

# THIRD EUROPEAN UNIVERSITY-BUSINESS FORUM

University-Business Cooperation for smart, sustainable and inclusive growth

Brussels, 4-5 May 2010

## PROGRAMME

Tuesday, 4<sup>th</sup> May 2010

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- 08:30** Registration of the participants
- 09:30 – 11:00** **OFFICIAL OPENING SESSION (Room Alcide de Gasperi)**  
Chairperson: **Mr Jan Truszczyński**, Director General, Directorate General Education and Culture  
**OPENING SPEECHES**
- 09:35** **Ms Androulla Vassiliou**, Member of the European Commission in charge of Education, Culture, Multilingualism and Youth - VIDEO MESSAGE  
**Mr José Manuel Martínez Sierra**, Director General at the Spanish Ministry for Education; Jean Monnet Chair at the Complutense University of Madrid  
**Ms Doris Pack**, President of the Culture and Education Committee of the European Parliament
- 10:20 – 11:00** **Key Notes Speeches**  
**Mr José Sasportes**, Vice-Chairman of the Advisory Board of Atomium Culture, former Minister for Culture of Portugal  
**Dr Sue Brownlow**, Director, Combined Universities in Cornwall
- 11:00 – 11:30** **Coffee Break**
- 11:30 – 13:00** **ROUND TABLE: University-Business Cooperation for smart, sustainable and inclusive growth (Room Alcide de Gasperi)**  
Chairperson: **Mr Jan Truszczyński**, Director General, Directorate General Education and Culture  
**Mr Salvador Marin**, Minister of Universities, Enterprises and Research, Region of Murcia, Spain  
**Professor Tom Collins**, Vice-President for External Relations, National University of Ireland, Maynooth  
**Mr Xavier Fouger**, Director, Dassault Systemes Global Learning & PLM Academy  
**Professor Tadeusz Luty**, Member of the Board of the European University Association (EUA), Former Rector of the Wrocław University of Technology  
**Mr Philippe de Buck**, Director General, BusinessEurope
- 13:00 – 14:30** **STANDING LUNCH in the Charlemagne Building**

14:30 – 18:00

**PARALLEL SESSIONS:  
TOWARDS SUCCESSFUL UNIVERSITY - BUSINESS COOPERATION**

14:30 – 16:00

**WORKSHOP 1A: University-Business Cooperation – Cooperation with SMEs and Regional Development (Committee of the Regions – Room JDE 52)**

*Sessions 1A and 2A are looking at issues related to University-Business Cooperation and Regional Development. Based on concrete examples we wish to explore questions like: What are the drivers and barriers to regional engagement? How can universities embed the regional dimension into their curricula? Are regional strategies encouraging University-Business interaction and how? What are the drivers and barriers for engagement between Universities and SMEs? How can Universities deal with the diversity of SMEs? What is the role of intermediaries?*

**Moderator**

**Professor Michael West**, Executive Dean of Aston Business School

**Ms Jaana Puukka**, OECD, Education Directorate, Programme on Institutional Management in Higher Education (IMHE)

**Mr Javier Alvarez-Benedi**, Castilla y Leon, (*Strategy of a region*)

**Mr Maciej Litwin**, Director, Wroclaw Academic Hub, Wroclaw municipality

**Mr Nicolas Wallet**, Project Manager, UNICREDS

**Ms Olena Podolieva**, Vice-president, Ukrainian Chamber of Commerce and Industry, Rector, International Academy of Finance, Kiev

**Debate**

14:30 – 16:00

**WORKSHOP 1B: University-Business Cooperation to stimulate and develop innovation (Room Lord Jenkins)**

*Smart growth means strengthening knowledge and innovation as drivers of our future growth. This requires improving the quality of our education, strengthening our research performance, promoting innovation and knowledge transfer throughout the Union, making full use of information and communication technologies and ensuring that innovative ideas can be turned into new products and services that create growth, quality jobs and help address European and global societal challenges. But, to succeed, this must be combined with entrepreneurship, finance, and a focus on user needs and market opportunities. Sessions 1B and 2B will explore how University-Business Cooperation can contribute to the Europe 2020 goal.*

**Moderator**

**Professor Gutiérrez Solana**, Rector, University of Cantabria, President, Spanish Conference of Rectors

**Mr Mikkel Bülow Skovborg**, Head of Development, Danish Business Research Academy (DEA)

**Ms Michelle Perello**, Project Manager, STARTENT Project, Development and Innovation, University of Las Palmas, Gran Canaria

**Professor Terry Mughan** Centre for International Management Innovation, Ashcroft International Business School, Anglia Ruskin University

**Ms Isabelle Flament**, Project Manager, Les Jeunes Entreprises ASBL

**Debate**

14:30 – 16:00

**WORKSHOP 1C: University – Business Cooperation and quality of education (Room Sicco Mansholt)**

*The sessions 1c and 2C will explore how University-Business Cooperation can contribute to improving the quality of education and training. We would like to explore how University-Business Cooperation can support the development of the right skills and lead to increased employability by motivating students and by encouraging interdisciplinary teaching and learning. University-Business Cooperation could be instrumental in developing more problem-based pedagogical models, where a great part of the teaching and student work revolves around complex real-life problems that the students wonder about and try to find answers to in scientific manners while working together in groups. This could/should lead to higher motivation of students, favour interdisciplinary approaches, team work, etc.*

**Moderator**

**Professor Gill Nicholls**, Deputy Vice Chancellor (Academic Development), University of Surrey

**Mr Oscar Cubillo**, Director of Expansion and Development, Fundación Universidad-Empresa, Madrid

**Ms Alice Bertrand**- Director, Association Nationale de Valorisation Interdisciplinaire des sciences humaines et sociales auprès des Entreprises (ANVIE)

**Mr Brendan Burns**, MCIM FSAScot, Member of the European Economic and Social Committee (EESC)

**Ms Stefanie Herbst**, University of Applied science, Lübeck

**Mr Gabor Bojar**, Founder of Graphisoft SE and Aquincum Institute of Technology

**Debate**

16:00 – 16:30

**Coffee break**

16:30 – 18:00

**WORKSHOP 2A: University-Business Cooperation – Cooperation with SMEs and Regional Development (Committee of the Regions – Room JDE 52)**

*Sessions 1A and 2A are looking at issues related to University-Business Cooperation and Regional Development. Based on concrete examples we wish to explore questions like: What are the drivers and barriers to regional engagement? How are regional strategies encouraging university business interaction, in particular interaction with SMEs? How to develop and implement such strategies? How to develop the links between Universities and SMEs?*

**Moderador**

**Professor Michael West**, Executive Dean of Aston Business School

**Mr José Luis López de Silanes**, President and CEO, Compañía Logística de Hidrocarburos, CLH S.A; President, Consejo Social, Universidad de La Rioja

**Dr David Joyner**, Bangor University

**Dr Ir Michel Morant**, General Manager, Interface Entreprises-University of Liege, Belgium

**Mr Ari Koski**, Project Coordinator, University of Turku

**Mr Jean-Patrick Farrugia**, Director for Education and VET, Assemblée Permanente des Chambres des Métiers (APCM)

**Debate**

16:30 – 18:00

**WORKSHOP 2B: University-Business Cooperation to stimulate and develop innovation (Room Lord Jenkins)**

*Smart growth means strengthening knowledge and innovation as drivers of our future growth. This requires improving the quality of our education, strengthening our research performance, promoting innovation and knowledge transfer throughout the Union, making full use of information and communication technologies and ensuring that innovative ideas can be turned into new products and services that create growth, quality jobs and help address European and global societal challenges. But, to succeed, this must be combined with entrepreneurship, finance, and a focus on user needs and market opportunities.*

**Moderator**

**Dr Lidia Borrell-Damian**, Senior Programme Manager, European University Association (EUA)

**Dr Leopold Demiddeleer**, Future Businesses Director, Solvay S.A. Research & Technology, Belgium, and President, European Industrial Research Management Association (EIRMA); **Dr Lidia Borrell-Damian**, Senior Programme Manager, European University Association (EUA)

**Dr Pascale Redig**, Coordinator innovation policy, University of Antwerp

**Mr Pedro Mota**, Madeira Tecnopolo, **Mr Hugo Monteiro de Queirós**, University of Porto

**Ms Carmela di Santo**, Policy Officer, Marie Curie Programme

**Debate**

16:30 – 18:00

**WORKSHOP 2C: University – Business Cooperation and quality of education (Room Sicco Mansholt)**

*The sessions 1c and 2C will explore how University-Business Cooperation can contribute to improving the quality of education and training. We would like to explore how University-Business Cooperation can support the development of the right skills and lead to increased employability by motivating students and by encouraging interdisciplinary teaching and learning. University-Business Cooperation could be instrumental in developing more problem-based pedagogical models, where a great part of the teaching and student work revolves around complex real-life problems that the students wonder about and try to find answers to in scientific manners while working together in groups. This could/should lead to higher motivation of students, favour interdisciplinary approaches, team work, etc.*

**Moderator**

**Professor Jose-Gines Mora**, Institute of Education, University of London

**Dr Terry Maguire**, Head of Lifelong Learning, ITT Dublin, **John P Murphy**, Cork Institute of Technology, Coordinator of the REAP project

**Ms Aniela Bednarek**, Chancellor, The Academy of IT, Lodz

**Ms Francesca Ungaro**, Vice-President, JEUNE, the European Association of Young Entrepreneurs

**Ms Odile Letrillart**, Reims Business School; **Mr Gilles Stephan**, Southern EMEA Talent Acquisition, DELL,

**Mr Brian Clements**, Director, Institute for Innovation and Enterprise, University of Wolverhampton Business School

**Debate**

**DINNER**

19:30

**Cocktail and official dinner** at Husa President Park hotel

- 09:00 – 09:30**                    **PRESENTATION OF CONCLUSIONS OF THE PARALLEL SESSIONS**
- 09:30 – 11:00**                    **ROUND TABLE: University – Business Cooperation: Cooperation with SMEs and Regional Development (Room Alcide de Gasperi)**
- Chairperson: **Mr Olivier Brunet**, DG Research, European Commission
- Mr Alin Adrian Nica**, President of the EDUC Commission of the Committee of the Regions
- Mr Fernando Martínez Gómez**, Director General, Fundación Universidad-Empresa
- Professor Jerzy M. Langer**, Institute of Physics, Polish Academy of Sciences; academic adviser to the Mayor of Wrocław; Former Deputy Minister at Ministry of Scientific Research and Information Society Technologies
- Mr Andrea Benassi**, Secretary General, European Association of Craft, Small and Medium-sized Enterprises (UEAPME)
- Debate**
- 11:00 – 11:30**                    **Coffee Break**
- 11:30 – 13:00**                    **ROUND TABLE: University-Business Cooperation: Quality of Education and Innovation (Room Alcide de Gasperi)**
- Chairperson: **Mr Jan Truszczyński**, Director General, Directorate General Education and Culture
- Dr Giovanni Colombo**, Member of the Executive Committee, European Institute of Innovation and Technology (EIT)
- Mr Alessandro Barberis**, President, EUROCHAMBRES
- Professor Dr Rosette S'Jegers**, Secretary-general Flemish Interuniversity council - Vlaamse Interuniversitaire Raad – VLIR
- Dr Richard Straub**, senior Advisor to the Chairman of IBM EMEA and Director of the Development Department of EFMD
- Mr Pascal Smet**, Minister of Flanders for education, youth and equal opportunities – representing Belgium Presidency for education related matters
- 13:00**                                **CLOSING**
- 13:00 – 14:00**                    **STANDING LUNCH at the Charlemagne Building**