

ANNUAL CONFERENCE PROGRAM

The Association of European Science & Technology Transfer Professionals

BEST PRACTICES IN TRANSFER OF SCIENCE AND TECHNOLOGY

*Thursday 1 June &
Friday 2 June 2006*

TURKU CONSERVATORY
TURKU
FINLAND



INTRODUCTION

ASTP is pleased to invite you to its Annual Conference to be held in Turku, the former capital of Finland and situated in the heart of the Archipelago, the beautiful south west region of this country.

University Technology Transfer is growing and becoming more complex. At the same time more is being expected of us, both in terms of financial return to our universities and contribution to the 'knowledge economy'. In this changing environment we need to keep up to speed – drawing on each others' experience of what works (and what doesn't) and learning about new and unusual initiatives and programmes.

That is what this conference is all about. We have invited a wide range of speakers from leading technology transfer offices, technology-based businesses and professional services firms who can speak with authority from their perspective as leading practitioners in the field. In addition, you can expect to network and exchange ideas with the largest and most concentrated group of Technology Transfer professionals in Europe.

We are pleased to welcome Richard Jefferson, Chairman and CEO of CAMBIA, for our opening plenary. Richard joins us from Australia to talk on 'open source' Biotech.

Turku is not as easy to get to as many of our past venues, but we were won over by the enthusiasm and help of our members there, the beauty of the region (the social program promises to be spectacular), but most of all by the fact that Turku is at the centre of a high technology cluster. It is this enthusiastic and inspirational environment that we invite you to get acquainted with and we do hope that you will make the extra effort to attend. We have managed to arrange special discounts for flights (see information on the back side of this brochure) and will offer an extra dinner on Friday evening, for those who wish to stay longer (since flying back on Saturdays will be substantially cheaper).

On behalf of the Board of ASTP, I look forward to seeing you in Turku!

Jeff Skinner
President

THURSDAY 1 JUNE

Registration desk open from 08.30

PLENARY: 09.00 – 10.30

OPENING & WELCOME

- | | |
|-------|--|
| 09.00 | Jeff Skinner , President of ASTP, <i>Opening</i> |
| 09.05 | Kyösti Jääskeläinen , Executive Director, Finnish Science Park Association TEKEL, Finland, <i>Welcome</i> |
| 09.25 | Richard Jefferson , Chairman and CEO, CAMBIA and Founder, BiOS, Australia <i>"Open source" Biotech</i> |

10.30 – 11.00 BREAK

PARALLEL: 11.00 – 12.30

INTRODUCTORY COURSE: PATENT STRATEGY MODERATOR JON WULFF PETERSEN	LOOKING AT TTO: THE FINLAND CASE MODERATOR LAURENT MIÉVILLE	CONNECTING TO INDUSTRY: BRIDGING THE GAP MODERATOR ANTONIO PARADA
<p>Jon Wulff Petersen, CEO of Tech Transfer Office A/S, Denmark <i>Managing the Patent Portfolio</i> Patent budgets can easily get out of control – it is easy and relatively inexpensive to file a patent without thinking about the strength or value of the patent. In this session we explore patent strategy from the perspective of an experienced Tech Transfer Director.</p>	<p>Jari Romanainen, Executive Director Activation, Tekes <i>The role of Tekes in the Finnish innovation system</i> Lauri Kangas, Senior Advisor Hormos Medical, <i>Industrial Experiences from the Finnish System</i> Jyrki Heino, Professor of Biochemistry, University of Turku, Scientific Director, BioCity Turku, Biocentre <i>The Researcher's Point of View</i> Followed by a panel discussion including: Markku Sjöstedt, Director Pre Seed Finance, Sitra Finland has taken a very determined, systematic approach to converting Finland into a high-tech society. We present the important players in the Finnish innovation system.</p>	<p>Martin Raditsch, Head of Business Development, EMBL-EM, Germany Konstantin Joanidopoulos, Head Special Applications, Olympus Bio-Systems GmbH, Germany <i>Bridging the gap between academic research results and industry demands</i> Many promising technologies are just too early for licensing to established industrial partners and disappear in the "valley of death". In this session solutions to this problem will be presented in the form of a case study. The technology provider and the industrial partner will describe the pros and cons of the adopted approach from their respective viewpoints.</p>

12.30 – 14.00 LUNCH

PARALLEL: 14.00 – 15.15

INTRODUCTORY COURSE: PATENT STRATEGY MODERATOR JON WULFF PETERSEN	LOOKING AT TTO: FINANCING YOUR TTO OPERATION MODERATOR GÁBOR LAMM	CONNECTING TO INDUSTRY: THE STRONG LINK MODERATOR ANNA MARIA NUUTILA
<p>Arja Weckman, Director Patents, Orion Pharma, Finland <i>Does industry differ – a business perspective of patenting</i> Universities and companies approach patents from different perspectives – universities want to protect technologies; companies want to protect products. How does this difference affect the patenting strategy – and does the different approach damage us when it comes to licensing to industry?</p>	<p>Jonathan Page, Head of New Ventures, Imperial Innovations Ltd, United Kingdom Bernhard Arnolds, ZFT – Zentrale-stelle Forschungsförderung und Technologietransfer, Albert-Ludwigs-Universität Freiburg, Germany The span of funding schemes for TTO ranges from low budget to stock market floatation. We present two examples of rather early and quite advanced schemes in Germany and the United Kingdom.</p>	<p>Petri Kalliokoski, Innovation Director, VTT, Finland Anssi Rantasalo, CEO Kemppe, Finland Since innovation is non-linear, strong partnerships between research and industry can be a competitor to traditional technology transfer. We present the integrated innovation system between VTT and the Finnish company Kemppe.</p>

15.15 – 15.45 BREAK

PARALLEL: 15.45 – 17.00

INTRODUCTORY COURSE: PATENT STRATEGY MODERATOR JON WULFF PETERSEN	LOOKING AT TTO: RESEARCH ON TTO MODERATOR LAURENT MIÉVILLE	CONNECTING TO INDUSTRY: OPEN INNOVATION - A SHARING MODEL MODERATOR ANTONIO PARADA
<p>Suni á Dalbø, Head of Commercialisation, University of Aalborg, Denmark <i>Experiences before and after a major deal making:</i> - How do you choose your partner? A fair partner helps you realize the value of an invention. - Use of counselors (e.g. to help to negotiate). Balance between own gut feeling and external advise. - How to handle the expectations from the university & scientist after the deal.</p>	<p>Bronwyn H. Hall, Professor of the Graduate School, University of California at Berkeley & Professor of Technology and Economy, University of Maastricht, The Netherlands Dominique Foray, Professor of Economy & Management of Innovation, EPFL, Switzerland TTO has come to an age where scientific studies of TTO is being carried out. What can we, as TTO professionals, learn from and contribute to this research.</p>	<p>Leonard Fass, Director of Academic Relations, GE Healthcare, United Kingdom Patrick Nef, Chief Scientific Officer & Chief Business Officer, Xytis Pharmaceuticals Sàrl, Switzerland As TTO professionals we tend to get trapped in the linear model, and often forget that innovation requires tight collaboration with a business. How do they go about innovation in a globalised economy, and how does that affect our thinking and the way in which we can most effectively transfer technology.</p>

17.00 – 17.30 ASTP GENERAL ASSEMBLY (members only)

17.30 – 18.30 COCKTAIL offered by Inteum

18.45 SOCIAL PROGRAM (optional)

FRIDAY 2 JUNE

PLENARY: 08.45 – 10.30

PLENARY

08.45 **Laurent Mieville**, Vice President ASTP, *A new innovative & interactive platform for ASTP members*

09.00 **Sue Tonks**, Associate trainer and presenter Kintish, United Kingdom *"Working the Room"*

We spend a lot of our time networking inside and outside our universities. Few of us make the most of the opportunity or know how to follow up on the conversations we have or the people we meet. Here we learn the art of 'Power Networking'

10.30 – 11.00 BREAK

PARALLEL: 11.00 – 12.30

INTRODUCTORY COURSE: PATENT STRATEGY MODERATOR GÁBOR LAMM	LOOKING AT TTO: HOW TO GET BETTER ENTREPRENEURS? MODERATOR ANTONIO PARADA	CONNECTING TO INDUSTRY: A SUCCESS STORY IN TECHTRANSFER MODERATOR JON WULFF PETERSEN
Catherine Mallalieu , Partner D-Young & Co, United Kingdom <i>Choosing and using your Patent Agent</i> In this session we focus in on the relationship between you and your Patent Agent (Attorney). How should you choose them, manage them and measure how good a job they're doing? How should you brief them and stay involved during the patent writing and examination process?	Vasilis Theoharakis , Associate Professor Marketing & Entrepreneurship, ALBA Greece & Senior Lecturer, Aston University, United Kingdom Ioannis Arabatzis , CEO NanoPhos and winner of the European Business Plan Competition 2005, Greece Because we have a shortage of entrepreneurs researchers need to become more entrepreneurial and outside entrepreneurs need to be fed into our start-ups. We introduce Venture Cups as a way of achieving this.	Steef Blok , Director Technology Transfer Erasmus MC Holding Rotterdam, The Netherlands Tol Trimborm , Director Corporate Development DNage, the Netherlands The University of Rotterdam has a successful TTO office. The Director of the TTO office as well as the CEO of one of the start-ups bring us a specific success story.

12.30 – 14.00 LUNCH

PARALLEL: 14.00 – 15.15

INTRODUCTORY COURSE: PATENT STRATEGY MODERATOR GÁBOR LAMM	LOOKING AT TTO: EDUCATING FACULTY ON TECHNOLOGY TRANSFER MODERATOR LAURENT MIÉVILLE	CONNECTING TO INDUSTRY: VIA VENTURE CAPITAL TO A TRADE SALE MODERATOR ANNA MARIA NUUTILA
Catherine Mallalieu , Partner D-Young & Co, United Kingdom <i>Getting the maximum 'bang-per-buck'</i> Patenting can be hugely expensive once you get into the 'national' phase. How can you delay as long as possible to give you the maximum time to license? If you have to 'go national' what coverage do licensees expect you to have – what do companies do themselves?	Jeff Cope , Business Development Manager, RTI International, USA Taina Saksa , Innovation Manager, University of Helsinki, Finland Issues such as the best times to educate faculty, the best topics to cover with faculty, approaches for educating faculty, when and how to use TTO website as an educational tool, and other do's and don'ts related to making sure faculty know their role in the tech transfer process.	Patrick Nef , Chief Scientific Officer & Chief Business Officer, Xytis Pharmaceuticals Sàrl, Switzerland Simon Crossley , Partner Eversheds Solicitors, United Kingdom We have had a strong focus on start-ups as the primary alternative to licensing deals. But we can also develop the technology within the university and then do a trade sell.

15.15 – 15.30 BREAK

PLENARY: 15.30 – 16.45

FINAL PLENARY

MODERATOR JEFF SKINNER

Third world protection as a TTO strategy

Richard Jefferson, Chairman and CEO, CAMBIA and Founder, BiOS, Australia

Claire T. Driscoll, Director, Technology Transfer Office NHGRI and NIH, USA

Some argue that, as public institutions, we should somehow build terms into our license agreements that ensure that products based on our technologies are supplied at low cost to third world countries. Others say that this is not our business and intervention is best left to governments and charities. In this final session we debate this serious issue and explore whether there is anything we can or should be doing.

16.45 RECEPTION

17.30 CLOSURE

18.30 SOCIAL PROGRAM (Optional)

SOCIAL PROGRAM

Wednesday, 31 May 2006

Visit to Turku Science Park combined with guided tour through Turku

On Wednesday afternoon we invite you to join us for our social program with a visit to the Turku Science Park, one of the largest science parks in Finland. Its innovative community consists of three universities and over 330 technology companies and other organizations grouped into two focus areas, BioTurku and ICT Turku. Directly after this excursion we will continue our social program with a guided tour through the city of Turku.

The program starts at 2 PM and ends at approximately 6 PM, followed by a welcome cocktail.



Wednesday, 31 May 2006

Welcome cocktail

We are pleased to invite all delegates to join our welcome cocktail offered by the Turku City Council. All participants of the conference are warmly welcomed to have a first acquaintance with each other at the Wäinö Aaltonen Museum at 6.30 PM.



Thursday, 1 June 2006

Joint Dinner

On Thursday evening we will board a ship! This boat trip shows us the beautiful surroundings of the Peninsula and finally brings us to Pikku Pukki Island. While enjoying the view and the dinner, there will be plenty of time for conversation and exchange of experiences with each other.



Friday, 2 June 2006

Joint Dinner

Since flying back on Saturdays is substantially cheaper we will offer a second joint dinner on Friday evening. This dinner will be the perfect occasion to catch the last glimpse of Turku and to spend this last evening with each other: just the right way to end your participation in our Annual Conference!

This conference is sponsored by



GENERAL INFORMATION

- Date* (Wednesday 31 May,) Thursday 1 & Friday 2 June 2006
- Conference Venue* Turku conservatory, Linnankatu 60, 20100 Turku, Finland, Tel. +358 (0)2 250 7600
- 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 digitally at the ASTP-website www.astp.net. Each participant should use a separate form. A confirmation letter 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 members and € 1095 for non-ASTP 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. 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 the 10th of May 2006 an administration fee of € 95 will be charged. **Please note that no refunds are possible after the 10th of May 2006.**
- Accommodation* We advise you to take care of hotel reservations in time. We arranged discounts for several hotels in Turku. Information on hotel reservation-services is available at the backside of the registration form.
- Flight arrangements* The following airlines provide a discount of 10% on your flight ticket to Turku: SAS, SAS Braathens, Blue1, airBaltic, Wideroe and Spanair. More information on how to book your ticket with discount will be provided in the confirmation letter you will receive from us.
- 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.

Mr Geertjan Kampman
Koninginnegracht 22
2514 AB The Hague
The Netherlands
Tel: +31 70 358 80 60
Fax: +31 70 358 44 75
E-mail: g.kampman@science-alliance.nl
Website: www.science-alliance.nl

