

ANNUAL CONFERENCE

The Association of European Science & Technology Transfer Professionals

# BEST PRACTICES IN TRANSFER OF SCIENCE AND TECHNOLOGY

*Thursday 31 May &  
Friday 1 June 2007*

PRINT MEDIA ACADEMY  
HEIDELBERG  
GERMANY



## INTRODUCTION

ASTP is pleased to invite you to come together with Technology Transfer Managers from across Europe on the occasion of its eighth Annual Conference to be held in Heidelberg, Germany. A region famous for its scenic beauty, architectural and cultural monuments, outstanding cuisine and excellent vintages!

The role of the Technology Transfer Manager is broadening. Increasingly universities are being seen as engines for regional and national economic growth. To be sure, we have to run Technology Transfer professionally and be experts in early stage technology commercialisation. However, at the same time we increasingly need to balance direct financial return to the university with the wider – and potentially far greater - benefits (profits, employment, innovation) made by existing businesses in our regions. This is a difficult balancing act – the more so given the expectations that there are on us to generate income.

This conference examines these issues along with many other current issues and balancing acts faced by us all in our roles as Technology Transfer Managers. As always we have invited a large and diverse group of speakers who can speak to and help us all explore and debate these issues. All speak from experience – we only invite those who are practitioners able to talk with authority and experience about a topic. The first ‘track’ of the conference takes a different format for this conference – structured as panel discussions based on topics suggested by our German colleagues.

In addition to the formal program the conference is also deliberately social. Much is to be gained from talking and knowing each other. We are a community that is willing to be open and honest about our successes and mistakes – and to share ideas and experiences. We build in ample time for networking – and devise a social program to encourage interaction. Our events are as sociable as they are stimulating.

We are pleased to welcome Hans Wigzell and Sachi Hatakenaka as our plenary speakers – both able to bring new perspectives on our roles and the way we work with important stakeholders. We are also delighted that Pat Jones, the new President of our sister Association, AUTM, is able to join us for the conference.

On behalf of the Board of ASTP, I look forward to seeing you in Heidelberg.

Jeff Skinner,  
President

**THURSDAY 31 MAY**  
Registration desk open from 8.15  
PLENARY: 9.00 – 10.30

### OPENING PLENARY

**Jeff Skinner**, President ASTP, *Opening*  
**Eckart Würzner**, Mayor Heidelberg, *Welcome*  
**Hans Wigzell**, Senior Strategic Advisor Karolinska Institute, Stockholm, Sweden *The secret behind the technology transfer success of the Karolinska Institute in Stockholm.*

BREAK 10.30 – 11.00

PARALLEL 11.00 – 12.30

Discussing current issues in Technology Transfer Moderator Jeff Skinner	Managing the Technology Transfer portfolio Moderator Anna Maria Nuutila	Structural aspects of effective Tech Transfer Moderator Paul Van Dun
<p><i>Collaborating with Corporates</i> <b>Christian Stein</b>, CEO Ascenion, Germany <b>René Rohrbeck</b>, Senior researcher Deutsche Telekom Laboratories, Germany <b>Klaus Wilgenbus</b>, Corporate Senior Vice President Global Licensing Boehringer Ingelheim, Germany <b>Gabriel Clerc</b>, Head of Technology Transfer EPFL, Switzerland</p> <p>IP is often a barrier to effective collaboration with companies. They think it valuable enough to insist on ownership but are reluctant to pay much for it (either full costs or royalties). Where is the middle ground - and which side is being unreasonable?</p>	<p><i>Increasing the odds in Tech Transfer</i> <b>Herbert Reutimann</b>, Managing Director Unitetra, Switzerland <b>Rudy Dekeyser</b>, Vice General Director VIB, Belgium</p> <p>Most of the patents we file end up getting abandoned without licensing, either because we didn't do enough market research or because we couldn't put the time into finding licensees. Should we be rejecting far more disclosures than we do – if so, which ones? And if they slip through to become a patent; how do we kill those?</p>	<p><i>Program dedicated TT units</i> <b>Bruno Lambrecht</b>, Legal Counsel KU Leuven R&amp;D, Belgium <b>Denis Dambois</b>, D.G. Research European Commission</p> <p>Unification in TT rules &amp; structures. The national regulatory framework and practices (including national guidelines and model contracts, etc.) for university-industry knowledge transfer show significant differences across the EU. Is it realistic to aim at a more uniform playing field? And is it desirable?</p>



LUNCH 12.30 – 14.00  
PARALLEL 14.00 – 15.15

Discussing current issues in Technology Transfer Moderator Paul Van Dun	Managing the Technology Transfer portfolio Moderator Laurent Mieville	Structural aspects of effective Tech Transfer Moderator Antonio Parada
<p><i>When we can't find licensees</i>  <b>Egenhard Link</b>, Patent &amp; Licensing Manager Max Planck Innovation, Germany  <b>Patrick Jones</b>, President AUTM &amp; Director Office of Technology Transfer University of Arizona, USA  <b>Thomas Wehlage</b>, BASF Future Business, Germany  <b>Rudy Dekeyser</b>, Vice President VIB, Belgium                      We often find ourselves pushing technologies that everyone believes in but no-one (corporate or VC) wants to invest in - we're told that they are 'too early'? What is going wrong? Is it our marketing? Should we use regional 'technology' funds to develop further? Are potential licensees right or are they acting irrationally - and what should our response be?</p>	<p><i>Commercialisation plans</i>  <b>Robert MacWright</b>, Executive Director University of Virginia Patent Foundation, USA  <b>Karen Laigaard</b>, Head of Technology Transfer University of Copenhagen, Denmark                      How much effort should we put into developing commercialisation plans and strategy? Two speakers will advocate that the effectiveness of TTO is significantly enhanced using this approach - and striking the right balance between analysis and paralysis.</p>	<p><i>Ownership &amp; incentive regimes</i>  <b>Hans Wigzell</b>, Senior Strategic Advisor Karolinska Institute, Sweden  <b>Teri Willey</b>, Chief executive Cambridge University, United Kingdom                      If our primary purpose is to see technology utilised, does it really matter whether academics own their own IP and what share of royalties they receive? Sweden successfully exploits IP and Cambridge flourished as a high-tech region despite academic ownership of IP. Might it be a good thing if academics had a choice?</p>

BREAK 15.15 – 15.45  
PARALLEL 15.45 – 17.00

Discussing current issues in Technology Transfer Moderator Jon Wulff Petersen	Managing the Technology Transfer portfolio Moderator Jeff Skinner	Structural aspects of effective Tech Transfer Moderator Antonio Parada
<p><i>Tech Transfer at a distance</i>  <b>Alfred Schillert</b>, Managing Director Provendis, Germany  <b>David Catton</b>, Managing Director of SUEL and non-Exec Director of Biofusion, United Kingdom  <b>Martin Raditsch</b>, Head of Business Development EMBLEM, Germany  <b>Hannes Lehmann</b>, Director Dresden University of Technology, Germany                      Some argue that Tech Transfer is inseparable from the university and will never be as effective if out-sourced. Others say they've tried out-sourcing and it works far better. Here we listen to two very different models of out-sourcing to discern how (and if) they work and what is lost.</p>	<p><i>Software applications and innovations</i>  <b>David Harnett</b>, Senior Director Microsoft IP Ventures Group, USA  <b>Jari J. Rantala</b>, Innovation Manager University of Helsinki, Finland                      Universities generate huge amounts of innovative software applications - which can be licensed or used as the basis of a business. However, the core IP is much more 'fragile' than in the case of (say) biotech - and commercialisation far more difficult. Here we learn about and discuss two very different ways of managing such projects - 'open source' (low investment) and 'new venturing' (high investment).</p>	<p><i>Regional Networks</i>  <b>Peter Reid</b>, CEO London Technology Network, United Kingdom  <b>Gabriel Clerc</b>, Head of Technology Transfer EPFL, Switzerland                      Using Regional Network Organisations. Governments and regions all want a slice of the 'knowledge economy' and invest in multiple networks, events and funds aimed at fostering innovation and linking businesses with universities and each other. How can we work with and 'use' such regional initiatives to best effect? Can natural tensions be overcome to create a productive relationship?</p>

17.00 – 17.30 GENERAL ASSEMBLY  
17.30 – 18.30 COCKTAIL  
18.45 → SOCIAL PROGRAM

# FRIDAY 1 JUNE

PLENARY: 9.00 – 10.30

## PLENARY

**Paul Van Dun**, Vice President ASTP, *ASTP Survey 2007*

**Sachi Hatakenaka**, Consultant – *Cultural differences between the US, Japan & Europe – what can we learn from the different approaches and environments - and what are the implications for government funding of our activities?*

BREAK 10.30 – 11.00

PARALLEL 11.00 – 12.30

Discussing current issues in Technology Transfer Moderator Jon Wulff Petersen	Managing the Technology Transfer portfolio Moderator Karen Laigaard	Structural aspects of effective Tech Transfer Moderator Paul Van Dun
<p><i>Universities regenerating regions</i> <b>Regina Oertel</b>, Director Technology Transfer and Research Funding University Aachen, Germany <b>Jean Severijns</b>, Projectmanager Internationalisation Province of Limburg, the Netherlands <b>Horst Domdey</b>, CEO Bio-M, Germany <b>Peter Reid</b>, CEO Centre for Scientific Enterprise, United Kingdom Regional governments all want 'their' universities to play their part in regional regeneration. Generally we want to help but it's unclear what the role of TT should be. In this session we hear two examples of regeneration where university technology &amp; expertise were a key part of the plan.</p>	<p><i>Seven Deadly Sins</i> <b>Patrick Jones</b>, President AUTM &amp; Director Office of Technology Transfer University of Arizona, USA <b>Robert MacWright</b>, Executive Director, University of Virginia Patent Foundation, USA The seven deadly sins of Technology Transfer. We all make mistakes – some unavoidable, others due to inexperience and the ability to see where our good intentions can lead us. We can learn from each other's experiences and in this session we expose and discuss the worst mistakes you can make.</p>	<p><i>Key Performance Indicators</i> <b>Teri Willey</b>, Chief executive Cambridge University, United Kingdom <b>Patrick Llenera</b>, BETA University Louis Pasteur, France As TTOs become larger we become more accountable on our performance to multiple stakeholders (university, government) If we are wise then we will propose and agree the 'Key Performance Indicators' (KPIs) with stakeholders in advance. However, the choice of KPIs is not trivial – some measure activity, others income. Some are lagging, some leading. What basket of KPIs best reflects performance?</p>

LUNCH 12.30 – 14.00

PARALLEL 14.00 – 15.15

Discussing current issues in Technology Transfer Moderator Jeff Skinner	Managing the Technology Transfer portfolio Moderator Anna Maria Nuutila	Structural aspects of effective Tech Transfer Moderator Jon Wulff Petersen
<p><i>The use and abuse of early-stage funds</i> <b>Alex von Frankenberg</b>, CEO High-Tech Gründerfonds Management, Germany <b>Simon Barnes</b>, Managing Partner Tate &amp; Lyle Ventures, United Kingdom <b>Herbert Reutimann</b>, Managing Director Unitectra, Switzerland <b>Thomas Doppelberger</b>, Director Fraunhofer Venture-Group, Germany Most technologies need further investment - whether to pay for patents or to develop further. Many governments/regions have got this message and are setting up early stage funds. How should such funds be structured and managed to ensure that they are useful and invested wisely?</p>	<p><i>Green Technologies</i> <b>Jochen Moesslein</b>, CEO VentureInvest, Germany <b>Antti Pasanen</b>, Managing Director St1 Biofuels Oy, Finland There is worldwide interest in green technologies and clear opportunities for licensing and new ventures in the field. However, this is a broad area – where are the opportunities for university technologies? We illustrate via an example of a success story from Finland.</p>	<p><i>Case study – the licensing of the MP3 Technology</i> <b>Helmut Schubert</b>, Head Patent and Licensing Department Fraunhofer, Germany <b>Martin Sieler</b>, Director IP Exploration Thomson, Germany The licensing of the MP3 Technology is one of the great success stories of Technology Transfer. We are pleased to welcome one of those who was intimately involved in the process to tell the story.</p>

BREAK 15.15 – 15.30

PLENARY 15.30 – 16.30

## FINAL PLENARY

*This House believes that Technology Transfer is a Transient profession*

**Jeff Skinner** – President ASTP & Director of Strategic Partnerships, University College London, United Kingdom

**Patrick Jones** – President AUTM & Director Office of Technology Transfer, University of Arizona, USA

In this final session we debate the longevity of our profession – is Technology Transfer here to stay in its current form or are there good reasons to believe that it will disappear or fragment. We approach this topic in a light-hearted way – hearing passionate argument for and against the motion opening the debate to the House and then putting the motion to a vote.

16.30 RECEPTION & CLOSURE



# SOCIAL PROGRAM

Wednesday, 30 May 2007

## Visit to Heidelberg Technology Park combined with guided tour through Heidelberg

On Wednesday afternoon an optional social program will be offered to the Heidelberg Technology Park. This park is a science park where national and international science institutes and biotech companies form a bio-community. After a presentation by the CEO of the park, Dr. Klaus Plate, we will have a short tour around the park and a visit to the ExploHeidelberg. After this we will enjoy a guided tour through the city of Heidelberg.



Wednesday, 30 May 2007  
**Welcome Cocktail**

We are pleased to invite all delegates to join our welcome cocktail offered by the city of Heidelberg. We warmly welcome you to have a first acquaintance with each other at the Spiegelsaal of the Palais Prinz Carl.



Thursday, 31 May 2007  
**Joint Dinner**

On Thursday evening we invite all participants and speakers to a delightful dinner in the beautiful surroundings of Heidelberg. There will be plenty of time for conversation and exchange of experiences with each other.



### Our conference partners:



[www.cancertechnology.co.uk](http://www.cancertechnology.co.uk)



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[www.bioregion-rnd.de](http://www.bioregion-rnd.de)



[www.heidelberg.de](http://www.heidelberg.de)



[www.technologiepark-hd.de](http://www.technologiepark-hd.de)



[www.moetteli.com](http://www.moetteli.com)

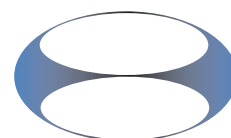


[www.ib-patent.com](http://www.ib-patent.com)

## GENERAL INFORMATION

- Date* (Wednesday 30 May,) Thursday 31 May & Friday 1 June 2007
- Conference Venue* Print Media Academy, Kurfürsten-Anlage 52–60, 69115 Heidelberg, Germany,  
Tel.: +49 (0)6221 92 24 01
- 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](http://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. We offer a special reduction of 100 euro on the conference fee for those who register before the **31<sup>st</sup> of March**: € 695,- for ASTP members and € 995,- for non ASTP members. We also have a special discount for people coming from CEE countries: € 395,- for ASTP members and € 595,- 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](http://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 10<sup>th</sup> of May 2007** an administration fee of € 95,- will be charged. **Please note that no refunds are possible after the 10<sup>th</sup> of May 2007.**
- Accommodation* We advise you to take care of hotel reservations in time. We arranged discounts for several hotels in Heidelberg. Information on hotel reservation-services is available at the backside of the registration form.
- 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.

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