

annual conference 2012

thursday 31 may and friday 1 june

**best practices
in transfer of science and technology**

Berlin, Germany



association of european science and technology transfer professionals



introduction

Dear colleague,

Welcome to Berlin and the 13th annual conference of ASTP.

Since German reunification, the city of Berlin has transformed itself and a 'new' Berlin has clearly emerged as a global location for knowledge and innovation. With a high density of universities and research institutions, such as Humboldt University, Technical University Berlin, Fraunhofer Society, Gottfried Wilhelm Leibniz Scientific Community and the Max Planck Society, Berlin is a natural choice for the tech transfer community to gather.

In the programme you will find well known and popular features such as three parallel tracks, introductory as well as interactive sessions, quality key-note speakers, and interactive discussions on important topics. We did our best to find the right balance of interesting topics for newcomers as well as experienced professionals in tech transfer. To further motivate newcomers to the profession to attend, Inteum is once again sponsoring a Scholarship Challenge, contact the ASTP office for more information.

This year we are adding a new session to the programme called the Tech Transfer Primer. This is for those of you just starting in TT/KT profession

and would like to get a quality overview on exactly what it is all about. On Wednesday afternoon some very experienced ASTP members will share their insights with you, so come and "prime" yourself for the rest of the conference with this session.

To further enhance the value of our conference to you we are holding another industry session in which companies from Healthcare, Energy and Engineering sectors present their technology needs and collaboration models.

Our goal is to make this conference full of helpful learning experiences and networking opportunities for you but let us not forget what a world class city Berlin is. Why not stay the weekend and perhaps participate in the "Long Night of Science" wherein several research centres in the Berlin/Potsdam region will be open to the public from 17.00-01.00 on Saturday.

Wir freuen uns auf Ihren Besuch in Berlin!
We look forward to seeing you in Berlin!
Velkommen til Berlin!

Anders Haugland
president

Sara Matt-Leubner
vice president programming

thursday 31st of may

registration desk open from 8.15 am

opening plenary 9.00 – 10.30

Anders Haugland, President ASTP, opening

Welcome to Berlin, the place for science, research and future industries

Nicolas Zimmer, Permanent Secretary, Senate Department for Economics, Technology and Research of Berlin, Germany

Introduction joint innovation strategy in the Berlin-Brandenburg region

Adolf M. Kopp, CEO, TSB Innovationsagentur Berlin GmbH, Germany

Knowledge transfer into politics, society and economy – examples from the geosciences

Reinhard Hüttel, Scientific Executive Director & Chairman of the Board, GFZ - German Research Centre for Geosciences, Germany

Scientists working in relevant fields should play a key advisory role to politicians wishing to make well-balanced decisions. However, their recommendations are only rarely put into practice one-on-one since the general public, the media, commercial enterprises and the legitimate democratic institutions are other important players in the decision-making-process. In his talk, Dr. Hüttel comments on the sometimes very complex conflict situations that scientists may be facing when they are involved in such processes. He presents several examples from his own experience to illustrate the different ways in which society and politics may be dealing with scientific findings.

break 10.30 – 11.00

first parallel session 11.00 – 12.30

I - moderator: Paul Van Dun

1. Bootstrapping for effective commercialization

Raluca Flükiger, Licensing Officer, Unitec, University of Geneva, Switzerland

Where to begin when you want to commercialize your wonderful piece of technology? It all starts with keeping track of the constantly varying industry needs and with identifying interested parties. And then the real work: how to approach such parties, what elements should be included in your "sales package", what are the consecutive

II - moderator: Spela Stres

1. Successful techtransfer

Horst Lindhofer, CEO, TRION Pharma GmbH, Germany

TRION Pharma GmbH and TRION Research were founded in 1998 by a group of scientists working with Dr. Lindhofer. During the 1990s, the team had established a pioneering approach leading to the development of the first Triomab® prototypes at the Helmholtz Zentrum München. Since then, the company has steadily expanded in terms of size, portfolio, and production

III - moderator: Jörn Erselius

1. Short term gain versus long term aim

discussion with expert panel

Joachim Rauter, Managing Partner & co-founder, Peppermint VenturePartners, Germany

Uwe Herrmann, R&D Head, Siemens AG, Denmark

Heather Thompson, Director of Licensing, University of Manchester Intellectual Property, United Kingdom

Karen Laigaard, Director of Technology Transfer, University of Copenhagen, Denmark

steps to be taken?

Learn all about it from a seasoned speaker who will illustrate the do's and don'ts with real life cases.

capacities.

Spineless creatures!

Niels Engelhard, Senior Commercial Officer, Tech Transfer Office, University of Copenhagen, Denmark

This is a story of an American bull spreading his bad genes all over the world causing deformation of the spine and death in newborn cattle. This is a story of research collaboration between scientists in Belgium and Denmark, which has now resulted in numerous licensing deals on one single invention.

Licensing or selling- pros and cons

One of the most controversial topics in negotiations between TTOs and licensees/ investors is the potential transfer of IP rights. While most TTOs are happy to license, they oppose the assignment of patents. On the other hand, licensees for various reasons wish to have the IP rights completely transferred. How does the licensing or selling influence the TTO business concept? We will discuss these issues with representatives from TTOs, industry and venture capital and expect an active contribution from the audience!

lunch 12.30 – 14.00

industry/partnering session 14.00 – 15.15

I - moderator: Koen Verhoef

II - moderator: Kevin Cullen

III - moderator: Spela Stres

2. Health Care / Life science

Rolf Göggel, Senior Manager Research Networking, Boehringer Ingelheim Pharma GmbH, Germany

Manfred Horst, Director, External Scientific Affairs Worldwide Licensing, Merck Sharp & Dohme, France

2. ICT / Energy

Henrik Søndergaard, Relationship Manager, DONG Energy Innovation Center, Denmark

2. Engineering / Chemistry

Uwe Hermann, R&D Head, Siemens AG, Denmark
Andreas Hanau, Head of Pre-development Washing appliances, BSH Bosch und Siemens Hausgeräte GmbH, Germany

Two or three speakers in each track will present for 10-15 min on their company. After the talks, they can be approached in the networking area.

break 15.15 – 15.45

second parallel session 15.45 – 17.00

I - moderator: Karen Laigaard

II - moderator: Christian Suojanen

III - moderator: Jörn Erselius

3. Outsourcing TTO activities? Yes or no or a little bit?

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

Egenhard Link, Licensing Manager, Max Planck Innovation, Germany

TTOs all over the world perform more or less the same tasks for their respective institutions. But the way the TTOs organise their work can vary greatly. Some outsource specific tasks to external companies or agencies and others do it all themselves and do not have a great need for assistance.

Our two speakers represent 1) a reputable tech transfer office, where most tasks are performed in-house and 2) a commercial consultancy company that assists tech transfer offices all over Europe.

3. How does the financial crisis influence our daily businesses in technology transfer?

Kai Uwe Bindseil, Director, BioTOP Berlin-Brandenburg, Germany

Martin Austin, Managing Director, TransformRX GmbH, Germany

The financial crisis is being felt across all sectors of business, sometimes in ways that are not immediately obvious. What matters most, however, is the impact on the market. For instance, the availability of venture capital is drying up. The fact that many large corporations go through significant shake-ups, may yield new opportunities for TTOs. What do TTOs need to focus on in order to remain relevant and engaged with industry so as to maximize their access to collaborations and finance?

3. Are we doing the right thing today and is it still the right thing for the next 10 years?

discussion with expert panel

Konstantinos Kaloulis, External Opportunities In Licensing Manager, Merck Serono Ventures, Switzerland

Paul Uwe Thamsen, 1st Vice President, Technical University Berlin, Germany

Theda Borde, President, Alice Salomon University of Applied Sciences (ASH) Berlin, Germany

Alfred Schillert, Managing Director, PROvendis GmbH, Germany

Marc Le Gal, Director of TTO, University of Lyon, France

The techtransfer profession has undergone major changes over the last decade. While before the turn of the century it used to be sufficient to protect and license intellectual property, TTOs today must offer expertise in equity business and increasingly in business development. Is the trend your friend?

general assembly (ASTP members only) 17.00 – 17.30

cocktail 17.00 – 17.45

conference dinner 18.45

friday 1st of june

plenary 9.00 – 10.30

moderator: Anders Haugland

Update on AATP & ASTP survey FY2010

Kevin Cullen, CEO, New South Innovations, Australia & Vice President ASTP

Spela Stres, Head of technology transfer and innovation centre, Jozef Stefan Institute, Slovenia & Vice President ASTP



Social responsibility in/of technology transfer

Ashley Stevens, President, Focus IP Group, LLC Lecturer, School of Management, Boston University, United States

Socially responsible licensing

Over a decade ago, the President and Trustees of Yale University woke up one Monday morning to find themselves portrayed in a very unfavorable light in the lead story of the Business Section of the New York Times. A license they had granted Bristol-Myers Squibb to develop d4T to treat AIDS, which BMS had successfully developed into Zerit, was now being used to prevent Médecins Sans Frontières from purchasing generic d4T to treat the poor in sub-Saharan Africa. BMS quickly backed down and agreed not to assert their S. African patent, and the socially responsible licensing movement was born out of this incident. However, despite the fact that the policies and procedures Yale followed were and still are the norms in academic licensing, few academic institutions have included protections to prevent such incidents in the future. Why not? Should they?

break 10.30 – 11.00

third parallel session 11.00 – 12.30

I - moderator: Sara Matt-Leubner

4. Interactive session: do's and don'ts in negotiations

Robert Marshall, Negotiation & Conflict Resolution, Robert Marshall & Associates, United Kingdom

It's all too easy to find yourself in a negotiation that takes too long, damages relationships, and fails to secure a good outcome. This session starts by identifying these traditional approaches to negotiation - and examining and understanding the difficulties that can result - before moving on to look at the alternative techniques that are increasingly used by professional negotiators and those who work in conflict resolution and mediation. Delegates will receive a one-page "do's and don'ts" checklist, and a list of recommended readings.

II - moderator: Karen Laigaard

4. The knowledge economy and IP challenges

Ulf Petrusson, Professor, University of Gothenburg, School of Business, Economics and Law, Sweden

Andreas Gebhard, Founder & Managing Director, newthinking communications GmbH, Germany

Public research organisations today are regarded as vehicles of growth and development. "Open innovation", "open source" and "open access" are new buzzwords and concepts that give the impression that university-industry collaborations of the future will be uncomplicated and based on trust and sharing. Is this really so? Are we ready, as universities and TTOs, to take on the challenges presented to us by these new realities?

III - moderator: Marc Le Gal

4. What is the impact of a good TTO? What makes a TTO successful?

Karl Klingsheim, Managing Director, NTNU Technology Transfer AS, Norway

Kevin Cullen, CEO, New South Innovations, Australia & Vice President ASTP

Do you have key performance indicators? Should you? Who sets them? Do they make sense? The biggest challenge in tech transfer is in defining what success looks like. If you and your boss (and others) don't have a clear agreement on what success looks like, you will eventually find yourself in difficulty (because how can you say you have succeeded?). It's simple really...come to this session to find out how.

lunch 12.30 – 13.30

fourth parallel session 13.30 – 14.45

I - moderator: Sara Matt-Leubner

5. Building and managing relationships

Robert Marshall, Negotiation & Conflict Resolution, Robert Marshall & Associates, United Kingdom

One of the most challenging aspects of technology transfer is that it involves working with so many different people: inventors, rectors, companies, lawyers, prospective licensees etc. In this session we look at the complex motivations, concerns and (sometimes unrealistic) ambitions that will need to be reconciled if a successful deal is to be done. We present some powerful and proven techniques for listening more actively, building trust and empathy, and for facilitating constructive discussions with these diverse stakeholders.

II - moderator: Koen Verhoef

5. Life science on the spot

Personalised medicine

Thomas Gottwald, CEO, ovesco Endoscopy AG, Germany

Biomarkers / Nutrition

Tim Van Hauwermeiren, CEO, arGEN-X BV, the Netherlands

Traditional pharmaceutical industry struggles with important patents reaching the end of their life cycle. Increasingly, impulses for new drugs have their origin in academia. Industry makes huge efforts to discover and develop new inventions from universities and research organisations. How can TTOs profit from this development and what can we learn from industry?

III - moderator: Christian Suojanen

5. Understanding your market, knowing your customers and working with VCs and non-traditional investors to accelerate PoC

Christian Suojanen, Co-Chairman, TTS Ltd., United Kingdom

Grit Zahn, Head of Project Management R&D, ipal GmbH, Germany

Martin Austin, Managing Director, TransfomRX GmbH, Germany

The focus in licensing training is primarily on technical aspects, which risks neglecting the art of the deal. This involves a deep understanding of the various types of stakeholders and their specific priorities and objectives. In a time of economic constraints, when the cost of pre-clinical and clinical development is rising and the sources of finance are still diminishing, such understanding is crucial. What new models could be considered and how can TTOs and biotech founders access both venture capital and non-traditional sources of finance?

break 14.45 – 15.00

final plenary 15.00 – 16.00

moderator: Anders Haugland

Number 1 success story of impact report 2012

The story of a product of successful technology transfer told by the key inventors and TT managers.

16.00 closure



tech transfer primer **new**

wednesday 30 may, 1.30 - 3.30 pm

venue TSB Innovationsagentur Berlin GmbH building, Fasanenstraße 85, 10623 Berlin

Introduction to the world of tech transfer and what's it all about?

Kevin Cullen, CEO, New South Innovations, Australia & Vice President ASTP

Karen Laigaard, Director of Technology Transfer, University of Copenhagen, Denmark

Paul Van Dun, General Manager, KU Leuven R&D, Belgium

Technology transfer is a complex, but incredibly rewarding profession. Our job is to take excellent research and find ways of putting it into use somehow. Sounds easy, but can get confusing. We have many stakeholders to satisfy - researchers, university management, companies, economic development agencies, health services, policy makers, research funders, politicians....the list goes on and on. What are we trying to achieve and what are the measures of success?

The TT primer will give you an introduction to the various aspects of tech transfer. It will answer some of the key questions and give you a solid understanding of what success looks like for you in your job. Take the chance to learn from people who know what tech transfer is all about.

social programme



wednesday 30 may
guided tour, 4 pm

Our social programme will start with a guided walking tour around the city of Berlin. Participants will be divided into small groups, where a local guide will show you some of the most famous sights in Berlin. The two-hour of informative and entertaining tour will give you the opportunity to experience the rich history, architecture and culture of Berlin. The walking tour starts at 4 pm and ends at the welcome cocktail.

welcome cocktail, 6 pm

After the walking tour, we invite all delegates to join us at our welcome cocktail at the Humboldt University, where you will be able to network and get acquainted with your fellow peers.

thursday 31 may

conference dinner, 6.45 pm

On Thursday evening we invite you to the most anticipated event of our social programme, which is the conference dinner at the Story of Berlin Museum. We will start with a short welcome drink reception, a guided tour through the museum, where you will explore 800 years of Berlin history, and a dinner at an original nuclear bomb shelter from the Cold War below the Kurfürstendamm. Participation to this occasion guarantees you a memorable experience and a wonderful evening.



our conference partners



TRANSFER  ALLIANZ

TSB 

TECHNOLOGIESTIFTUNG BERLIN

Innovationsagentur

ascenion



GUIDING GOOD IDEAS



Max-Planck-Innovation



Innovative Technology Management



Wellspring Worldwide

general information

date (wednesday 30), thursday 31 may & friday 1 june 2012

conference venue Hotel Concorde Berlin, Augsburger Straße 41, 10789 Berlin, Germany: tel. +49 (0)30 800 999 0, www.berlin.concorde-hotels.com

language English

online registration All participants who wish to attend the conference must register in advance. Please 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 takes place only after receipt of the registration fee.

registration fee The registration-fee for participation of the ASTP conference is € 945,- for ASTP members and € 1305,- for non ASTP members. A special early bird fee is valid until the **1st of April 2012** (€ 845,- for members and €1205,- for non-ASTP members). All fees are exempted from VAT. Please visit our website www.astp.net for our other special offers (Turkey & CEE countries, students, and group discounts). 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 on 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 payment 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 PaySquare and does not incur any extra charges. If you prefer to receive a hard copy of the invoice and to do the payment by bank wire, an administrative fee of €25,- 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 2012** an administration fee of € 95,- will be charged. Please note no refunds possible after this date.

ASTP membership If you are currently not an ASTP member, you can apply for membership via our webshop <http://webshop.astp.net> and register to the conference at the same time as ASTP member. You will receive a confirmation letter upon approval of membership.

accommodation We have arranged discounts at several hotels in Berlin. Visit 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!

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.

Ms Arlyta Wibowo
Stationsweg 28A
2312AV Leiden
The Netherlands
Tel: +31 (0)71 711 35 11
Fax: +31 (0)71 711 35 12
arlyta.wibowo@astp.net
www.astp.net

