

**China-EU Symposium on
Innovative Management of Technology Transfer
26-28 September 2007
Xiyuan Hotel, Beijing, China**

P R O G R A M M E

Tuesday 25 September 2007

09.00 – 21.00 Registration
 Venue: Ground floor, Xiyuan Hotel

Wednesday 26 September 2007

09.00 – 10.00 **Opening Session chaired** by Liang Zhanping, Secretary General and Vice President of the Association of the Management of S&T Achievement of China (AMSTAC) and Former Director-General, Institute of Scientific and Technical Information of China.
Hongyun Room ,
4th Floor,
Xiyuan Hotel

Simultaneous interpretation between EN-CHIN and CHIN-EN available for the whole meetings

- Opening Speech, Jin Xiaoming, Department of International Cooperation, Ministry of Science and Technology (MOST), P.R. China
- Opening Remarks, Michel Duhamel, President, The European Association for the Transfer of Technologies, Innovation and Industrial Information (TII)
- Opening Remarks, Thomas Baaken, Manager of the Research Centre "Science Marketing", Muenster University of Applied Sciences Germany
- Keynote Address, Li Maoming, Former Vice Secretary General, Ministry of Science and Technology of China (MOST) and President, Association of Management of S&T Achievement of China (AMSTAC)

10.00 – 10.10 **Coffee break**

10.10 – 11.40 **Keynote Presentations**

Chair: Wang Tao, Member of the Standing Committee, National People's Congress(NPC) , Member of the Academy of Chinese Engineering(ACE), Director-General, of the Centre of Social Forestry Development, State Forestry Bureau and Vice President of AMSTAC

30 minutes for each presentation

Speakers:

- ◆ *Status quo and trend of S&T achievement management and technology transfer in China:* Shen Maoxiang, Ranking as Director General, Department of Development Planning, MOST
- ◆ *Innovation and Technology Transfer Support in Europe :* Michel Duhamel,

President, TII

- ◆ *Science-marketing as key factor in future technology transfer and innovation*

Thomas Baaken, Manager of the Research Centre "Science Marketing",
Muenster University of Applied Sciences, Germany

11.40 – 12.30

Session 1: Innovative Management of Science Marketing and Technology Transfer

Chair: Zhang Mu, Deputy Director General, National Office for Science and Technology Awards

25 minutes for each presentation

Speakers:

- ◆ *Foresight for innovation and technology transfer* :Gordon Ollivere, CEO of RTC North,UK
- ◆ *Innovation & International Technology Transfer*
--- *Practices of International Technology Transfer Center (ITTC) of Tsinghua University*: Hongxin TAN, President of ITTC, Tsinghua University

12.30 – 14.00

Lunch (2nd Floor)

14.00 – 16.10

Session 1: Innovative Management of Science Marketing and Technology Transfer (Contd.)

Chair: Zhang Mu, Deputy Director General, National Office for Science and Technology Awards

25 minutes for each presentation

Speakers

- ◆ *Study on innovative mechanism for transferring forestry S&T Achievements in China* : Wang Tao, Member of the Standing Committee, NPC, Member of ACE, Director-General, of the Centre of Social Forestry Development, State Forestry Bureau and Vice President of AMSTAC
- ◆ *Carrier and policy tools of S&T innovation and industrialization in China*: Zhang Xuguo, Director-General, Torch High Tech Industrial Development Center, MOST
- ◆ *Technology transfer management system development in transitional economies – example of Hungary*: Péter Mogyorósi, Director, Laser Consult Ltd. Hungary

16.10 – 16.30

Coffee break

16.30– 18.00

Session 1: Innovative Management of Science Marketing and Technology Transfer (Contd.)

Chair: Zhang Mu, Deputy Director General, National Office for Science and Technology Awards

25 minutes for each presentation

Speakers

- ◆ *The study on the condition and proposals about information communication of scientific and technological achievement between the military and the civilian* :Tian He, Director of Achievement unit, China Defence Science and

Technology Information Center

◆ *Research on Local Science and Technology Achievements Awarding Policy in China*: Tang Wuxiang, Professor, School of Economics and Management, Beijing University of Information and S&T

◆ *Analysis on Policy Environment for Promoting Scientific & Technological Achievements Transfer*: Wang Lihua, China Machinery Industry Information Institute

Discussion (Q&A)

Concluding Summary on Session 1

19.00

Welcome Reception (**Banquet Hall, the Ground Floor**)

Thursday 27 September 2007

08.30 – 10.10

Session 2: IPR Management of Research Results and Technology Innovation

Chair: Ge Xinquan, Dean, School of Economics and Management, Beijing University of Information and S&T

25 minutes for each presentation

Speakers:

◆ *On the IP commercialization in public research organization*: Yang Xingxian, Division Director, The Chinese Academy of Sciences

◆ *International IPR Management: the European Communities Advises & the JRC Experience*: Rudi Tranquillin, Licensing Executive Officer Intellectual Property & Scientific Co-operation, DG Joint Research Centre - European Commission

◆ *Declaration of invalidation of patent right and protection of patent right of S&T achievements*: Liao Tao, Chairman, Patent Reexamination Board, State Intellectual Property Office of China

◆ *Codes of Practice for Managing and Commercialising IP*: Marta Catarino, Innovation Relay Centre Manager, TecMinho, University of Minho, Portugal

10.10 – 10.30

Coffee break

10.30 – 11.20

◆ *Establishing the countermeasures against the insufficient intellectual property right protection promotion*: Zhang Ximei, Northeastern University, Shenyang

Discussion (Questions and answers)

Concluding Summary on Session 2

11.20 – 12.40

Session 3: Scientific Result Marketing and Technology Transfer

Chair: Thomas Baaken, Manager of the Research Centre "Science Marketing", Muenster University of Applied Sciences, Germany

25 minutes for each presentation

Speakers:

◆ *Customer Satisfaction measurement in research markets and its impact on*

science marketing strategies - a comparison on Germany, Australia, South Africa and Japan : Friederike Von Hagen, Senior Consultant, Research Centre "Science Marketing", Muenster University of Applied Sciences, Germany

◆ *The Australian Best Practices in Science Marketing* :Carolyn Plewa, The University of Adelaide, Australia

◆ *An early stage investors approach on doing business with Chinese universities*: Jens Kristian Damsgaard, CEO, Science Ventures, Denmark

12.40 – 14.10 **Lunch (2nd Floor)**

14.10 – 16.30 **Session 3: Scientific Result Marketing and Technology Transfer(Contd.)**

Chair: Thomas Baaken, Manager of the Research Centre "Science Marketing", Muenster University of Applied Sciences, Germany

25 minutes for each presentation

Speakers

◆ *Policies and measures on S&T achievement award in China*: Yao Kunlun, Director, National Office for Science and Technology Awards(NOSTA)

◆ *The Nordic Approach to Technology Transfer*
– from statistics to virtual patent exchange and knowledge pools:Gert Balling, The National Network for Technology Transfer, Denmark

◆ *Research on Contractual Mechanism in Venture Capital of National Defense Science and Technology Achievement Transformation*: Yanjun Yang National University of Defense Technology, School of Humanity and Social Science

◆ *New ways to the S&T achievement transfer in universities*: Wen Yongqi, The Chinese People's Public Security University

Discussion (Questions and answers)

Concluding Summary on Session 3

16.30-17.00 **Coffee break**

17.00 **Closing Session**

18.30 **Dinner (Beijing roast duck, Jiuhuashan restaurant)**

Friday 28 September 2007

Social activities (The Forbidden City--Great Wall)

Information Note

Breakfast: 06.30-10.00, Coffee Shop, Ground floor, Xiyuan Hotel.

Social activities: Leave from main entrance of Xiyuan Hotel at **07.30**, 28 September 2007

Secretariat: Room (), Xiyuan Hotel, Tel: (010) 68313388 extension ()
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