

Solutions Experiences Contacts

2nd
International Lakeside Conference
German | English with simultaneous interpretation

Thursday and Friday | November 26 and 27 | 2009
Lindner Seepark Hotel | Klagenfurt | Austria

Knowledge Loves Company
Successful Cooperation Strategies between
Universities and Companies

Typically, conferences on research issues deal with the content of the research work itself.

The “Lakeside Conference,” however, isn’t about the subject of research but the process, a process of cooperation between two different cultures: the academic and the business worlds.

The Structures and Attitudes that Lead to Successful Cooperation

The capacity to cooperate has long since become a powerful competitive factor determining the success of research and development work. The key aspects are altered structures, intelligent vessels for joint work, and a new set of game rules, skills, and attitudes.

“Cooperation partners bring the world views of their systems along with them into every project they work on together. Each of them has clear objectives, but they are different. Thus, cooperation is more likely to engender a conflict situation than one of agreement.” (Peter Heintel)

During the two days of the conference we will present extraordinary models of successful cooperation as well as exemplary, to some extent surprising tools and organizational forms, but also experiences, mistakes, failures, tips, and information on the subject.

In addition to the exchange of information, another main concern of ours will be promoting networking among the participants. A facilitated Open Space encourages potential cooperation partners from the entire Alpine-Adriatic region to get to know each other, to offer their own knowledge to specific audiences, or inquire about know-how they themselves are interested in.

Extraordinary Models – Successful Examples

Knowledge acquisition need not be solitary because where exchange flows freely, there is notable growth, companies, students, professors at universities and research centers profit, information increases, jobs multiply: knowledge loves company.

Hans-Joachim Gögl, Maria Mack
Programming

The Lakeside Conference puts you in contact with:

- **technology-oriented companies from Austria, Italy, Slovenia, and Germany**

- **Scientists and managers from universities, technical colleges, and research centers from the entire Alpine-Adriatic region**

- **Business people, managers, researchers, and developers from technology parks, the economic promotion sector, state and national administrators, and local developers**

One of our main interests is addressing small and medium-sized enterprises.

**You will receive tips, information,
tried and tested examples on:**

- Organizational forms and models of successful cooperation between universities and companies

- Attitudes, game rules, soft skills for your cooperation processes

- Exemplary technology-transfer strategies and spinout processes

- Cooperation models for small enterprises

- And last but not least, potential regional cooperation partners to fit your institute, company, or organization

Open Space A Place for Exchange and Networking

Based on the experience and recognition that often the most valuable moments at conferences are the breaks, we have organized an open market to encourage networking and the exchange of knowledge.

Here the participants become the speakers. Everyone is a potential cooperation partner. On Friday morning whoever has something to offer can present his or her concerns to the plenum of the Open Space. Later, small workshops can form at different sites throughout the hotel to address specific topics.

01

Günther Karner who along with Clemens Schedler will be guiding you through the conference, is a management consultant and co-founder of Trigon Entwicklungsberatung in Klagenfurt. Günter Karner is experienced in facilitating events involving large groups and is an expert in network development and cooperation models.

02

Clemens Schedler is a self-employed visual designer and guidance counselor for conceptual tasks. Together with Hans-Joachim Gögl, he edited the companion book to the conference "Knowledge Loves Company." He facilitates various other symposia, including the design conferences "Typo" in Berlin and "vlow!" in Bregenz, both of which deal with interdisciplinary cooperation strategies.

03

Hans Schönegger is, along with Erhard Juritsch, CEO of the Carinthian Economic Promotion Fund (KWF), initiator and managing director of the Lakeside Science and Technology Park, and a member of the Austrian Council for Research and Technology Development.

04

Maria Mack chairwoman of the association "Landschaft des Wissens" (Landscape of Knowledge), which published the companion book to this conference and focuses on cooperation strategies and economic development strategies for rural areas. Maria Mack manages the Lakeside Science & Technology Park and has organized this conference.

05

Peter Heintel university professor, teaches at the Institute of Philosophy and Group Dynamics and the Faculty for Interdisciplinary Research and Further Training (IFF) at the University of Klagenfurt. He works in theory and practice with the subjects of interdisciplinary cooperation and project and conflict management.

06

Lode Lauwers director of Strategic Program Partnerships at the Interuniversity Microelectronics Center (IMEC) with headquarters in Leuven, Belgium. IMEC is Europe's largest research center for nano- and microelectronics. With its "Industrial Residents," scientists contracted to conduct on-site research for industrial partners, the center has developed an extraordinary and exemplary model of cooperation.

07

Claudia Prügler CEO of Lakeside Labs – a new research and technology center in Klagenfurt with special focus on the area of information and communication technology. Lakeside Labs offer diverse contact and cooperation opportunities to national and international research facilities as well as partners from the industrial sector.

08

Martin Raditsch is the deputy managing director of EMBLEM, a company that offers researchers perhaps one of the most comprehensive technology transfer processes in Europe. EMBL is the name of the Heidelberg-based European facility for basic research in molecular biology. In 1999 EMBLEM was founded as a one-hundred-percent subsidiary of EMBL. Its aim is to combine inventions, scientific consulting, and collaboration into useful packages and in this way offer its customers one-stop concepts. Martin Raditsch will be speaking on structures and personal experiences – from the "eureka!" in the laboratory to the mature, marketable product.

09

Francesco Curcio professor of molecular pathology at the University of Udine, School of Medicine. He is the CEO of VivaBioCell – a spinout company that was born in an exemplary process in which the research team sought early on to complement its expertise with industrial management and marketing know-how.

10

Brigitte Hasewend is the head of International and Strategic Partnerships (ISP) at the Graz University of Technology. She is currently developing a European competence center in the field of sustainable energy and will be speaking on the subject of new mobilization cooperation strategies among the sectors of economy, science, and politics.

11

Marija Kosec since 1971 at the Jožef Stefan Institute, Ljubljana, Slovenia. Present position: head of the Electronic Ceramics Department and professor of Materials Science at the University of Ljubljana and the Jožef Stefan International Postgraduate School. Visiting professor at the Ecole Polytechnique Federale de Lausanne, Switzerland, Shizuoka University, Hamamatsu, Japan, and Xi'an Jiaotong University, China. Former president of the Academy of Technical Sciences of Slovenia and member of the World Academy of Ceramics.

11 | 26 | 2009

09.00 am

G

Out-dated knowledge?

Development Strategies for Fringe Regions

Hans Schönegger

CEO of the Carinthian Economic Promotion Fund (KWF)

09.20 am

G

Expertise Beats Knowledge

On Programming and Planning the Lakeside Conference

Maria Mack | director of the

Lakeside Science & Technology Park

09.30 am

G

Games and Rules in Research Collaboration

Intervention Research:

On Cooperation Between Knowledge and Practice

Peter Heintel | University of Klagenfurt

10.30 am

BREAK

11.00 am

E

IMEC | Partnering in one of the World's Leading

Platforms for Nanoelectronics R&D

Lode Lauwers | director of Business and Partner Relations

at IMEC in Belgium on an exceptional model of cooperation

at Europe's largest research center in nanoelectronics

12.00 am

G

Lakeside Labs: Research Hub for Business and Science

Claudia Prügler | CEO of Lakeside Labs | a new kind

of "Hub" for collaborative R&D

12.30 am

LUNCH

02.00 pm

E

EMBLEM | One-Stop Shop for Entrepreneurs

Martin Raditsch | Director of Business Development

at EMBLEM, Heidelberg, on the structure and practice of a

comprehensive technology transfer process

03.00 pm

E

Spinning-off | The (Not-So-Easy) Path

from Laboratory Bench to Patient's Bedside

Francesco Curcio | University of Udine –

Knowledge meets Marketing

03.30 pm

G

KIC | Example of a New Multiregional Model of Cooperation

Between Innovation, Research, and Education

Brigitte Hasewend | director of International and Strategic

Partnerships (ISP) at the Graz University of Technology

04.00 pm

BREAK

04.30 pm

E

Dos and Don'ts in Cooperation

Experiences from the Center of Excellence in Slovenia

Marija Kosec | head of the Electronic Ceramics Department

Jožef Stefan International Postgraduate School, Ljubljana

05.30 pm

END

from 08.00 pm

Interdisciplinary party | music, buffet, and cooperation

with the swing band EXTRA 3 at Maria Loretto Castle

near Lake Wörther. *Everyone is invited!*

12

Jutta Menschik-Bendele university professor of clinical psychology and psychotherapy. Degrees in psychology and political science; psychoanalyst, family systems therapist, and clinical supervisor. Jutta Menschik-Bendele is vice-rector of research at the University of Klagenfurt.

Open Space in order to use the knowledge of the participants and to present their interests, questions, or offers on the subject of cooperation between the business and academic worlds, we have organized a "Walk-About Conference." Any- and everybody can lead a workshop where he or she offers insight, questions, exchange, or concrete cooperation projects.



01



02



03



09



04



06



10



05



07



11



08

13

Günther Pernul holds a chair in information systems at the University of Regensburg. To date his main focus has been application-oriented project research and scientific basic research. He will be giving his talk on a research and development project that is being promoted by the EU in the seventh framework programme and which might be seen as an exemplary project for the integration of SMEs.

14

Herbert Salzmann Innsbruck-born management consultant, who began his academic career studying literature, is one of the most original thinkers when it comes to the development of learning organizations. In his work, rather than confronting his clients with the classical teachings of business administration, he acquaints them with the leadership principles of the kings in Shakespeare's plays, Joseph Beuys' concept of art, or Keith Jarrett's improvisational techniques.



12



13



14

09.00 am

G

The Joy and Agony of Cooperation
On the Psychology of Cooperation.

Background Information and Practical Tips

Jutta Menschik-Bendele
vice-rector of research at the University of Klagenfurt

10.00 am

E+G

Open Space

Opening of the market for the supply and demand of exchange and cooperation

10.30 am

E+G

Space 1

"Walk-About Conference"

COLD BUFFET LUNCH

participants can take their food with them to the individual workshops

starting at 12.00 noon

01.00 pm

E+G

Space 2

"Walk-About Conference"

02.30 pm

G

Plenum

two ambassadors report on the workshops they attended and their excursions into the Open Space

03.00 pm

G

SPIKE – Joint Research With Big and Small

An Example of a Model of Cooperation in an International Research Project

Günther Pernul | University of Regensburg

03.30 pm

BREAK

04.00 pm

G

Respect – Confrontation in Leadership and Cooperation

On Cooperation-Oriented Communication and Attitude
A Talk with Short, Built-in Exercises

Herbert Salzmann | manager consultant, Innsbruck

05.00 pm

END

Simultaneous interpretation German–English | English–German

The Host



Lakeside Science & Technology Park

The association that organizes this symposium is based in Carinthia, a typical European region at the junction of different languages and cultures. The founding of the Lakeside Science & Technology Park marks the beginning of what has developed into one of the largest technology projects in Austria in recent years. Selected international IT companies were recruited to settle on the university campus and collaborate closely in research and development with the University of Klagenfurt, which may be small on an international scale but is highly specialized in certain fields.



The Lakeside Science & Technology Park is a platform for cooperation between companies and university institutes in the field of information and communication technologies (ICT). Every year the park management organizes an international conference, the theme of which alternates between a special IT topic (Safety in Mobility, 2008) and examples of successful processes of cooperation between the academic and business worlds.



2nd
International Lakeside Conference

The Companion Book

Landschaft des Wissens | Landscape of Knowledge

This site of interaction, which was consciously initiated as a driving impulse for regional development, has inspired the Carinthian association "Landschaft des Wissens" to look at and study the vast range of cooperation models throughout Europe and their varying aims and locations. This activity has produced the book "Knowledge Loves Company," Haupt Verlag 2006, and the conference with the same title.

www.landschaft-des-wissens.org

Knowledge Loves Company Successful Models of Cooperation between Universities and Companies in Europe

Twenty-four scientists and managers talk about their cooperation strategies and experiences

Edited by Hans-Joachim Gögl & Clemens Theobert Schedler
Commissioned by Landschaft des Wissens
ISBN 978-3-258-07182-4 | Haupt Verlag, Bern 2006

Conference participants will receive a copy of the book.



To register or receive conference information contact www.lakeside-conference.at



Please use our website to register

Book your room on our website too. Different categories are available. We will send you prompt e-mail confirmation of your reservation.

For conference information contact us at

Lakeside Science & Technology Park GmbH
Lakeside B01 | 9020 Klagenfurt | Austria
Phone (+43-463) 22 88 22-0
conference@lakeside-scitec.com
www.lakeside-conference.at

- Contact persons:
Roman Ulram and Eva Mautendorfer-Baurecht

Special price for cooperation partners

If a participant from a company and a partner from a university, technical college, or research institute sign up together, or if two partners from the same organization/company sign up at the same time,

- the fee per person is only 250.00 EUR!

Book early!

Sign up by October 25, 2009, and you only pay

- 300.00 EUR per person.

Registration fee from October 26, 2009

the normal price is

- 450.00 EUR per person.

Cancellations

For cancellations till November 11, 2009, you will be charged 30% of the registration fee, after this date you forfeit the entire fee.

All prices excluding 20% VAT



Conference Location | www.seeparkhotel.at

The conference will be held at the newly inaugurated Lindner Seepark Hotel, in Klagenfurt. Only a few months old, this four-star hotel is situated directly on the banks of the lake and not far from the Lakeside Science & Technology Park and the University of Klagenfurt.

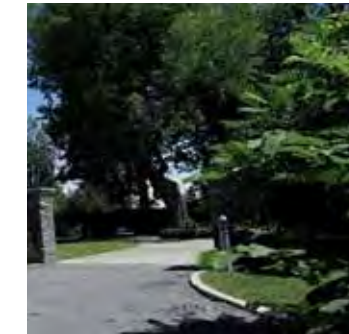
Room reservations

For a short time only we have access to sharply reduced rates for rooms in the conference hotel.

Please reserve early: www.lakeside-conference.at

The registration fee covers the following services:

- Admission to all lectures and the Open Space
- Participants receive a copy of the book "Knowledge Loves Company – Successful Models of Cooperation Between Universities and Companies in Europe"
- Coffee and lunches
- Dinner with music at Maria Loretto Castle on Thursday evening



Organizer

Lakeside Science & Technology Park GmbH

Maria Mack | director

Lakeside B01 | 9020 Klagenfurt | Austria

Phone (+43-463) 22 88 22-0

info@lakeside-scitec.com

www.lakeside-conference.at

www.lakeside-scitec.com

Conference concept and program

Hans-Joachim Gögl | Strategie und Kommunikation GmbH | Bregenz

Marketing | conference office and organization

Roman Ulram | Lakeside Science & Technology Park

Translation

Kimi Lum | Vienna

Graphic design

Clemens Theobert Schedler | Büro für konkrete Gestaltung | Vienna

Pre-press production

Boris Bonev | Guntramsdorf

Print

Theiss GmbH | St. Stefan im Lavanttal

September 2009