



UNICA RECTORS' SEMINAR 2008: *LINKING UNIVERSITIES AND ENTERPRISES: OPPORTUNITIES AND THREATS*

Venue: Centre for Advanced Academic Studies (CAAS)
University of Zagreb
Don Frana Bulića 4, Dubrovnik
Thursday July 3rd - Saturday July 5th, 2008

**Chairs: A. Bjelis, University Zagreb Rector &
S. Zenios, UNICA President & Rector University of Cyprus**

➤ Thursday 3rd July 2008

- 15:00- 17:00** City tour of Dubrovnik (Departure from the CAAS)
19:00- Welcome Reception (CAAS), A. Bjelis, University Zagreb Rector

➤ Friday 4th July 2008

- 8:30- 9:00** Coffee & Registration
9:00- 9:10 Welcome, A. Bjelis, Rector University of Zagreb & S. Zenios, UNICA President
9:10- 9:20 UNICA Entrepreneurship Competition for Students and Young Researchers, S. Zenios, UNICA president
9:20- 10:30 Value Creation: Innovation and Globalization. The economic challenges and their impacts on higher education and skills development, D. Ho, Manager of University Relations for IBM Europe, Middle East and Africa (EMEA)
10:30- 10:45 COFFEE BREAK
10:45- 11:45 Recommendation and Code of Practice on the management of intellectual property by public research organisations, S. Saxena, European Commission DG Research
11:45- 13:15 Enterprises' view of good collaboration between university and enterprises:
- M. Rudzki, Eurochambres
- Case 1: G. Kovacevic, Managing Director, Ericsson Nikola Tesla
- Case 2: I. Vidakovic, General Director, IBM Hrvatska
13:15- 14:30 LUNCH
14:30- 16:00 Universities' perspective on the relationship between university & enterprises:
- From fundamental research to structured technology transfer - the VUB model, J. Cornelis, Vicerector R&D, Vrije Universiteit Brussels
- Sapienza Joint Labs: innovation for industries based on university know-how, A. Carcaterra, University La Sapienza
- Environmental monitoring as a case study on the relationship between university & enterprises, M. A. Loução, Vice-rector of the University of Lisbon
16:00- 16:30 COFFEE BREAK
16:30- 17:00 Contribution of Rectors, introduction by H. Mencer, former rector of the University of Zagreb
17:00- 17:45 Panel discussion: with contribution of representatives of enterprises and of H.E.I., chaired by S. Zenios, UNICA President and Rector of the University of Cyprus
17:45- 18:15 Conclusions, session chaired by A. Mettinger, Vice-rector of the University of Vienna
- Report Rectors' Seminar questionnaire and Action plan
- Next Rectors' Seminars: Prague (October 2008) and Tallinn (2009)
19:00- DINNER (Restaurant 'Orhan', Od Tabakarije 1)

➤ Saturday 5th July 2008

- 10:30-** Excursion & social program (Departure from The City port)