessions & Discussions**

Reports from the Moderators

- Results from Session 1: innovation and technology transfer financing
- Results from Session 2: open innovation and the human capital perspective
- Results from Session 3: industry – university collaboration

**17:00**            **Concluding Remarks and Actions for Concrete Follow-up**

**Bilateral Meetings and Networking**

**18:30**            [Round Table Discussion](#), organized by WKO (Julius-Raab-Saal)

“Our world 2.0. – How Companies Manage the Future”

Pre-event to the 2011 [MIT Europe Conference “Innovation in a Networked World: Technology, People, and Places”](#)

*separate registration required*