

Euro-CASE

ANNUAL CONFERENCE 2010

VALUE CREATION THROUGH INNOVATION –
EUROPEAN BEST PRACTICE CASE STUDIES

CONFERENCE PROGRAMME | THURSDAY 2 DECEMBER 2010
AT THE BERLIN-BRANDENBURG ACADEMY OF SCIENCES, BERLIN





»The boom in short-term economic and bank rescue programmes appears to have reached an end. And again the question is increasingly raised: How do we produce lasting growth and long-term value creation? Through innovation – this fundamental idea is shared by the Academies of Sciences and Engineering.

Innovation is also a European issue. It is, therefore, an honour for us to welcome representatives from partner academies as well as experts from science,

economics and politics to the Euro-CASE Annual Conference 2010. The conference will focus on innovation and value creation. We will discuss practical examples, various approaches and potential actions as well as recommendations.«
(Reinhard F. Hüttel, President acatech)



ADVISORY BOARD

The Conference is organised by an Advisory Board set up by acatech. Chairman of the committee is Reiner Kopp, Board Member of acatech and Vice-President of Euro-CASE.

- > Prof. Dr. Reiner Kopp, Euro-CASE/German Academy of Science and Engineering (acatech)
- > Prof. Dr. Hans-Peter Wiendahl, German Academy of Science and Engineering (acatech)
- > Prof. Dr. Walther Christoph Zimmerli, German Academy of Science and Engineering (acatech)/Swiss Academy of Engineering Sciences (SATW)
- > Prof. Dr. Hendrik Van Brussel, Royal Flemish Academy of Belgium for Science and the Arts, Foreign Member of the Royal Swedish Academy of Engineering Sciences (IVA)/National Academy of Engineering (NAE)
- > Prof. Dr. Gerald Byrne, Royal Academy of Engineering (RAEng)/German Academy of Science and Engineering (acatech)
- > Prof. Dr. Laszlo Monostori, Hungarian Academy of Sciences (HAS)/Hungarian Academy of Engineering (HAE)

CONTENTS



INTRODUCTION



INTRODUCTION

PAGE 5



AT A GLANCE

PAGE 6



PROGRAMME

PAGE 8



SPEAKERS

PAGE 10



GENERAL INFORMATION

PAGE 16

Sustainable growth through innovation has become even more relevant with the emergence of the crisis in Europe. Against the backdrop of economic globalisation, the question of innovation and value creation has become a topic of international interest, presenting new challenges for politics, industry and science.

acatech, as the responsible academy, is organising the Euro-CASE Annual Conference 2010. The conference will focus on "Innovation and Value Creation" and experts from science and industry will present proven practical examples. The various approaches will be discussed by renowned representatives from science and politics and transformed into possible actions and recommendations against the background of economic globalisation.



■ ■ ■ ■ ■ AT A GLANCE

1 DECEMBER 2010, 18:00 TO 20:30

Festive Season Reception in the Permanent Representation of Bavaria, Berlin

2 DECEMBER 2010, 9:00 TO 17:30

Euro-CASE Annual Conference at the Berlin-Brandenburg Academy of Sciences, Berlin

PART 1 | WELCOME PRESENTATIONS

The Presidents of Euro-CASE, acatech and the EIT will welcome you and give an introduction to the topic from a European perspective.

PART 2 | BEST PRACTICE CASE STUDIES

Experts from science and industry will present proven practical examples in the areas of high-tech spin-offs, ICT services, automation and building.

PART 3 | KEYNOTE PAPERS

Renowned representatives from science and politics will reflect on the various approaches to foster innovation and its transformation into possible actions and recommendations.

PART 4 | POLICY SESSION

The audience will be given the chance to enter into discussions with experts and, together, to find possible policy recommendations with the help of a voting tool.

> WELCOME PRESENTATIONS

09:00

Registration

10:00

Welcome by the Chairman of Euro-CASE
Lena Treschow Torell, Euro-CASE

10:10

Welcome by the President of acatech
Reinhard Hüttel, acatech

10:20

Instruments of the EU to foster Innovation
Martin Schuurmans, EIT

> BEST PRACTICE CASE STUDIES

10:50

High Tech Spinoff & Innovation
Anne Fliermann, University of Twente

11:10

ICT Services & Innovation
Miguel Angel Lagunas, Real Academia de Ingenieria

11:30

Automation & Innovation

Hendrik van Brussel, Royal Flemish Academy of
Belgium for Sciences

11:50

Question & Discussion

12:10

Lunch

13:10

Building & Innovation

Bertrand Collomb, EIT, delegated by the National
Academy of Technologies of France

13:30

Innovation and Strategy of
a Company. From Physical
Review to the Market

Anton Menth, Swiss Academy of
Engineering Sciences

13:50

Question & Discussion

> KEYNOTE PAPERS

14:10

The German perspective on Innovation Policy
Engelbert Beyer, BMBF

14:30

The European perspective on Innovation Policy
Rudolf Strohmeier, EU

14:50

Innovation and Value Creation
Björn Nilsson, Royal Swedish
Academy of Engineering Sciences

> POLICY SESSION

15:10

Thesis 1:
The logic of universities prevents rather
than helps students to becoming innovative
entrepreneurs.
Walther Zimmerli, Swiss Academy of Engineering
Sciences

15:35

Thesis 2:
The claim that there is no risk capital comes
mainly from risk-averse entrepreneurs.
Bernd Pischetsrieder, acatech

16:00

Coffee Break

16:20

Thesis 3:
Government acts as an impediment to the
exploitation of Intellectual Property.
William Wakeham, Royal Academy of Engineering

16:40

Thesis 4:
Even basic research should provide answers to
industrial needs.
Laszlo Monostori, Hungarian Academy of
Engineering

> CONCLUSION AND RECOMMENDATIONS

17:00

Closing Address and Outlook
Lena Treschow Torell

17:30

Evening Reception

Moderator

Fred van Houten



SPEAKERS BIOGRAPHIE

ENGELBERT BEYER

Engelbert Beyer entered the former Ministry of Education and Research (BMBF), Division for R&D Policy, in Bonn (Germany), in 1989. Since 1998, Mr. Beyer became in charge of various divisions on "Innovation Policy" issues, and since 2005 Head of Division "Innovation Policy" of the BMBF, Berlin (Germany). His work in the recent years was significantly stamped by the planning and the coordination of the German Hightech-Strategy. Since 2009, Mr. Beyer is Head of the Directorate "Innovation Strategies" of the BMBF, in Berlin (Germany).

HENDRIK VAN BRUSSEL

Hendrik Van Brussel is full professor in mechatronics and automation at the Faculty of Engineering, Katholieke Universiteit Leuven (K.U.Leuven) in Belgium. He is fellow of SME, IEEE and of CIRP (International Academy for Production Engineering Research) of which he served as President (2000–2001). He is a Member of the Royal Flemish Academy of Belgium for Science and the Arts, Foreign Member of the Royal Swedish Academy of Engineering Sciences (IVA) and Foreign Associate of the National Academy of Engineering (NAE), USA.

BERTRAND COLLOMB

Bertrand Collomb is Honorary Chairman of Lafarge, a world-wide leader in building materials. He joined Lafarge in 1975 and was CEO from 1989 to 2003, and Chairman from 1989 to 2007. He is also a director of Total, ATCO and DuPont. He is Chairman of IFRI (French Institute of International relations), and Chairman of IHEST (Institute for Studies in Science and Technology). He is a Member of the Governing Body of the European Institute of Technology (EIT) and a Member of the European Corporate Governance Forum (ECG). He is a Member of the "Institut de France" ("Académie des Sciences Morales et Politiques").

A ANNE FLIERMAN

Anne Flierman has been President of the Executive Board of Governors of the University of Twente since 2005. He is a Member of the Twente Innovation Platform and a Member of the board of the Dutch Federation of Technical Universities. Also, he is speaker of the board of European Consortium of Innovative Universities (ECIU) and Chairman of the committee for human resources of the Dutch universities association. He is Member of the Hochschulrat of the TU Hamburg-Harburg, and of the Dutch First Chamber of Parliament (the 'senate').

F FRED VAN HOUTEN (MODERATOR)

Fred van Houten is full professor and the head of the research group Design, Production and Management of the University of Twente. He is also scientific Director of the National Research School on Integral Manufacturing Innovation (IPV), as well as Member of the board of the Industrial Design Centre and he is fellow and Vice President of the International Academy for Production Engineering (CIRP). From August 2010 to 2011 Fred van Houten will be the President of CIRP.

R REINHARD HÜTTL

Reinhard Hüttl is Member, and since 2008 President of the German Academy of Science and Engineering. He is Member of science academies in Germany, Sweden, Austria and Switzerland. Since 2007, Reinhard Hüttl is the Scientific Executive Director of the GFZ German Research Centre for Geosciences in Potsdam and Director of the research programme "Transregio" (SFB/TRR) 38 "Structures and processes of the initial ecosystem development in an artificial watershed" at the BTU Cottbus in collaboration with the Technische Universität Munich and the Swiss Federal Institute of Technology (ETH) Zurich.

M MIGUEL ANGEL LAGUNAS

Miguel A. Lagunas is the director of the Centre Tecnològic de Telecomunicacions de Catalunya (CTTC) since 2001. He was Senior IEEE (1991) and IEEE Fellow (1997), as well as Member at large of Eurasp since 1990. He was elected Member of the Engineering Academy of Spain in 1998, holding awards from UPC, Generalitat and Chamber of Commerce for technical merits. He is Member of the Royal Academy of Science and Arts of Barcelona and of the Real Academia de Ingeniería.

A ANTON MENTH

Anton Menth, CEO of Oerlikon-Contraves from 1991 to 1995. In 1995 he changed to Tornos SA, Moutier, Switzerland, as CEO and deputy of the administrative board. He was Chairman of the Board of Swiss Post from 2002 until 2009. He is Member of the Swiss Academy of Engineering Sciences.

L LASZLO MONOSTORI

László Monostori is Deputy Director Research of the Computer and Automation Research Institute (SZTAKI), Hungarian Academy of Sciences, professor at the Budapest University of Technology and Economics, and director of the Fraunhofer Project Centre on Production Management and Informatics at SZTAKI. He is Council Member of the International Academy for Production Engineering (CIRP); Full Member of the European Academy of Industrial Management (AIM); Chairman of the Coordinating (CC) on Manufacturing and Logistics Systems, International Federation of Automatic Control (IFAC). He is a Corresponding Member of the Hungarian Academy of Sciences and Member of the Hungarian Academy of Engineering.

BJÖRN O. NILSSON

Björn O. Nilsson is the President and Member of the Royal Swedish Academy of Engineering Sciences (IVA). He has held top management positions at Genentech, Pharmacia & Upjohn, Amersham Pharmacia Biotech, KaroBio and Biacore International.

BERND PISCHESTRIEDER

Bernd Pischetsrieder was Chairman of the board of BMW from 1993 to 1999. He was also Chairman of the Board of Management of Volkswagen AG from 2002 to 2006 and Chairman of Scania AB until 2007. He serves currently as Vice-President of acatech – German Academy of Science and Engineering.

MARTIN SCHUURMANS,

Martin Schuurmans was Executive Vice President of Philips Research/Philips Medical systems (PMS). From 2002 until 2005 he was also part-time professor of Innovation Management at Eindhoven University of Technology. In 2005 he co-founded the Sino-Dutch Biomedical School of Information Engineering (BMIE) in Shenyang, China. Martin Schuurmans is currently Chairman of the European Institute of Innovation and Technology (EIT).

RUDOLF W. STROHMEIER

After having started his professional career in the Bavarian Liaison Office, Mr. Rudolf W. Strohmeier established the Bavarian Information Office in Brussels in 1987 and became its first Director. In the same year, he joined the Cabinet of German Commissioner Peter Schmidhuber. The first Austrian Commissioner, Dr. Franz Fischler, nominated him as his Deputy Head of Cabinet. Having worked in DG

Agriculture and in the Commission President's Cabinet of Prof. Romano Prodi, he became Head of the second Cabinet of Luxembourg Commissioner Viviane Reding. On 17 February 2010, he was nominated as Deputy Director-General "Scientific Advances" of DG RTD.

LENA TRESCHOW TORELL

Lena Treschow Torell is Chairman of Euro-CASE (European Council of Applied Sciences and Engineering), MISTRA (The Foundation for Environmental Strategic Research) and The Royal Swedish Academy of Engineering Sciences (IVA). She is also Director of the Board of the Chalmers University of Technology Foundation, Investor AB, Dagens Industri AB, Micronic Laser Systems AB, Saab AB, AB SKF and AB Ångpanneföreningen (AF).

WILLIAM WAKEHAM

William Wakeham was until 2009 Vice Chancellor at Southampton University. Other roles include the Membership of the board of the South East England Development Agency (SEEDA); chair of the Universities and Colleges Employers Association (UCEA); membership of the EPSRC Council and chairing its Resource Audit Committee. William Wakeham also chaired the 2008 Review of Physics in the UK at the request of the then Secretary of State for Innovation, Universities and Skills. Currently, he serves as Vice President of the Royal Academy of Engineering (RAEng).

WALTHER CHRISTOPH ZIMMERLI

Walther Christoph Zimmerli is President of the Brandenburg University of Technology. He is Member of the following bodies: the World Corporate Ethics Council (WCEC), acatech (German Academy of Science and Engineering), the Swiss Academy of Engineering Sciences and the senate of The Foundation of Lower Saxony.



GENERAL INFORMATION



Euro-CASE

The European Council of Applied Sciences and Engineering is an independent non-profit organisation of national academies of Engineering, Applied Sciences and Technology from 21 European countries. Euro-CASE acts as a permanent forum for exchange and consultation between European Institutions, Industry and Research. Through its Member academies, Euro-CASE has access to top expertise (around 6,000 experts) and provides impartial, independent and balanced advice on technological issues with a clear European dimension to European Institutions, national Governments, companies and organisations. The mission of Euro-CASE is to pursue, encourage and maintain excellence in the fields of engineering, applied sciences and technology, and promote their science, art and practice for the benefit of the citizens of Europe.

In pursuit of this mission the objectives of Euro-CASE are:

- > Maintain a leadership role in promoting attention to excellence in applied sciences and engineering and to related issues of key importance to Europe.
- > Ensure that the societal impact of technological change is given proper attention with full consideration of environmental and sustainability aspects.
- > Provide impartial, independent and balanced advice on engineering and applied science issues that affect Europe and its people to the European Commission and Parliament, and other European institutions to promote the importance of applied sciences and engineering throughout Europe and to develop greater public understanding and interest.
- > Attract young Europeans into careers in applied sciences and engineering in order to ensure future technological progress in Europe.
- > Draw on the experience and best practices of the national academies of engineering and applied sciences in Europe, developing appropriate information networks.



acatech – the GERMAN ACADEMY OF SCIENCE AND ENGINEERING – represents the interests of German sciences and technology in Germany and abroad. As a working academy, acatech supports policy makers and society with technically qualified evaluations and far-sighted recommendations. acatech works to promote sustained growth through innovation.

acatech focuses on four core areas:

- > Scientific recommendations: acatech advises policy makers and the public on future technology issues based on the best of research.
- > Transfer of expertise: acatech provides a platform for exchange between the sciences and business.
- > Promotion of young scientists and engineers: acatech is committed to supporting young scientists and engineers.
- > Voice for science and engineering: acatech represents the interests of scientists and engineers at a national and international level.

PRACTICAL INFORMATION

Participation fee: 300 Euro

The participation fee includes:

Festive Season Reception • Conference • Conference Papers • Coffee Breaks • Lunch Break • Evening Reception

Please register on www.acatech.de/euro-case2010, no later than 31 October 2010.

Form for registration fee and confirmation will be forwarded upon receipt of registration.

If cancellation is received later than 12 November 2010 the participation fee cannot be reimbursed, but another delegate may attend in the original delegate's place. A cancellation fee of 28 Euro will be charged.

All sessions are plenary. Working language is English, no translation will be provided.

You will find further information and practical details concerning accommodation and travel on our website:

www.acatech.de/euro-case2010



CONTACT:

acatech – GERMAN ACADEMY OF SCIENCE AND ENGINEERING

Dr. Katja Thierjung

acatech

Residenz München

Hofgartenstraße 2

80539 Munich

Germany

T +49 89 520 30 932

F +49 89 520 30 99

Euro-CASE@acatech.de