

fall conference 2013
thursday, 17 oct and friday, 18 oct

**success in KT/TT
through collaboration**

Warsaw, Poland



ASTP

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introduction

Dear colleagues,

We are happy to welcome you at the first joint conference of ASTP and Proton Europe called the "ASTP-Proton Fall Conference". This stimulating conference will be held in Warsaw, the capital and largest city of Poland. Thanks to the support of our Polish hosting partners, the City of Warsaw and Kozminski University, we will enjoy an inspiring event in a marvelous environment!

The overall theme of this year's fall conference is "Success in KT/TT through collaboration". And rightfully so as we, ASTP and Proton Europe, have joined forces and organised our fall event in close collaboration with one joint programming committee!

We offer several new additions to the programme to foster collaboration, such as the third track especially dedicated for national networks, a Director's Forum on Wednesday evening and the Knowledge Stock Exchange (KSE) in the late morning of Friday..

If you are looking to expand your networking opportunities, join the KSE parallel sessions where you will be able to determine your own schedule. You can either take part in one-on-one meetings, share, discuss and find solutions to your problem with your fellow peers or hear about new products and services that might be useful for your KTO. Whether you are a beginner in technology transfer or a seasoned professional, there are enough networking opportunities for everyone at the fall conference.

In addition to the inspiring program, there are also cultural reasons to join our meeting in captivating Warsaw! Frédéric Chopin is without a doubt the most famous Varsovian. As a child prodigy, he grew up and completed his musical education in Warsaw, before going to Vienna and settling in Paris. Although his body was buried in Paris, his heart belongs to Warsaw, where it is buried.

Completely destroyed during World War II, Warsaw has since then risen from the ashes and earned its nickname as the 'phoenix city'. The city has wonderful architecture from the gothic, renaissance, baroque and neoclassical periods, so make sure to join us on our walking tour around the city on Wednesday afternoon!

On behalf of the ASTP Board and headquarters as well as Proton Europe, we look forward to seeing you in Warsaw!

Do zobaczenia w Warszawie! See you soon in Warsaw!

Sara Matt-Leubner
President, ASTP

Michel Morant
President, Proton

Karen Laigaard
Chair, ASTP Programming Committee

wednesday, 16 oct

opening plenary, 9.00 – 10.30

Guided walking tour, 16.00, meeting point to be announced
Welcome cocktail, 18.00, venue to be announced
Directors' Forum, 19.30, venue to be announced

thursday, 17 oct

registration desk opens from 8.15 am

opening plenary, 9.00 – 10.30

Opening **Sara Matt-Leubner**, ASTP President

Welcome to Warsaw

 **chał Olszewski**, Vice President, City of Warsaw, Poland

A peek inside the tech transfer operations of Stanford

Kirsten Leute, Senior Licensing Associate, Office Technology Licensing, Stanford University, United States

Some world leading universities also have world leading tech transfer offices: Stanford is one of those universities. However, being and staying a forefront runner is not easy. What are the challenges they face? Are they different from the challenges others face? How do they try to overcome them? How do they aim to benefit from the emerging trends in the fast moving world of tech transfer? Our speaker will share her views on these issues with us, illustrate them with real life cases and discuss a recent study she has performed on the origins of licenses on Stanford technologies and the industry sectors licensing those technologies.

break 10.30 – 11.00

I. moderator: Paul van Dun

Equity management: getting and managing shares of spin-off companies

Mathieu Coutet, Managing Partner, Inserm Transfert Initiative, France
Rudi Cuyvers, Head of spin-off and innovation, University of Leuven, Belgium

In a time of economic distress, our stakeholders increasingly look to us for the creation of spin-offs and employment. But do we have a sound equity policy? Should your institution take shares in spin-offs, and, if so, what percentage? Who is responsible for managing the shares – when to sell? Are researchers allowed to have shares of spin-off companies? Lots of questions you better have sorted out beforehand to avoid problems afterwards.

II. moderator: Christian Stein

How to become ideal partners for industry

Maria Tavares, Innovation Manager, DSM, Switzerland
Bo Stenhuus, Senior Advisor Research & Innovation, TTO, Copenhagen University, Denmark

We often talk about the benefits of mobility and the advantages of having TTO staff who have gained experience from both the research world and industry. Our two speakers have done just that. One has moved from a TTO to the industry and one has moved from the industry to a TTO. How do they view the world? Which tips can they give us and what can we learn as TTOs in order to become better partners for industry - big and small?

III. moderator: Marta Catarino

Do's and DON'Ts: challenges and opportunities in a national tech transfer network - what may or may not work and why?

David Secher, Senior Bursar and Life Fellow, Gonville and Caius College, University of Cambridge, United Kingdom and Founder, Board, PraxisUnico, United Kingdom
Carme Verdaguer, Coordinator, RedOTRI, Spain
Regina Summer, Acting Director, SNITTS, Sweden and representatives of TTO national networks

This session will focus on the main challenges of running a national tech transfer network in a context of uncertainty: we will hear an extensive case from PraxisUnico and will extend discussion to other networks that deal with pressing issues such as sustainability and growth while facing current challenges.



lunch 12.30 – 14.00

second parallel session, 14.00 – 15.15

I. moderator: Heather Thompson

Setting up a consultancy unit?

Karen Laigaard, Director TTO, University of Copenhagen, Denmark
David Secher, Senior Bursar and Life Fellow, Gonville and Caius College, University of Cambridge, United Kingdom and Founder, Board, PraxisUnico, United Kingdom

A university consultancy unit can be an efficient way to brand both institutions and researchers, to build relationships with new companies, to ensure extra income. How do you go about establishing a university consultancy service – which aspects do you have to consider and why should researchers and management think that this is a good idea?

II. moderator: Sean Fielding

Strategic partnerships: who should be your partner and why?

Simon Gray, Head of Marketing, Isis Innovation Ltd, University of Oxford, United Kingdom
Günther Wellenzohn, Innovation Manager, Infineon Technologies Austria AG, Villach, Austria

University-industry collaboration traditionally have been the result of researchers' or departments' particular strong links with companies and vice versa. Increasingly, though, universities and companies begin to take a more strategic approach to their relations and partnerships. These partnerships come in many shapes and forms from strategic framework agreements, to workshops and annual dinners. In this session, a world-renowned university and a leading company will talk about how they work with university-industry partnerships.

III. moderator: John Scanlan

Collaborating with industry: how can national networks support TTOs in attracting and managing a collaboration with our most relevant stakeholders?

Léopold Demiddeleer, President, EIRMA and Senior Executive Vice President & General Manager, Future Businesses, Solvay, Belgium
Marc Van Den Neste, VP & CTO, AGC-Glass Europe and President, BiR&D, Belgium

This session will present two different but hopefully not opposing views of how universities and companies can collaborate when resources are scarce: a big company and a tech transfer office will share their experiences, best practices and perspectives for the future.



break 15.15 – 15.45



I. moderator: Koen Verhoef

Patient related tech transfer**Laura MacDonald**, Head of Licensing, LURIS, Leiden University, the Netherlands**Florence Ghrenassia**, Director, Office of Tech Transfer and Licensing, Assistance Publique, Hôpitaux de Paris, France

When human material or human data are involved in transactions, specific rules apply which are important to know, also for those tech transfer professionals who are not involved in clinical deals on a daily basis. What are the characteristics of clinical technology transfer and what are the pitfalls? Learn all about informed consent, the use of human material/data and the rights attached thereto (how "commercial" can you go?), the set up of clinical trials and the resulting clinical trial agreements, and specific points of attention in licensing agreements and industry-sponsored research.



II. moderator: Spela Stres

Open lab: how to get more out of the collaboration of an academic lab joint by a products manufacturer?**Stéphane Delalande**, Scientific and Technologies for the Future Department, responsible of the Scientific Network, PSA Peugeot Citroën, France**Clement Goossens**, Innovation Strategy and Partnerships, Eindhoven University of Technology, the Netherlands

Universities and industrial companies, aiming at optimising their collaboration, try to develop new forms of collaboration, such as open labs and living labs. Of course, intellectual property remains one of the key aspects. Let's have the point of view of an industrial company (a car manufacturer) and a technical university interacting with a multinational engineering and electronics conglomerate.

III. moderator: Michel Morant

Influencing decision making: what will be the role of national networks in lobbying and making things happen at a macro level**John Smith**, Deputy Secretary General, European University Association (EUA)
Philippe Vanrie, CEO, European Business & Innovation Centre Network (EBN), Belgium

This session will pinpoint the main obstacles and opportunities for the knowledge transfer community in the near future: how will national and European policies, particularly Horizon 2020, take into account tech transfer and knowledge valorisation and what should we expect from it?

**General assembly (members only) 17.00 - 18.00****cocktail & conference dinner 18.30****friday, 18 oct**

plenary, 9.00 – 10.30

moderator: Sara Matt-Leubner

Setting an agenda for action – then getting the hell out of the office**Jeff Skinner**, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, London, United Kingdom

New technologies are like scientific hypotheses – if they're promising, they need developing and if they're not, they need killing as quickly as possible so that they consume minimal further scarce resources. In this session, we study a methodology (the Business Model Canvas) that helps the TT manager set these agenda: for discussion with the academics (which helps to test how far they've thought things through) and then for action (defining who goes out and talks to who and why). This methodology doesn't pretend to give any generic answers – rather it's a framework for asking the right questions, mobilising a team and enabling the TT Manager to appear useful.

break 10.30 – 11.00

knowledge stock exchange, 11.00 – 12.30

ASTP invites you to join the innovative Knowledge Stock Exchange. We offer you 3 options:

The KTO service and information corner

Face-to-face meetings: Meet your fellow peers in 1-on-1 sessions to explore options for collaboration or experience sharing

Let me share my problem  Discuss your problem and find solutions with the help of international TT colleagues

Each option will offer up to 6 slots of 15 minutes. During this session, you can navigate through the different options- making your personal programme! Once you have registered as a participant, you will be invited to the Knowledge Stock Exchange website where you will be informed about all possible slots and you will be asked to either add your profile (for option 2) or your problem (for option 3).

This session is supported by:

**lunch 12.30 – 13.30**

I. moderator: Karl Klingsheim

1. Working with students in creating spin-offs

Marie Jacobsen Lauvås, Entrepreneur in Residence at Technology Transfer Office, Norwegian University of Science and Technology (NTNU), Norway

2. Working with students in the TTO

Speaker t.b.c.

Students are one of our most active, enthusiastic and sometimes overlooked resources. However, some universities have very active student entrepreneurship programmes or employ students to assist in technology transfer projects. The two speakers in this session will talk about exactly that – how to build up smart structures and relations where we manage both to educate students, enthuse them, help them become our future entrepreneurs and put their expertise to good effect – a win-win solution for all parties involved.



II. moderator: Karen Laigaard

Sharing best practices with your researchers

Matthew Johnson, Associate Professor, University of Copenhagen, Denmark

Peter Buchberger, Project Manager, transidee - University of Innsbruck, Austria

The tech transfer office's successes depend heavily on its ability to build good and constructive relations with researchers. Great spin-outs and licenses are created thanks to a close-knit team of tech transfer office staff and inventors – each actor using his/her expertise to the best effect to achieve the best possible outcome. Sometimes a successful deal is preceded by years of collaboration, hard work, negotiations, meetings and sometimes frustration. How do you ensure the good relation, trust-building and collaboration between the TTO staff and the researcher without whom commercialisation will be a dead end? In this session, we will hear from a researcher whose road to successful commercialisation was long and bumpy and from a TTO representative who has seen both beautiful relations and cold alliances.



final plenary, 14.30 – 16.00



moderator: Sara Matt-Leubner

Summary session, general view from a senior TTO

Andy Sierakowski, Director, Office of Industry & Innovation, University of Western Australia, Australia

This final session is an opportunity for us all to review the conference content and will include the views of the presenter on specific topics from the previous two days. You should be prepared for an interactive session when we ask the question, "what did you learn from this conference?" Come along to share your views on this key question and remember – it will be asked!

our conference partners



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general information

date (wednesday, 16 oct) thursday, 17; friday, 18 may 2013

conference venue Museum of the History of the Polish Jews,
Anielewiczka 6, 00-157 Warsaw, Poland. Tel: +48 22 471 0300

conference language English

online registration All participants who wish to attend the conference must register in advance through the ASTP 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 € 1040 for ASTP members and € 1400 for non-ASTP members. Please visit our website (www.astp.net) for other special offers (Turkey & CEE countries, students and group discounts). All fees are exempted from VAT. The fee includes admittance to the conference and the conference dinner as well as conference documents, lunches and refreshments. The fee must be paid in advance to participate.

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 do the payment by bank wire, an administrative fee of € 25 will be charged.

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 25 September 2013, an administration fee of € 95 will be charged. Please note that no refunds are possible after this date.

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

accommodation We have several hotel suggestions in Warsaw. Visit our conference website (<http://astpfc.wordpress.com>) for an overview of the selected hotels. 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.

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