

ANNUAL CONFERENCE PROGRAM

The Association of European Science & Technology Transfer Professionals

# BEST PRACTICES IN TRANSFER OF SCIENCE AND TECHNOLOGY

*Thursday 26 May &  
Friday 27 May 2005*

BARBIZON PALACE  
AMSTERDAM  
THE NETHERLANDS

*Enclosed:  
Flyer of first ASTP - AUTM Summit on  
"TransAtlantic Technology Transfer"  
held on 28 May 2005!*



## INTRODUCTION

It is with pleasure that I invite you to ASTP's Annual Conference, to be held this year in the hopefully sunny but anyway lively surroundings of Amsterdam – at the heart of the city in the Barbizon Palace Hotel.

The Conference Program follows the familiar pattern; a mixture of thought provoking plenaries and practitioner-led parallel sessions discussing and dealing with issues that affect us all in our ever-evolving roles in Technology Transfer. We particularly welcome Technology Transfer Professionals from the USA joining us for the First ASTP-AUTM conference which immediately follows the Conference.

We are delighted to welcome as our Plenary speakers:

- **Janez Potočnik**, recently appointed EU Commissioner for Science and Research
- **Erkki Ormala**, Vice President Technology Policy NOKIA

The remainder of the conference is split into three themes:

- As in previous conferences, the first track is educational in nature and aimed at newer entrants to the profession – this time we are focussing on the marketing of technology. Sessions are led by experienced practitioners from Europe and the US.
- The second track focuses on our emergent role in Business Development Managers for the wider range of expertise in our institutions – principally through the mechanisms of collaborative research and consultancy.
- The third track focuses on specific issues in Technology Transfer. The topics we have chosen are all ones that Members have highlighted as being issues of particular concern at the present time.

We realise that members value our conferences as much for the chance to meet each other as to attend the sessions and we have planned a full social programme and loads of time between sessions for informal networking. At ASTP conferences no one stands by themselves for long!

I'm also delighted – really delighted – to enclose the Programme for the first ASTP-AUTM Summit. This is a one day event that immediately follows our conference and is being run in partnership with the US-based Association of University Technology Managers. We expect a good number of colleagues from the US to attend the Summit and our conference – we hope that many ASTP Members will also stay on for the extra day (even though this is a Saturday!)

On behalf of the Board of ASTP, I look forward to seeing you in Amsterdam.

Jeff Skinner  
President

## THURSDAY 26 MAY

Registration desk open from 08.15

PLENARY: 09.00 – 11.00

### OPENING SESSION

- |       |                                                                                                                                                                           |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09.00 | <b>Jeff Skinner</b> , President of ASTP <i>Opening</i>                                                                                                                    |
| 09.10 | <b>Janez Potočnik</b> , EU Commissioner Science and Research <i>Innovation in Europe</i>                                                                                  |
| 10.15 | <b>Erkki Ormala</b> , Vice President Technology Policy NOKIA, Finland <i>How does industry innovate ? – the role of the science base / R&amp;D in industry innovation</i> |

11.00 – 11.30 BREAK





PARALLEL: 11.30 – 12.45

MARKETING TECHNOLOGIES - I SETTING THE STRATEGY	EXPLOITING EXPERTISE Moderator Danielle Berneman	EXPLOITING TECHNOLOGY Moderator Paul van Grevenstein
<p><i>Finding the right application and business model for a new technology – why this is a sensible – but non-trivial - first step to any licensing strategy.</i></p> <p><b>Jeff Skinner</b>, Commercial Director, UCL, United Kingdom</p>	<p><i>We would all like to build close, long-lasting R&amp;D-based relationships with companies. How should we build such alliances and structure deals that create mutual trust and co-operation? What kind of behaviour gets in the way?</i></p> <p><b>Jean Pierre Saintouil</b>, Director Technology Transfer Office, Institute Pasteur, France</p> <p><b>Julie Grady</b>, University Relations Programme Manager: Europe, Middle East and African Regions, Hewlett Packard, United Kingdom</p>	<p><i>The best consultants are worth their weight in gold, but there are many who do not deliver. In this session we explore how to choose and use consultants – how to find, how to structure relationships, how to manage them and what to demand / expect?</i></p> <p><b>Francois Thomas</b>, Venture Partner, Atlas, France</p> <p><b>Jens Damsgaard</b>, Head contract &amp; IPR Office, University of Southern Denmark</p>

12.45 – 14.00 LUNCH

PARALLEL: 14.00 – 15.15

MARKETING TECHNOLOGIES - II TESTING THE MARKET	EXPLOITING EXPERTISE Moderator Gabor Lamm	EXPLOITING TECHNOLOGY Moderator Antonio Parada
<p><i>The importance of market testing – both in assessing the value (if any) of the technology and identifying potential licensees. Finding and how to find potential licensees targeted marketing. Educating and enthusing potential licensees.</i></p> <p><b>Chris Purdon</b>, Partner, InnovOx Ltd., United Kingdom</p>	<p><i>Many university spin-outs are based, not on patent, but on expertise. These businesses may take years to build – but if managed professionally they can be as valuable as any venture capital backed business – and more robust. In this session we look at how to identify and nurture such businesses.</i></p> <p><b>Barend Mons</b>, Associate Professor in Bio-Semantics, University Rotterdam &amp; Adviser to Collexis, the Netherlands</p> <p><b>Joaquim Menezes</b>, President of IST-MA Europe and President of Centimfe, Portugal</p>	<p><i>Licensees have a legitimate need to see all our confidential information before they are willing to enter into a license agreement. How should we protect such information during negotiations?</i></p> <p><b>Karen Hersey</b>, Visiting Professor of Law, Franklin Pierce Law Center, USA</p>

15.15 – 15.45 BREAK

PARALLEL: 15.45 – 17.00

MARKETING TECHNOLOGIES - III TURNING INTEREST INTO COMMITMENT	EXPLOITING EXPERTISE Moderator Jon Wulff Petersen	EXPLOITING TECHNOLOGY Moderator Gabor Lamm
<p><i>When to stop talking about the technology and start talking about the deal. Testing commitment, assessing the potential value of the deal. Creating a deal structure that delivers value to both parties.</i></p> <p><b>Ian Hardie</b>, Associate Dean, Executive Education, London Business School, United Kingdom</p>	<p><i>All universities allow – and some actively encourage - academics to consult. This can be a great way of building relationships with SMEs and multinationals alike. How do we build a strong – and profitable - consulting activity within a university?</i></p> <p><b>Paul Docx</b>, Chief Executive, Imperial Consultancy Ltd, United Kingdom</p> <p><b>Lars Landberg</b>, Head of Research Programme, Risø Laboratory, Denmark</p>	<p><i>We would all like 'our' academics to be more commercially aware. Several universities have built 'new venture development' programmes specifically for academics. We discuss the structure and value of such programmes</i></p> <p><b>Jonathan Levie</b>, Director of the Hunter Centre for Entrepreneurship @ Strathclyde, United Kingdom</p> <p><b>Jeppe R. Jessen</b>, Sr Manager Business Development, Risø Laboratory, Denmark</p>

17.15 – 17.45 GENERAL ASSEMBLY (ASTP members only)

17.00 – 18.30 COCKTAIL

18.45 SOCIAL PROGRAM (optional)



# FRIDAY 25 MAY

PLENARY: 09.00 – 10.30

## PLENARY

**Richard D. Lewis**, Chairman Richard Lewis Communications, United Kingdom,  
*Understanding cultural differences during a negotiation*

10.30 – 11.00 BREAK

PARALLEL: 11.00 – 12.15

MARKETING TECHNOLOGIES - IV <i>CLOSING THE DEAL</i>	EXPLOITING EXPERTISE Moderator Jon Wulff Petersen	EXPLOITING TECHNOLOGY Moderator Gabor Lamm
<p><i>Viewing licensing from the sales perspective – understanding customer needs, sensitizing the customer to the benefits of your technology, advancing leads and closing deals.</i></p> <p><b>Lou Berneman</b>, Managing Director, Centre of Technology Transfer, University of Pennsylvania, USA</p>	<p><i>Companies have employed Business Development Managers (BDMs) for decades – but the role is a relatively new one within universities. It is not an easy or well-understood role within a university. Two experienced BDMs discuss their roles and the peculiar challenges they face.</i></p> <p><b>David Chapman</b>, Director Centre for Enterprise and the Management of Innovation, UCL, United Kingdom <b>Martin Raditsch</b>, Head of Business Development, EMBL-EM, Germany</p>	<p><i>Royalty rates – we all know the theoretical approaches to valuing technologies – but ultimately technologies are only worth what licensees are prepared to pay for them. What are the typical royalty rates for different technologies at different stages of development?</i></p> <p><b>Christopher D. McKinney</b>, Director Office of Technology Transfer &amp; Enterprise Development and Lecturer Electrical Engineering &amp; Computer Science, Vanderbilt University, USA <b>Martin Hardens</b>, Vice President Royalty Pharma PRCE, the Netherlands</p>

12.15 – 13.45 LUNCH

PARALLEL: 13.45 – 15.00

MARKETING TECHNOLOGIES - V <i>DIRTY LITTLE TRICKS IN LICENSING</i>	EXPLOITING EXPERTISE Moderator Antonio Parada	EXPLOITING TECHNOLOGY Moderator Paul van Grevenstein
<p><i>A light-hearted look at the tactics people use in negotiations – both consciously and unconsciously. How to react to and defend yourselves from them.</i></p> <p><b>Robert McWright</b>, Executive Director, University of Pennsylvania, USA</p>	<p><i>Two case studies of successful alliances between universities and companies in two very different sectors – the automotive and biotech industries.</i></p> <p><b>Sverre Horntvedt</b>, Director SensoNor, Norway <b>André Choulika</b>, CEO Collectis, France</p>	<p><i>A ‘cradle to float’ success story of a technology-based spin-out from a Dutch university who did a successful IPO in 2000.</i></p> <p><b>Dinko Valerio</b>, former CEO &amp; co-founder Crucell, The Netherlands</p>

15.00 – 15.30 BREAK

PLENARY: 15.30 – 16.45

## DEBATE

### *The Power of Networking*

ASTP recognizes the importance of strong national Technology Transfer networks. In this session we invite the Presidents of a number of European and US Technology Transfer Associations to discuss – in open forum – which of their activities are most (and least) valued by members and the impact that such networks have on enhancing Technology Transfer.

16.45 RECEPTION & CLOSURE





## SOCIAL PROGRAM

Wednesday, 25 May 2005

### Visit to Science Park Amsterdam combined with guided tour through Amsterdam

On Wednesday afternoon we invite you to participate in our social program with a visit to the Science Park Amsterdam, where co-operation between education, research and innovative companies are actively encouraged. Areas of multi-disciplinary collaboration include life sciences, multimedia, e-Science, grid and nanotechnology. Directly after this excursion we will return to the city centre of Amsterdam, where we will take you for a guided tour to some of the city's highlights, including a boat ride through Amsterdam's famous channels.

The social program starts at 1 PM in front of the Barbizon Palace and ends at approximately 6 PM.



Thursday, 26 May 2005

### Joint Dinner

On Thursday evening we invite you to a dinner in the city centre of Amsterdam. While enjoying a nice dinner, there will be plenty of time for conversation and exchange of experiences.



Friday, 27 May 2005

### "Bridging the Atlantic" cocktail & dinner

On Friday evening ASTP and AUTM invite you to join the "Bridging the Atlantic" cocktail and dinner; a unique occasion for the exchange of professional experience from Europe and the other side of the Atlantic.

This conference is sponsored by



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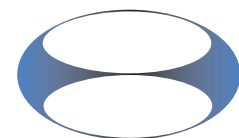


[www.cancertechnology.co.uk](http://www.cancertechnology.co.uk)

## GENERAL INFORMATION

- Date* (Wednesday 25 May,) Thursday 26 May, Friday 27 May & Saturday 28 May
- Conference Venue* Barbizon Palace, Prins Hendrikkade 59 – 72, 1012 Amsterdam, The Netherlands
- Language* English
- Registration* All participants who wish to attend the conference must register in advance. Please note that formal registration only takes place after receipt of the registration fee. Participants are requested to complete the enclosed Registration Form and return it to Science Alliance or register via the ASTP-website [www.astp.net](http://www.astp.net) (left button Events etc.). Each participant should use a separate form. A letter of confirmation will be sent to you upon receipt of the registration form. The capacity of the conference will be limited. Registrations will be handled in order of receipt.
- Registration Fee* The registration-fee for participation in the ASTP conference is € 795 for ASTP and/or AUTM members and € 1095 for non-members. The registration-fee for the AUTM – ASTP Summit is € 360 for members and € 495 for non-members and for participating in the combined 3 day event € 995 for members and € 1395 for non-members (these fees are all excl. 19% VAT). The fee includes admittance to the conference as well as extended conference documents, lunches and refreshments. **The fee must be paid in advance to participate.**
- ASTP Membership* If you would like to register for this conference as an ASTP member and are currently not a member, we kindly ask you to return the attached and completed ASTP Membership Application Form or apply for the membership via the website [www.astp.net](http://www.astp.net). As soon as your membership is accepted, you will receive an adapted invoice for the conference and a separate invoice for the ASTP membership fee.
- Payment* All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. Payments by Credit cards will have an additional charge of 5%.
- Cancellation* In case you are unable to attend the conference, a substitute delegate is welcome to take your place at no extra charge, if he / she carries a letter of authorisation from the original participant. Should you cancel before May the 1st, 2005 an administration fee of € 95 will be charged. **Please note that no refunds are possible after May 1st 2005.**
- Accommodation* We advise you to take care of hotel reservations and flight accommodations in time. Information on hotel reservation-services is available at the backside of the registration form. For special prices in the nearby surrounding of the venue, please send an email to [ASTP-conference@bhs.nl](mailto:ASTP-conference@bhs.nl)
- Insurance* The conference organisers do not accept any liability for personal injuries or for loss of and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.
- Contact* Please contact the conference management of Science Alliance for more information on registration and other logistical details.

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