

International Conference on  
**OPEN INNOVATION &  
UNIVERSITY:  
COMPETITIVENESS &  
DEVELOPMENT**

Valencia, 26 & 27 of May, 2008



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA



## International Conference on **OPEN INNOVATION & UNIVERSITY: COMPETITIVENESS & DEVELOPMENT**

**Why this conference?** Innovation has become a key factor in relation to the competitiveness of companies and countries. Innovation based on new business solutions, new knowledge or knowledge combinations, often looks to the university and thinks about how to make use of the scientific and technological capacity arising from research. In this way the university becomes a key element in the knowledge based economies of the innovation system. If the relationship bridges between the university and the company do not work, this means the innovation system turns out to be inefficient. One of the priorities in all advanced societies is to facilitate the innovation process from the university with greater mechanisms and incentives for research assessment.

**Why the open innovation model?** Open innovation describes a new paradigm being adapted to the global economy of the knowledge society, which signals the wide variety of internal and external sources that generate the knowledge inputs necessary in an innovation process. Innovation is no longer an endogenous process within R&D departments, it is more open, promoting relations, and profiting from new internal and external contributions, while also generating outputs in global markets with more open business models. Mobility and the diffusion of knowledge through the Internet, higher levels of education, the transfer of human capital through enterprises, ease of undertaking and the best exchange between enterprises and suppliers are some of the factors that explain the emergence of open innovation. And, here, universities also play a determining role.

Therefore, now is the best moment to bring together key agents of the innovation process, academics and entrepreneurs, innovation process managers, and innovation innovators in the same location for two days.

**Who is it aimed at?** The Conference is directed towards all professionals connected with the innovation world, entrepreneurs in search of new innovation solutions, university professors and researchers, intellectual property agents, investors in innovation projects, company managers of innovation departments, and the intermediaries responsible for the transference of knowledge between the university and the company.

**Why in the UPV?** In 2002, the UPV aware of the need to offer the university's scientific potential to entrepreneurial innovation and development began a project to create a scientific park called the Polytechnic City of Innovation. Located on the Vera Campus site, on a surface area of 140.000 m<sup>2</sup> where research institutes and enterprises conduct intensive knowledge and innovation activities.

At a time in which innovation is a strategic priority in European, international and national economic decision making policy, the UPV considers it vital to take the extra step and unite world-renowned experts in the academic, entrepreneurial and political fields to exhibit tendencies and applications in innovation, and the new open innovation paradigm in the context of a globalized economy. Consequently, experts of world stature such as Henry Chesbrough, Curtis R. Carlson, Andreu Mas-Colell and Eduardo Montes will share their knowledge and experience in Valencia during the celebration of the 40th Anniversary of the foundation of the Universidad Politécnic de Valencia.



# CONFERENCE PROGRAMME

## OPEN INNOVATION & UNIVERSITY: COMPETITIVENESS & DEVELOPMENT

**MONDAY, MAY 26TH**

|              |                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8.30-9.00H   | <b>RECEPTION</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 9.00-9.30H   | <b>Opening Session</b>                    | Excmo. Sr. D. Màrius Rubiralta i Alcañiz, Secretario de Estado de Universidades<br>Excmo. Sra. D <sup>a</sup> Amparo Camarero Olivas, Secretaria Autonómica de Universidad y Ciencia de la Generalitat Valenciana<br>Excmo. y Mgfc. Sr. D. Juan Juliá Igual, Rector, Universidad Politécnica de Valencia                                                                                                                                                       |
| 9.30-11H     | <b>Open Innovation</b>                    | Dr. Henry Chesbrough, Executive Director, Center for Open Innovation (Haas School of Business, University of California, Berkeley)<br><br>Introduced by: <b>Francisco José Mora Mas</b> , Vice-rector for Financial Planning and Coordination, Universidad Politécnica de Valencia (UPV). Director of the Foundation 'Ciudad Politécnica de la Innovación'.                                                                                                    |
| 11.00-11.30H | <b>COFFEE BREAK</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11.30-13.00H | <b>Open Innovation cases</b>              | Mr. Eduardo Montes, Executive Advisor to the CEO of Siemens AG<br>Dr. Ronald M. Wolf, Senior Business Development Manager, Philips Research Strategy and Business Development Office<br>Mr. Bowman J Heiden, Deputy Director, CIP - A Development Center for Knowledge-Based Business, Chalmers University of Technology, University of Gothenburg<br><br>Chaired by: <b>Antonio Palau</b> , Vice President, Fundación Bancaja                                 |
| 13.00-15.00  | <b>LUNCH<br/>Matching Network</b>         | <b>Informal networking lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 15.00-16.30H | <b>Innovation<br/>University-Business</b> | Dr. Jan-Anders Manson, Vice President for Innovation and Valorization, Ecole Polytechnique Fédérale de Lausanne (EPFL)<br>Dr. Andreu Mas-Colell, Professor of Universitat Pompeu Fabra and President of the Barcelona Graduate School of Economics<br>Mr. Tom Hockaday, Managing Director, Isis Innovation Ltd.: Technology Transfer from the University of Oxford<br><br>Chaired by: <b>Senén Barro</b> , Rector, Universidad de Santiago de Compostela (USC) |
| 16.30-16.45H | <b>COFFEE BREAK</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 16.45-18.00H | <b>Innovation<br/>from the University</b> | Dr. Curtis R. Carlson, President and CEO, Stanford Research Institute (SRI International)<br>Mr. David White, Director, Directorate A LIFELONG LEARNING: horizontal Lisbon policy issues and international affairs, European Commission, DG Education and Culture<br><br>Chaired by: <b>José Vicente González</b> , President, Confederación Empresarial Valenciana (CEV)                                                                                      |

# CONFERENCE PROGRAMME

## OPEN INNOVATION & UNIVERSITY: COMPETITIVENESS & DEVELOPMENT

TUESDAY, MAY 27th

9.00-10.30H

### Round Table: University – Competitiveness

Mr. Matti Pursula, Rector, Helsinki University of Technology  
Dr. Hu Haiyan, President, Beijing Institute of Technology  
Dr. André Oosterlinck, Honorary Rector and Chairman of the Catholic University of Leuven  
Dr. Juan Juliá Igual, Rector, Universidad Politécnica de Valencia

Chaired by: **Rafael Ferrando**, President, Consejo Social de la Universidad Politécnica de Valencia . President de la Confederación de Organizaciones Empresariales de la Comunidad Valenciana (CIERVAL)

10.30-11.00H

### COFFEE BREAK

11.00-12.30H

### New Intermediaries University-Business

Dr. Alph Bingham, Founder and Member, Board of Directors, Innocentive, Inc  
Mr. Pedro Gil, Managing Director, Principia Technology  
Mr. Xavier Ricart, Knowledge Innovation Market

Chaired by: **Isabel Giménez**, Vice President de la Comisión Directiva AED - Comunidad Valenciana. General Manager, Fundación de Estudios Bursátiles y Financieros (FEBF)

12.30-13.30

### University, Innovation and Local Development

Dr. Guven Yalcintas, Vice President for Technology Transfer, Research Foundation of State University of New York in Albany (SUNY)  
Dr. Francisco José Mora Más, Vice-rector for Financial Planning and Coordination, UPV. Director of the Foundation "Ciudad Politécnica de la Innovación"

Chaired by: **Jesús Marí**, Director General de Política Científica de la Generalitat Valenciana

13.30-14.00H

### CLOSING SESSION

Hble. Sr. D. Alejandro Font de Mora Turón, Conseller d'Educació de la Generalitat Valenciana  
Excmo. y Mgfco. Sr. D. Juan Juliá Igual, Rector, Universidad Politécnica de Valencia

International Conference on

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## CONFERENCE VENUE

Campus de Vera  
Camino de Vera, s/n  
46022 VALENCIA

## PRICE

2000€ (Including VAT)

The price includes: Conference attendance, documentation, coffee breaks and 26th May lunch.

## GENERAL INFORMATION:

[www.upv.es/openinnovation](http://www.upv.es/openinnovation)  
[openinnovation@upv.es](mailto:openinnovation@upv.es)  
Tel: +34 96 387 98 89

## REGISTRATION AND ACCOMMODATION:

[www.upv.es/openinnovation](http://www.upv.es/openinnovation)  
[registration-openinnovation@ultramarexpress.com](mailto:registration-openinnovation@ultramarexpress.com)  
Tel.: +34 93 482 7140  
Fax.: +34 93 482 7158

Seating is limited. Registration required.



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