

annual conference 2010
ASTP 10th anniversary celebration
thursday 27 and friday 28 may

building on 10 years of success

Paris, France



association of european science and technology transfer professionals



introduction

Ten years ago around one hundred people met in Paris to establish the first pan-European technology transfer organisation. This was the beginning of ASTP. What could therefore be more appropriate than returning to the place where it all started? ASTP is very excited to invite you to join us for its 10th anniversary and annual conference in Paris, the 'city of light'.

The 10th anniversary programme is largely a programme designed by you, the members, as we have invited a few of the most appreciated ASTP speakers through the last decade and followed up on the feedback that you have given us after our most recent events. Our key-note speakers are high-level officials from government, the university sector and from industry. This will be your chance to hear diverse views on and expectations towards the present and the future of our technology transfer profession. They will present their ideas as to how government, university and industry policies should be shaped to provide a framework and an infrastructure conducive to the commercialisation process. Finally, many members of ASTP who have greatly contributed in shaping our organisation will be joining us: this anniversary celebration will be the opportunity to get together with old friends and look back on what we have achieved; but even more importantly, to meet new colleagues of the next generation and to open up to new ideas, trends and developments for the future.

As usual, networking will be one of the prime goals of the conference. As a special 10th anniversary feature we will also celebrate researchers, tech transfer offices and companies during an awards ceremony for which you have the opportunity to nominate those people, projects and companies who you think

have been outstanding in each of those three categories. If you haven't already nominated your favourite researcher, project or company, please do so on the ASTP website (www.astp.net) – they deserve your vote!

Whilst keeping the well-known 3-track structure we are making room for unconventional, interactive sessions in the third track. This is another opportunity for you to contribute to the 10th anniversary conference success. However, the programme will also offer best practise examples developed through years of experience as well as views on the future roles of tech transfer offices.

Again ASTP gratefully announces one scholarship for free attendance for this event, offered by INTEUM company LLC. Please see the back of this brochure or visit our website for the application conditions.

Routes in technology transfer can be as long-winding as the Seine, as hard to climb as the Eiffel Tower and with as many options as in the Paris metro-network. When we succeed it can be as thrilling as a stroll down Champs-Élysées, as beautiful as an early morning in Le Marais and as moving as an evening in the Paris Opera. Come join us for a splash of a conference during spring-time in Paris to celebrate our joint achievements the last decade.

Nous vous souhaitons la bienvenue à Paris!

Karen Laigaard
president

Jörn Erselius
vice president programming

thursday 27th of may

registration desk open from 8.15 am

opening plenary 9.00 – 10.30

break 10.30 – 11.00

first parallel 11.00 – 12.15

Karen Laigaard, president ASTP, *opening and welcome*

Ms Kosciusko-Morizet, French Secretary of State for Foresight and for the development of the Digital Economy, France (to be confirmed)

I: The (new) role of TTO's in the 21st century
moderator Kevin Cullen

1. The role of technology transfer in the 21st century knowledge economy: two models (US and Europe)

Karen Hersey, former senior counsel for IP, Franklin Pierce law center, USA

Ulf Petrusson, director institute for innovation and entrepreneurship, University of Gothenburg, Sweden

Are the US and European technology transfer models the same or different? The US model is quite hands-off with respect to the research agenda, focusing on transferring the results from research. The European model, on the other hand, is based on early engagement between the technology/knowledge transfer people and the researchers. In some cases even asking what the transfer mechanisms will be before the research has even begun. We will debate the strengths and weaknesses of each approach and consider whether the models are converging or diverging and whether any new models are emerging.

II: Best ways to commercialise academic inventions
moderator Jörn Erselius

1. Licensing & IP business models

David Owen, first president and founding board member of ASTP, United Kingdom

Julian Nolan, co-founder, Patrious, Switzerland
TTOs find themselves faced with the need to decide whether a specific opportunity lends itself to licensing or a spin-out company.

We will look at the best structure for a licensing deal and some examples based on therapeutic monoclonal antibodies in which each of exclusive licensing, non-exclusive licensing or a new company were pursued successfully.

When or when not are start-ups the right way to capitalise IP will be discussed from an industry viewpoint. Examples of past start-up successes – and failures - will illustrate key points.

III: interactive sessions
moderator Laurent Miéville

1. The other regulations

Penny Attridge, investment director, Spark Ventures, United Kingdom

Jeff Skinner, executive director foundation for entrepreneurial management, London Business School, United Kingdom

A wise deal is one that provides the right incentives to both parties, provides a fair return to each and prevents opportunistic behaviour by each. And is future-proof. However, many times deals do not work out well and need to be 're-visited'. Then they evolve in less stunning but more realistic deals, but at the same time we feel the pressure and expectations from our stakeholders. How to bring the bad news? During an interactive role play a TTO and a business developer of a company re-engage, exemplifying how, and how not, to re-negotiate a license-deal. Then they both explain to their bosses what they've done and why.

I: The (new) role of TTO's in the 21st century

moderator Paul Van Dun

2. Keeping multiple balls in the air

Alison Campbell, managing director, King's College London Business Ltd, United Kingdom

Catharine Goddard, translational scientist, TMRC Laboratory, United Kingdom

The time of the ivory tower is long gone: collaboration drives innovation. In this session we discuss an interesting consortium of several pharmaceutical companies working together with a single research laboratory in pre-competitive research to identify drug targets. Can this really work out to the true benefit of both the research institute and the companies? We will also learn how a major pharma company experiences the opportunities and challenges of working together with a wide variety of research institutions at the same time. The do's and don'ts seen from both sides of the table.

II: Best ways to commercialise academic inventions

moderator Anders Haugland

2. Making the most from early stage funds

Jeff Skinner, executive director foundation for entrepreneurial management, London Business School, United Kingdom

Alain Maïore, CEO & managing partner, Kurma Biofund, France

Early stage development funding can easily be wasted – spent rather than invested. This happens for a variety of reasons, some of which are outside the control of the TTO – but too often the TTO is at fault, viewing further development as an easier option than licensing – using the funds to shield the invention from the market rather than preparing it for the market. In this session we explore how to use development and other early stage funding to maximum effect.

III: Interactive sessions

moderator Cécile Tharaud

2. Systems, tools and training for a successful TTO

Jon Wulff Petersen, CEO, Tech Transfer Office A/S, Denmark

Why are we always overloaded? Can we organise ourselves better? Can we use better tools to address marketing challenges?

This interactive session will show examples of tools and methods on which we will base our discussion. Themes for discussion will include:

- the overall process within a TTO
- handling the pressure of patent costs
- portfolio management: grading and ranking systems
- models for screening and commercialisation of inventions
- moving inventions - passive web-posting versus active marketing

15.15 – 15.45 Presentations of the 3 nominees for the award of 'highest impact European TT project'

We have been seeking nominations for the technology transfer project with the greatest societal and/or economic impact.

ASTP members have nominated these projects and the ASTP awards committee has short-listed three projects. Each of these three projects is now given 10 minutes to persuade you to give them **your** vote. It will be up to you to decide who will receive the special "ASTP highest impact european TT project" award.

15.50 – 16.50 Power networking special plenary with **Sue Tonks**, presenter Kintish, United Kingdom

How do you get the most out of talking to strangers, how do you join groups that are already talking to each other and how do you leave conversations that you really do not want to be in? This session will help you tackle various situations and help you to be more confident and spot wider business opportunities. Sue will make networking fun in this highly motivational, participative, session and create memories which will last a lifetime.

Views from the top

moderator Kevin Cullen

Ralf Hemmingsen, rector of the university of Copenhagen, Denmark and **Koenraad Debackere**, general manager Catholic University of Leuven, Belgium and **Sophie Kornowski-Bonnet**, CEO Roche Pharma France, France

What are the different stakeholders' expectations to technology transfer? A CEO, a rector and a university general manager will answer questions put forward by a TTO director and you! Close interactions between universities and companies are a must and can sometimes be challenging. Are the universities doing enough to meet private sector company expectations? Why should universities have TTOs? What does the university expect from its TTO and how does management support its TTO office? What are the visions of university management in terms of private sector relations? And how would the private sector like to engage with universities? Join this session and hear it from the top!



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moderator Cécile Tharaud

3. Open innovation in the pharmaceutical industry

Ashley Stevens, special assistant to the vice president for research, sr. research associate, ITEC school of mgt Boston University, President AUTM, USA

Malcolm Skingle, director of academic liaison drug discovery research, GlaxoSmithKline, United Kingdom

In its broadest definition, "open innovation" is when an organisation sources innovation from outside its own walls. Under this definition, technology transfer is one of the oldest and best established sources of open innovation. In this session a recent study will be presented showing the products that were discovered, patented and licensed by US public sector research institutes, whereas preliminary data will be presented for non-US public research institutes. A second presentation will illuminate how access to world-class basic and applied science in universities and biotech companies drives the internal research efforts of a major pharmaceutical company.

II: Best ways to commercialize academic inventions
moderator Paul Van Dun

3. Partnering with EU

Tiit Jürimäe, head of unit C.2 - private investment and technology platforms DG research, European Commission, Belgium

Jacques Darcy, head equity fund investments, European investment fund, Luxembourg
Innovation and R&D are prominently on the agenda of the European Union. But what does this mean in practice as to EU support for technology transfer: what does the EU wants us to focus on -now and in the future - and how effective are the current EU schemes in this regard? We will also learn about the activities of the European Investment Fund on tech transfer: where do they think the weak spots in technology transfer are, and what funding mechanisms do they offer?

III: Interactive sessions
moderator Jörn Erselius

3. Building a TTO business plan

Karen Hersey, former senior counsel for IP, Franklin Pierce law center, USA

While we spend time and energy helping to build business plans for our start-ups, many academic TTOs forget that they, too, begin as start-ups. In fact, most TTOs are in a perpetual start-up phase as the changing environments force us to think and re-think organization, strategy and goals. Through this interactive session, join Black Box University (BBU) in developing a business plan that meets a number of needs that will be established by a series of factors and characteristics. BBU needs your help!

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moderator Anders Haugland

4. TT business of tomorrow - any news or more of the same

Frédéric Ooms, senior patent & licensing manager, Sopartec, Belgium

Sondre K. Jacobsen, senior project manager, NTNU Technology Transfer AS, Norway

Technology transfer is still a young profession. Although there exists a sort of international best practice, it seems like no two models are exactly the same. The reasons for this are multiple: regional and national characteristics, institutional heritage and of course people. How will the TT business develop? How will the best business models look like? Which core tasks and which new ones will define "cutting edge" TT practice? A view from young professionals in a young profession.

II: Best ways to commercialise academic inventions
moderator Laurent Miéville

4. An insiders view from the outside

Lou Berneman, principal Texelerate, USA

Penny Attridge, investment director, Spark Ventures, United Kingdom

We are all busy with our deal flow and other urgent matters that require our full attention. It is often impossible to take some distance and look at what we do with a bird eye. Two experienced TT professionals active outside TTOs will provide a critical but constructive look at what matters the most in our job.

III: Interactive sessions
moderator Kevin Cullen

4. 'Who's the boss?'

Kevin Cullen, director research and enterprise, University of Glasgow, United Kingdom

Who decides what to do when there are a number of options available for commercialising a technology?

This exercise is designed to help you understand how different stake-holders view the world and the different pressures on them.

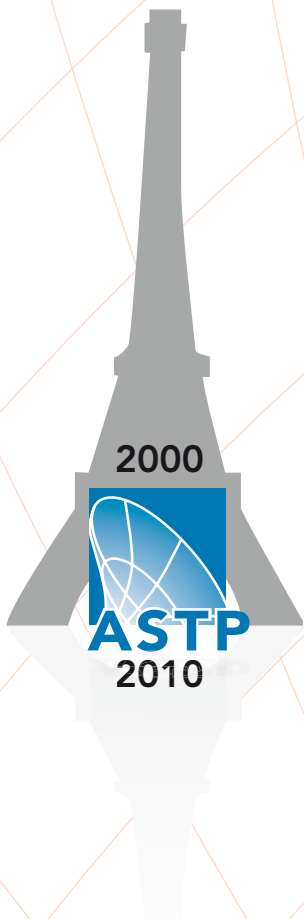
You will be assigned a role and you will work with 3 other people in a role-playing exercise in which you will seek to reach an agreement that keeps everyone happy. You will have a brief that explains your situation, they will have a brief that explains their situation and you will work together to find an agreed way forward.

In the company of the devil's advocate

Mark Anderson, solicitor, Anderson & Company, United Kingdom

The devil's advocate, as known as, Mark Anderson will ask a panel of TTO representatives some pretty nasty questions about the ownership of IPR belonging to research institutions. Is this really necessary? Are the TTOs not only in the way and don't they just complicate things? In countries who have not abandoned the "professor's privilege" things seem to work just fine! Some of the world-renowned British research institutions manage to have both successful TTO operations and a more flexible approach to IPR ownership.





social programme

wednesday 26 may 2010 social programme

The afternoon preceding the annual conference, ASTP offers an optional social programme with a guided tour through Paris. This will bring you in touch with the true atmosphere of the city of light!

welcome cocktail

We are pleased to invite all delegates to join us on our welcome cocktail on Wednesday evening. We warmly welcome you to have a first acquaintance with each other directly after the social programme of Wednesday afternoon. Please see our website for the specific location of this cocktail and logistical details.

thursday 27 may 2010 joint dinner

Our traditional conference dinner will be organised on Thursday evening. This festive dinner will be held at a typical special French location. This informal gathering will provide plenty of time for conversation and exchange of experiences with the participants and speakers. During this dinner several special festivities will take place to celebrate ASTP's 10th anniversary.



award competition

As part of ASTP's 10th anniversary celebrations we wish to give tribute to individuals and companies who have made an extraordinary effort in the field of technology transfer.

ASTP offers you the unique opportunity to nominate your favourite researcher, project or company in one of the following categories:

- best European researcher
- best European technology transfer project (TTO)
- best European company to do technology transfer with

A jury will choose among the nominees of the researchers and companies, but the audience of the conference will decide on the best technology transfer at a special session on Thursday afternoon. All awards will be handed out during a festive ceremony during the conference dinner on Thursday evening.

Join us in this award competition and post your nomination by filling out the form on our website www.astp.net.

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general information

date (Wednesday 26,) Thursday 27 & Friday 28 May 2010

conference venue Paris Marriott Rive Gauche hotel & conference centre, 17 Boulevard Saint-Jacques - 75014 Paris, France: tel.+ 33 (0) 1 40 78 79 80, www.parismarriottrivegauche.com

language English

online registration All participants who wish to attend the conference must register in advance. Delegates are requested to register online via our webshop <http://webshop.astp.net>. The capacity of the conference is limited. Registrations will be handled in order of receipt. Please note that formal registration only takes place after receipt of the registration fee.

registration fee The registration-fee for participation of the ASTP conference is € 795,- for ASTP members and € 1095,- for non ASTP members. A special early bird fee is valid till the **1st of April 2010** (€ 695,- for members and € 995,- for non-members). Please visit our website www.astp.net for all other discounts (CEE countries, students, group discounts). All fees mentioned are 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.*

Inteum company scholarship If you would like to apply for the scholarship, Inteum asks you to fill out an application form and write a short motivation how you should benefit from this scholarship. Please visit our website www.astp.net to download the form and to gain more information about the conditions for application.

payment All payments must be made in € (EURO) and free of all bank and other charges. No personal or company cheques are accepted. The online credit card payments will be handled by Paypal and does not have any extra charges. If you prefer to pay via the traditional way (by receiving a hard copy of the invoice and payment by bank wire) an administrative fee of €25,-, excl. 19% VAT will be calculated.

cancellation In case you are unable to attend the conference, a substitute delegate is welcome to take your place without any extra costs, if he/she carries a letter of authorisation from the original participant. If you cancel before the **1st of May 2010** an administration fee of € 95,- will be charged. *Please note that no refunds are possible after this date.*

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 apply for the membership via our webshop <http://webshop.astp.net>. As soon as your membership has been approved by the board, you will receive a confirmation letter for the membership. Signing up for the conference can already be done.

accommodation We have arranged discounts at several hotels in Paris. We kindly refer to our website www.astp.net for an overview of the selected hotels together with the discounts. It is advisable to book your hotel room as soon as possible!

In case you would like to stay at the Marriot Rive Gauche hotel, please reserve your room via france.reservations@marriott.com and refer to the code **ZR8**.

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 ASTP for more information on registration and other logistical details.

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