



# TII 2009 ANNUAL CONFERENCE REGIONAL EXCELLENCE IN INNOVATION



**22-24 APRIL 2009**  
THESSALONIKI, GREECE  
Electra Palace Hotel

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## PROGRAMME

### Wednesday 22 April 2009

Venue: Rodoula Kehagia Auditorium, STEIN Building, 2 Kalapothaki Street, Thessaloniki

09.00 – 13.00 Pre-conference workshop: "Business Incubator Management Workshop"  
Presentation of vocational training and practical management tools for business incubators, funded under the Summit II LEONARDO Programme  
More information available at <http://www.summitii.org>

18.30 – 21.00 TII Annual General Meeting and welcome reception (members only)

### Thursday 23 April 2009

Venue: Electra Palace Hotel, 9 Aristotelous Square, Thessaloniki

08.30 Reception desk opens

09.15 – 13.00 **Morning plenary session**, chaired by **Michel Duhamel**, outgoing President of TII  
This opening session features presentations from an international panel of speakers who will share their insights into recent trends in regional excellence in innovation in different areas of the world.

09.15 – 09.45 Welcome addresses from the host region  
**Stavros Kalafatis**, Minister of Macedonia-Thrace (tbc)  
**Prof. George D. Tsiotras**, General Secretary of the Regional Authority of Central Macedonia (tbc)  
**Prof. Filippos Tsalidis**, General Secretary for Research and Technology (tbc)

09.45 – 10.15 Keynote address: Silicon Valley 5.0: How Silicon Valley is re-inventing itself through innovations in technologies, business models, and ecosystem, **Marguerite Gong Hancock**, MA, Associate Director, Stanford Program on Regions of Innovation and Entrepreneurship (SPRIE), USA



A research director at Stanford University for the past two decades, **Marguerite Gong Hancock** is the associate director of the Stanford Program on Regions of Innovation and Entrepreneurship (SPRIE), which is dedicated to the understanding and practice of the nexus of innovation and entrepreneurship in leading regions around the world (<http://sprie.stanford.edu>). She is co-editor of *The Silicon Valley Edge* (2000), *Making IT: Asia's Rise in High Tech* (2006), *China's Quest for Innovation* (2008), and *Risky Business: University-Industry Ties* (forthcoming). Marguerite is an active member of the Stanford Entrepreneurship Network, featured commentator in newspaper and magazines, and frequent speaker for executive education and international conferences from Silicon Valley to Madrid to Beijing. She earned a BA from Brigham Young and MA from Harvard, and pursued a PhD at the Fletcher School of Law and Diplomacy.

10.15 – 10.45 Innovation and competitiveness in Greece: towards a new strategy, **Prof. Spyros Lioukas**, Athens University of Economics and Business, Greece

10.45 – 11.15 Refreshments and networking

11.15 – 11.40 Regional Innovation Systems in the Nordic area: challenges and best practice initiatives, **Prof. Merle Jacob**, Lund University, Research Policy Institute, Sweden

11.40 – 12.00 Technology transfer and promotion: Chinese model and Coway practice, **Dr. Zhengping Liu**, Executive Vice-President, Coway International TechTrans Co., Ltd., PR China

12.00 – 12.20 Promoting innovation excellence in European regions, Speaker from the European Commission, Belgium

12.20 – 12.40 Regional excellence in action: the example of the Food Processing Initiative in North Rhine Westphalia, Norbert Reichl, Managing Director, Food Processing Initiative, Germany (tbc)

12.40 – 13.00 The innovation strategy of the Aristotle University of Thessaloniki, Prof. Stavros Panas, Vice Rector, President of the Research Committee, AUTH, Greece

13.00 – 14.30 Lunch

14.30 – 17.30

### Afternoon parallel sessions

Participants have the possibility to attend one of three parallel sessions which will showcase examples of programmes, schemes and models which can demonstrate their real impact on raising regional innovation performance through facts, figures and anecdotal evidence or success stories.

Coffee break from 15.45 to 16.15

## Session 1 Boosting regional competitiveness

Each region the world over has introduced programmes which have intended to raise the performance of local companies and boost the regional economy. Some have been more successful than others. This session will showcase examples of successful regional innovation support programmes and networks, backed up by quantifiable results.

- Joining hands – SE England's Innovation Advisory Service, **Jelena Angelis**, Oxford Innovation, UK
- A network-based project model for innovation in smaller companies, **Henning Neerland**, SINTEF Technology and Society, Norway
- Creating global start-ups, **Theologis Prokopiou** and **Irini Efthimiadou**, i4G S.A. – Incubation-Innovation-Intelligence for Growth, Greece
- Effective network systems and support services for business incubators: the case of Uusimaa region in Finland, **Marika Paakkala**, Helsinki School of Economics, Start-up Center Business Incubator, Finland
- Design for Wealth Creation: the example of NE England, **Gordon Ollivere**, RTC North, UK
- Innobasque: a model for mobilising society towards innovation, **José Ma Villate**, **Xabier Maidagan** and **Paul Ortega**, Basque Innovation Agency, Spain
- Challenges for innovation in the Greek region, **Byron Bakaimis**, Vodafone, Greece

## Session 2 Investing in innovation

We often hear the complaint that there is not enough funding available for early-stage innovation. This session will look at successful cases and models for leveraging investment at the riskiest stage of the innovation process.

- The Dutch Techno Partner Seed Capital Fund, **Jan Dexel**, Dutch Ministry of Economic Affairs, The Netherlands
- Supporting women entrepreneurs in Turkey, **Gülseren Onanç**, Kagider (Women Entrepreneurs Association of Turkey), Turkey
- Scottish Enterprise's Proof of Concept Programme, **Eleanor Taylor**, Scottish Enterprise, UK
- Investing in Talents, **Alessia Melasecche Germini**, Meta Group, Italy
- Innovation vouchers in the Netherlands: from concept to delivery, **Emile Louzada**, Syntens Corporate Affairs, The Netherlands

## Session 3 Universities and their Third Mission

Universities and research centres are increasingly assuming their Third Mission role as an important contributor to their regional economy. This session looks at different schemes and programmes which have been successful in transferring research results and knowledge from academia to industry and/or society, thus creating increased wealth and well-being.

- From knowledge centre to cluster: How did the Genomnanotech University Knowledge Centre project create a ripple effect in the regional economy?, **Judit Balogh**, University of Debrecen KTTO, Hungary
- Research-based brokerage as an effective tool for increased cooperation between SMEs and universities/R&D organisations, **Terje Bakken** and **Susanna M. Brynhildsen**, SINTEF Technology and Society, Innovation and Industrial Development, Norway
- Commercialising entrepreneurial ideas and management development, **Padraig Gallagher**, Letterkenny Institute of Technology, Ireland
- Commercialising IP in Croatia: the example of Rudjer Innovations Ltd., **Davor Anicic**, Rudjer Innovations, Croatia
- Regional excellence in innovation – who funds and who benefits from early-stage proof of concept?, **Peter White**, YTKO, UK
- Business networks and research-intensive clusters in the South Great Plain region, **Tamas Gyulai**, DEAK Cooperation Research Company, Hungary

**17.30 – 20.30** Parallel Event  
(Venue: Rodoula Kehagia Auditorium, STEIN Building, 2 Kalapothaki Street)  
3rd South Eastern European Venture Capital Event  
(free admission for TII conference participants)  
More information available at <http://www.vc-event.gr>

**19.00** Departure from Electra Palace Hotel for the conference dinner

**20.30** Conference dinner at the Planetarium restaurant of NOESIS- Thessaloniki Science Center & Technology Museum, preceded by a short tour of the museum

## Friday 24 April 2009

Venue: Electra Palace Hotel, 9 Aristotelous Square, Thessaloniki

**09.30 – 12.30** Morning parallel sessions  
On the morning of the second day participants are invited to take part in one of three parallel sessions which deal with further state-of-the-art trends in innovation support and technology/knowledge transfer:

**10.45 – 11.10** Refreshments and networking

**11.10 – 11.35** Enhancing innovation performance in Europe, **Alain Liberos**, Deputy Head of Unit, Support for Innovation, European Commission, DG Enterprise and Industry, Belgium

**11.35 – 12.00** Regional Innovation Systems in the Nordic area: challenges and best practice initiatives, **Prof. Merle Jacob**, Lund University, Research Policy Institute, Sweden

**12.00 – 12.20** Technology transfer and promotion: Chinese model and Coway practice, **Dr. Zhengping Liu**, Executive Vice-President, Coway International TechTrans Co., Ltd., PR China

### Session 4 Measuring and improving innovation support systems

Performance measurement is an important consideration for the architects of public innovation support programmes. But what do you measure and how? This session will showcase instruments which have been developed to monitor such programmes and to make their delivery and impact more effective. It will also re-open the discussion on some of the accepted principles of innovation practice.

→ Are cluster initiatives a suitable policy initiative for economies in transition?, **Håkon Finne**, SINTEF Technology and Society, Norway and **Mila Du Pont**, SINTEF Technology and Society, Serbia

→ How to assess the impact of innovation stimulation programmes?, **Jasper Hemmes**, Syntens/Enterprise Europe Network, The Netherlands

→ Regional partnerships for boosting innovation: advantage or disadvantage for SMEs?, **Kai Victor Hansen**, University of Stavanger and **Anne Solheim**, Regional Innovation and Business Development, IRIS, Norway

→ Measurement of network performance: experience with a performance indicator system, **Thomas Köhler**, VDI/VDE Innovation + Technik GmbH, Germany

→ The role of mentoring in promoting capacity building in SMEs: Is there a business case?, **Anthony Montgomery**, University of Macedonia, Greece

→ Managing regional innovation networks: Tales from lighthouses, "Scheinriesen" and partisan strategies, **Markus Schroll**, Innwise GmbH, Germany

### Session 5 Methods and tools for boosting regional competitiveness

This session showcases more examples of models and tools for helping firms to innovate and for initiating or consolidating a region's strength in new technologies for economic growth.

→ New tools for technology transfer in South-Eastern Europe, **Alex Pavlou**, BIONOVA, Greece

→ The Instituto de Tecnología Cerámica as a regional technology transfer model, **Yolanda Reig**, ITC, Spain

→ protechINNO – improving internal company innovation management in Austria, **Bruno Woeran**, Danube, Austria

→ Managing incremental innovation – a regional perspective, **Matti Lähdeniemi** and **Kari Laine**, Satakunta University of Applied Sciences, Finland

→ Innovation workshops as a specific method for stimulating innovation processes and activities in SMEs, **Heike Fischer**, Steinbeis Europa Zentrum, Germany

→ Innovation management techniques for SMEs – the Luxembourg experience, **Arnaud Duban**, Luxinnovation, Luxembourg

→ Modelling the promotion of spin-off companies in the region of Western Macedonia, **Elpida Samara** and **Yiannis Bakourous**, University of Western Macedonia, Greece

## Session 6 Product, organisational and social innovation

Innovation is not just technological in nature, but can permeate down into different facets of work and society. This session comprises a number of very heterogeneous presentations that illustrate how innovation influences the way we run a business, develop new products and organise society.

- The importance of innovation in Corporate Social Responsibility (CSR), **Gadaf Rexhepi and Selma Kurtishi**, South East European University, Former Yugoslav Republic of Macedonia
- 10 000 tons of garbage in 5 hours by 50~000 volunteers: mobilising society for common good actions through innovative use of technology and extensive cooperation, **Tiina Urm**, Let's Do It, Estonia
- Mobilising society for common good actions, **Rainer Nõlvak**, University of Tallinn, Estonia
- Organisational innovation in a tech transfer organisation: a case study of NETI, **Zsolt Köhalmi**, Theodore Puskas Foundation/NETI, Hungary
- Regional innovation utilising local natural resources: the case of pharmaceutical herbs, **Dimitris Skalkos**, Synthesis, Greece
- Using a new board game and computer aided creativity in ideation workshops for new business development, **Guido Giebens**, Antrim-Viisiteam, Belgium
- Planning and implementing a non-revenue water reduction strategy to improve the performance of water supply and distribution systems (ProWat), **Arjan de Bruin**, Van der Meer & van Tilburg Innovation Consultants, The Netherlands

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12.45 – 14.15 Lunch

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14.15 – 15.00 Presentation by luminary speaker, **Cheryl A. Perkins**, Innovationedge, USA  
"Creating Game-Changing Innovation"

In this compelling session, **Cheryl Perkins**, Founder and President of Innovationedge and former Senior Vice President and Chief Innovation Officer for Kimberly-Clark, will share best practices for taking innovation to the next step. She will deliver examples and case studies of companies that have successfully delivered sustainable results with game changing innovation. You will learn:

- Where game changing innovation comes from.
- Where to start to get immediate results.
- Where to find the right partners to deliver sustainable growth.
- How to engage internal stakeholders in your efforts.
- How to measure the success of your initiatives.



*Cheryl Perkins is a thought leader in innovation; in 2006 she was identified as one of the Top 25 Champions of Innovation by Business-Week magazine. Top executives around the world seek out Cheryl Perkins for the exact insights she shares on how companies can create and deliver game changing innovation in turbulent economic times. Cheryl works with inventors, entrepreneurs, and companies in translating insights into value driven solutions, advancing innovation strategy, strengthening ecosystems of innovation, driving intellectual asset strategy, and creating concepts for new products and services. She will share a holistic approach that addresses all aspects of innovation including your leadership, your culture, and your people. It expands beyond your four walls to include partners who have the capabilities you need to succeed.*

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15.00 – 15.30 Thessaloniki Statement, introduced by **Dr. Joachim Hafkesbrink**, incoming President of TII

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15.30 Close of the conference

## PRACTICAL DETAILS

### Background and objectives

Faced with today's challenge of sustaining competitiveness in a world of global competition, Europe's regions are required to improve their own regional innovation system and adapt the offer of innovation support services to the rapidly changing needs of local companies and, in particular, SMEs. The recent slow-down of the world economy and the spectre of recession make this challenge all the more urgent as the need for new, tried and tested approaches becomes indispensable.

TII's 2009 annual conference will showcase examples of programmes, schemes and models which can demonstrate their real impact on raising regional innovation performance through facts, figures and anecdotal evidence or success stories.

The TII conference is the annual meeting place of technology transfer and innovation support practitioners from around the world who come together to share experience, exchange ideas and to build and strengthen their profession. We extend a warm invitation to you to join us in Thessaloniki from 22 to 24 April 2009.

### Participants

The conference theme addresses the interests of those working in innovation support and technology transfer organisations – SME support organisations, regional development agencies, technology and innovation centres, science parks, university transfer offices, innovation consultancies, national innovation agencies – who are interested in sharing and acquiring good practice which successfully contributes to boosting industrial competitiveness and regional excellence in innovation.

### Date/venue

The conference takes place from Wednesday 22 to Friday 24 April 2009 at the 5\* Electra Palace Hotel, 9 Aristotelous Square, Thessaloniki. The pre-conference workshop and the TII Annual General Meeting are being held in the Rodoula Kehagia Auditorium of the STEIN Building, 2 Kalapothaki Street, Thessaloniki. A map showing the venues is available on the conference page of the TII web page at [http://www.tii.org/2009AC\\_Thessaloniki](http://www.tii.org/2009AC_Thessaloniki)

### Accommodation

Our host organisation, SEERC, has negotiated special rates for delegates in four hotels located in the vicinity of the conference venue, in a price range of € 68.50 to € 140. The list describing the hotels and their facilities may be found on the conference web page at [http://www.tii.org/2009AC\\_Thessaloniki](http://www.tii.org/2009AC_Thessaloniki). Please be sure to quote the reservation code "TII 2009" when you make your booking.

### Cost

Participants may register for one or two days of the conference. The full conference fee for TII members is € 350 and € 250 for one day. Non-members pay € 550 and € 350 respectively. A special rate of € 250 for two days is available for attendees from south-eastern, central and eastern European countries, for conference presenters, and for the second delegate upwards registering from the same organisation. The conference fee covers entry to the conference, all documentation (hard copy and electronic via the TII website after the conference), lunch and refreshments on each day, as well as the conference dinner. A fee of € 150 is available to students (access to conference sessions only).

### Registration

Registration for the conference should be done exclusively via the on-line booking facility on the TII website at [http://www.tii.org/2009AC\\_Thessaloniki](http://www.tii.org/2009AC_Thessaloniki)

On receipt of your registration, the TII secretariat will send you a message by e-mail confirming your attendance and will invoice you for the conference fee.

### Languages

The working language of the conference is English.

### Organisers

The conference is organised by TII – Technology Innovation International, Europe's premier association of technology transfer and innovation support professionals (<http://www.tii.org>) and is hosted by SEERC, the South-East European Research Centre (<http://www.seerc.org>).

### Further information

Please contact the TII secretariat at Tel. +352 46 30 351 or e-mail: [tii@tii.org](mailto:tii@tii.org) or consult the TII website at [http://www.tii.org/2009AC\\_Thessaloniki](http://www.tii.org/2009AC_Thessaloniki)

