

FALL SEMINAR

The **A**ssociation of European **S**cience & **T**echnology Transfer **P**rofessionals

INDUSTRY MEETS ACADEMIA

*Thursday 18 October &
Friday 19 October 2007*

VEGA, SCIENCE AND TECHNOLOGY PARK
VENICE
ITALY



INTRODUCTION

ASTP is pleased to invite you to come together with Technology Transfer Professionals from across Europe to its Fall Seminar in the Venice area (mainland), where we welcome you at the VEGA Science and Technology Park, situated a short boat ride from the tourist heart of Venice.

This former industrial area, famous for its trading and commercial activities over many centuries, is the ideal setting for the central theme of this year's Fall Seminar: "**Industry meets Academia**". Although most research institutions frequently and constantly interact with industry, one sometimes perceives echoes that the research community – including the technology transfer professionals! – does not understand the important drivers of industry – both in terms of the technologies and expertise they need and the way in which they like to work with us to acquire that knowledge. Interestingly, this concern is voiced by both the research institutes (who understand that a good knowledge of these drivers enables them to act proactively) and the industry (who sometimes perceives a too low level of affinity of the researchers with their business).

During our Fall Seminar 2007, ASTP aims to stimulate a more broad-based, 'intimate' and open discussion between technology-intensive businesses and technology transfer managers. We have set up an entire track with five different sessions, each devoted exclusively to one industry segment (medical technologies, telecommunications, healthcare and consumer products, information technology, and food industry). A second track focuses on the transaction itself. Here experts from both sides tell us about their experiences on how it is to actually do the transaction: from tracing down the inventions, over pricing the offering and finally negotiating the deal.

We also have an introductory track, for all of you who are newer entrants to the field ... or would like to fresh up some items. This track introduces us in the art and complexities of structuring and drafting collaboration agreements: experts from across Europe will enlighten us on the essences of CDA's & MTA's, Research Agreements, Clinical Trials, etc.

For our plenary sessions, we are very delighted to welcome two excellent speakers - **Leo Roodhart** from Shell International and **Ron Botham** from the University of Glasgow.

We're pleased to announce that we've managed to arrange a **Master-Class** prior to the main event, designed to give us insight into the minds of early-stage venture capital investors.

But for those who wish to start the event in a more relaxed way we offer a full **social program** to enable you to mingle and exchange experiences and issues with old or new colleagues as well as with industry players in the wonderful atmosphere of the historic centre of Venice.

Together with the Board, I am looking forward to you joining us in Venice for an enjoyable and stimulating meeting!

Laurent Miéville
President ASTP

THURSDAY 18TH OF OCTOBER

Registration desk open from 8.15

PLENARY: 9.00 – 10.30

OPENING PLENARY

Laurent Miéville, President ASTP, *Opening*
Fabio Gava, Regional Minister for Economic and Institutional Policies, **Gianpietro Marchiori**, CEO VEGA & **Fabrizio Bettiol**, Vice-President Unindustria Venezia *Welcome*
Leo Roodhart, Strategic Innovation, Shell International, the Netherlands *Using disruptive innovation to drive growth and change*

BREAK 10.30 – 11.00

PARALLEL 11.00 – 12.30

<p>INTRO TRACK: DRAFTING THE AGREEMENTS Moderator Paul Van Dun</p>	<p>DOING THE TRANSACTION: REDUCING KNOWLEDGE TO PRACTICE Moderator Karen Laigaard</p>	<p>STRATEGIES, NEEDS AND PRACTICES OF INDUSTRY Moderator Jörn Erselius</p>
<p>The DNA of CDA's & MTA's Mark Anderson, Anderson & co, United Kingdom Allen Norris, Vice President, Head Group IP, UCB Pharma, Belgium A lot of research collaborations find their origin in exploratory discussions and exchanges of material. How to get it right from the start and make sure that your information or material is not misused ... or that you are not unreasonably bound because you received information or material from your counterparty.</p>	<p>Negotiating the deal Herman Verreist, Director European Operations, Norkom Technologies, Belgium Erwin Blomsma, Director Strategic Development, Avantium Technologies, the Netherlands Even when you have a groundbreaking technology to offer, it still is not always easy to come to a balanced deal. This session discusses several factors that can lead to success or failure when negotiating and (hopefully) closing a technology deal, and navigates you through negotiation tactics and strategies.</p>	<p>Medical technologies Uwe Schriek, Chief Counsel IP Corporate Issues, Siemens, Germany Frank Bistervels, Senior Director Technology Licensing, Philips Intellectual Property & Standards, the Netherlands What are the issues that are really important for industry, and how do these issues influence their interaction with research institutions? How do they identify and acquire technology? What are their main business drivers and which elements determine their long and short term strategy? What do they expect from us? Decision makers from within five different sectors guide us through.</p>

LUNCH 12.30 – 14.00
PARALLEL 14.00 – 15.15

<p>INTRO TRACK: DRAFTING THE AGREEMENTS Research agreements - I Moderator Jeff Skinner</p>	<p>DOING THE TRANSACTION: REDUCING KNOWLEDGE TO PRACTICE Moderator Anna Maria Nuutila</p>	<p>STRATEGIES, NEEDS AND PRACTICES OF INDUSTRY Moderator Laurent Miéville</p>
<p>Defining the relationship Mark Anderson, Anderson & co, United Kingdom Alan Payne, Operations Manager & Photographic Projects Manager, Kodak European Research, United Kingdom Research relationships with industry can be complex involving a mixture of ongoing collaboration, consultancy, material exchange and licensing of background and foreground IP. Researchers structure these relationships and then expect us (as TT professionals) to translate their requirements (overnight) into a coherent contract. In this first of three sessions on research agreements we use an actual R&D case study to analyze our role in translating academic requirement into a structured legal agreement.</p>	<p>Pricing your offering Kevin Cullen, Director of Research and Enterprise, University of Glasgow, United Kingdom Alan Lamont, Director Science and Technology Alliances, Astra Zeneca, United Kingdom How do you know how much to ask for a technology? The (e)valuation process is a complex task, involving issues such as commercial analysis, financial analysis, profile of the inventor, stage of the development, and many more elements. Is it possible to develop "the roadmap to a correct pricing"?</p>	<p>Telecommunications Keith Everard, Strategic University Research Program Manager, British Telecom, United Kingdom François Jamet, Director Intellectual Property & Licensing, France Telecom, France The Telecom industry has undergone huge changes in the last few years. National monopolies are no more, physical networks have become commodities and the business model is being challenged by VOIP. In this new age what do the major telecoms companies need from the research base?</p>

BREAK 15.15 – 15.45
PARALLEL 15.45 – 17.00

<p>INTRO TRACK: DRAFTING THE AGREEMENTS Research agreements - II Moderator Anna Maria Nuutila</p>	<p>DOING THE TRANSACTION: REDUCING KNOWLEDGE TO PRACTICE Moderator Karen Laigaard</p>	<p>STRATEGIES, NEEDS AND PRACTICES OF INDUSTRY Moderator Jeff Skinner</p>
<p>Common pitfalls Mark Anderson, Anderson & co, United Kingdom François Jamet, Director Intellectual Property & Licensing, France Telecom, France Research collaborations are the cornerstone of the activities of most TTO's, so mastering the art of drafting the agreements that set out the rules for these collaborations is of prime importance. Experts guide you through the most important clauses, the do's & don'ts and provide you with practical tips for a perfect contract.</p>	<p>Tracking down inventions Cecile Tharaud, Head of technology Transfer, INSERM, France Alan Payne, Operations Manager & Photographic Projects Manager, Kodak European Research, United Kingdom We all are focused on bringing technology to the market. But are we sure that we don't miss too much opportunities that never reach our offices? How do big corporations scout for technology opportunities within their own organization? Can we learn from them?</p>	<p>Healthcare / Consumer products Alan Lamont, Director, Science and Technology Alliances, AstraZeneca, United Kingdom Petr Kotal, Director Bioscience Business Development, Procter & Gamble, Switzerland The Healthcare sector is facing major challenges - development and regulatory costs are rising at a time when product pipelines are diminishing. They are seeking new technologies to achieve greater speed and efficiency and early screening – and alliances to fill pipelines. Universities are as important as ever but the way in which we engage will change.</p>

17.00 – 18.00 COCKTAIL
18.30 SOCIAL PROGRAM

FRIDAY 19TH OF OCTOBER

PLENARY: 9.00 – 10.30

PLENARY

Chair Paul Van Dun

The economic impact of TTO's - aligning our business models

Ron Botham, Training and Employment Research Unit (TERU), University of Glasgow, United Kingdom

We still operate in a technology-push environment where we try and find businesses that can use our patented inventions technology - often without thinking about how businesses pick up and develop new technologies. Professor Botham argues that we will have much greater impact if we understand and align our own knowledge transfer 'business model' to that of the licensee (customer). This thinking has important ramifications on the emphasis that we place on the different way in which we engage with businesses - in particular the impact of technology transfer activities.

BREAK 10.30 – 11.00

PARALLEL 11.00 – 12.30

INTRO TRACK: DRAFTING THE AGREEMENTS Research agreements - III Moderator Jörn Erselius	DOING THE TRANSACTION: REDUCING KNOWLEDGE TO PRACTICE Moderator Karen Laigaard	STRATEGIES, NEEDS AND PRACTICES OF INDUSTRY Moderator Paul Van Dun
<p>Standard Agreements – Fool's Gold? Jeff Skinner, Director Corporate Alliances, UCL, United Kingdom Ursula Haufe, Managing Director, Ipal Berlin, Germany Johan Schlüter, Chairman, Working Group Danish Industry Association, Denmark</p> <p>In many countries there have been initiatives to establish standard agreements for research collaboration and contract research between industry and academia. Examples are the "Lambert Agreements" in the UK or the "Berlin Agreements" (and lately the "Hamburg agreements") in Germany. These agreements are perceived differently by TTOs and industry and are discussed sometimes quite controversially. Examples for these standard agreement will be presented and discussed.</p>	<p>Joint ownership of IP William Bird, Founding Partner, Bird Goën & co, Belgium Uwe Schriek, Chief Counsel IP Corporate Issues, Siemens, Germany Kevin Cullen, Director of Research and Enterprise, University of Glasgow, United Kingdom</p> <p>Some love it, some hate it. Is it a feasible option or do we better try to avoid joint ownership of intellectual property at all times? What are the modalities that can make joint ownership work?</p>	<p>Information technology Michel Benard, Director Technology Programs, HP University Relations, Switzerland Charles Irving, Founder, Pond Ventures, United Kingdom Darko Piscevic, Director Account & Marketing Strategy, Infineon Technologies Communication, Germany</p> <p>The ICT 'industry' moves very fast and is structured in such a way that makes it difficult to 'digest' university technologies. Moreover, IP is harder to protect since single patents offer little protection. Added to that, 'killer applications' are far from obvious. How then are we supposed to engage with the major ICT users?</p>

LUNCH 12.30 – 14.00

PARALLEL 14.00 – 15.15

INTRO TRACK: DRAFTING THE AGREEMENTS Moderator Jörn Erselius	DOING THE TRANSACTION: REDUCING KNOWLEDGE TO PRACTICE Moderator Jeff Skinner	STRATEGIES, NEEDS AND PRACTICES OF INDUSTRY Moderator Anna Maria Nuutila
<p>Clinical Trial Agreements Riikka Roman, Senior Legal Counsel Research and Industrial Services, University of Turku, Finland Franziska Weise, Unitectra, Office of Technology Transfer Universities Bern & Zürich, Switzerland</p> <p>There are many reasons why clinical trial agreements (CTA) form a very specific species of contract, with the fact that human beings are the subject of the research as one of the most important reasons. This entails specific requirements for CTA's, such as informed consent/use of patient material, the EU Clinical Trial Directive, liability clauses, etc.</p>	<p>Case study on industry collaboration Jan Delcour, Professor Food Science and Microbiology, KU Leuven, Belgium</p> <p>The real work has to be done by the researcher himself! A personal testimony from a professor who successfully built up his research through consistently collaborating with industry, including licensing deals. What are the major hurdles and challenges he has experienced, and how does he see the role of the TTO?</p>	<p>Food and functional food industry Fillip Arnaut, Group LT Research Director, Puratos, Belgium Ariane Andres, Head External Alliance, Nestlé Research Centre, Switzerland</p> <p>For a long time food had to be tasty, safe and reasonably priced. These days a major shift is ongoing towards functional food. How do evolutions towards convenience, shelf life and pre-biotics influence our interaction with industry? Is a new collaboration model required for the food of the future?</p>

BREAK 15.15 – 15.30

PLENARY 15.30 – 16.30

FINAL PLENARY

How good relationships are built and maintained

Chair Laurent Miéville

Ron Botham, Training and Employment Research Unit (TERU), University of Glasgow, United Kingdom

Kevin Cullen, Director of Research and Enterprise, University of Glasgow, United Kingdom

Michel Benard, Director Technology Programs, HP University Relations, Switzerland

Alan Lamont, Director, Science and Technology Alliances, AstraZeneca, United Kingdom

In this age of 'Open Innovation' businesses need to find reliable R&D partners – and many would like to build such links with universities. Likewise, universities are increasingly driven to demonstrate economic impact. This should be a marriage made in heaven but we all know that there are substantial barriers to effective engagement and exchange. What are the main obstacles and what can we do to build & foster good working relationships between 'our' academics and their counterparts in businesses. Should our efforts be focused primarily on the contractual arrangements or is problem more one of building mutual trust, confidence and knowledge of each other's capabilities and needs?

16.30 RECEPTION & CLOSE

MASTER-CLASS

ASTP is pleased to announce a Master-Class to be held on Wednesday the 17th of October, the afternoon before the main conference. This Master-Class, entitled, **'Inside the Mind of an Investor'** gives insights into the thinking of early stage venture capital investors – how to find out what interests them; when to contact them, how to get their attention and how they take decisions regarding new investment opportunities. For anyone who wants to get past the 'black box' model of investors and understand how they really think and act, this Master Class will be both enjoyable and valuable.

The Master-Class is led by Charles Irving, Partner and founder of Pond Venture Partners (www.pondventures.com). Pond invests very early stage technologies and entrepreneurs in Europe and the US and is one of the few major venture funds that invests in university spin-outs. Charles has worked with numerous academics and fellow investors, both start-up and later stage and is well placed to give a frank insight into an investors mind and explain what they actually do all day.

The Master-class starts at 1.30 PM on Wednesday. After the Master-Class you will have the opportunity to join the Social Program for a sightseeing tour through Venice (at no extra charge).

In order to maintain an informal atmosphere we are limiting the size of the Master-Class to 35 participants. Places are on a first come, first served basis but with priority given to ASTP members. We are charging members a nominal 50 Euros to cover our direct costs (non-members 80 Euros).

SOCIAL PROGRAM Wednesday, 17 October 2007

Visit to Venice Science and Technology Park combined with guided tour through Venice



On Wednesday afternoon, we organise by tradition an optional tour to the Venice Gateway for Science and Technology. VEGA links Universities, Centres of Excellence and the manufacturing sector in order to sharpen the competitive edge of the companies in national and international markets. We will enjoy a presentation on the park as well as a visit to the laboratories. We continue the social program with a guided tour through Venice.

Wednesday, 17 October 2007 Welcome Cocktail

We are pleased to invite all delegates to join us on our welcome cocktail, kindly offered by the Casinò di Venezia. Opened in 1638, the Casinò di Venezia has always been a centre of international attraction. We warmly welcome you to have a first acquaintance with each other directly after the (social) programs of Wednesday afternoon.



Thursday, 18 October 2007 Joint Dinner

Our traditional joint dinner will take place on Thursday evening, in the beautiful surroundings of Venice. This informal gathering will provide plenty of time for conversation and exchange of experiences with the participants and speakers.

Our conference partners:



www.cancertechnology.co.uk



www.vegapark.it



www.unindustria.venezia.it



www.insme.org



www.enterprise-ireland.com

GENERAL INFORMATION

- Date** (Wednesday 17 October,) Thursday 18 & Friday 19 October 2007
- Conference Venue** VEGA, Parco Scientifico Tecnologico de Venezia SCARL, via della Libertà 12, 30175 Marghera - Venice, Italy. Tel.: +39 041 509 3000, Fax: +39 041 509 3065
- 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 *register online* via the ASTP-website www.astp.net or to complete the enclosed *registration form* and return it to ASTP. 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. We offer a special Early Bird Fee for those who register before the **15th of August** (€ 695,- for members and € 995,- for non members). We also have a special discount for people coming from CEE countries: € 395,- for ASTP members and € 595,- for non ASTP members. 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.**
- 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 card 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 27th of September 2007** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after the 27th of September 2007.**
- Accommodation** October is a very busy month for Venice, thus we strongly advise you to make a booking as soon as possible! We have arranged discounts for several hotels in the Venice mainland (see the backside of the registration form). Transportation from these hotels to the venue will be arranged on Thursday- and Friday morning. Delegates staying at other hotels should take care of their own transport.
- 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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