



2nd Conference Announcement

Registration deadline 1 May 2009

Models for successful collaboration and partnerships of purpose between universities, businesses and NGOs

- in education, research and consultancy

10 to 13 June 2009, to be held at

Leuven Institute for Ireland in Europe, Leuven (BE)

1 Conference focus

The products of universities are their degree programmes, and their research and development outcomes. Businesses and NGO's depend on universities to deliver degree programmes which develop graduates with the desired skills and attributes. Businesses and NGOs benefit from the skills of university staff in research, development and consultancy. The challenge is to foster collaboration and more formal partnerships of purpose between universities, businesses and NGOs that will enhance the outcome of this knowledge triangle (research, education and innovation) for the benefit of society. The conference will examine successful strategies for gaining these benefits. The outcomes of the conference will assist universities in addressing the European political imperative for enhanced university - business partnerships. Businesses and NGOs will be better informed of the issues to address and appreciate when collaborating with universities.

2 Target Audience

- Rectors, Deans, Directors of university research and innovation services, Directors of university educational services, Directors of research teams, Degree programme coordinators
- Business and NGO leaders, Recruitment staff, Research team managers, Commercial managers

3 Expected outcomes

The principal outcome will be improved understanding for developing effective collaborative ventures and partnerships by universities with businesses and NGOs. Delegates from universities will be informed of successful models for collaboration and partnerships with

business and NGOs to enhance their educational and research outcomes. Delegates from business and NGOs will be informed of the issues to address and appreciate when collaborating with universities.

The EU Commission seeks project applications to support the enhancement of cooperation between universities and businesses. It is intended that one outcome of the conference will be the development of an application involving universities, businesses, NGOs and associations.

To establish a University-Business Forum for the continuing the discussion between business and universities

4 The European political imperative for university - business partnerships

The Communication from the Commission to the Council and the European Parliament 2006 encouraged universities to fully recognise “that their relationship with the business community is of strategic importance and forms part of their commitment to serving the public interest”. In particular

Structured partnerships with the business community (including SMEs) bring opportunities for universities to improve the sharing of research results, intellectual property rights, patents and licenses. They can also increase the relevance of education and training programmes through placements of students and researchers in business, and can improve the career prospects of researchers at all stages of their career by adding entrepreneurial skills and scientific expertise. Links with business can bring additional funding.....

In Prague in January 2009 the Ambassadors of the European Year of Creativity and Innovation stated the need to:

Invest in stronger collaboration, partnership and linkages between universities, research centres, the public sector and businesses and to create synergies in their activities. They should build on Europe’s diverse knowledge infrastructure, including and going beyond universities, and encouraging networking between its different elements.

The European Education Ministers in their London Communiqué May 2007 (Bologna follow up) highlighted the importance of universities developing a close collaboration with business.

Following up on the introduction of the three-cycle degree system, we ask the Bologna Follow Up Group to consider in more detail how to improve employability in relation to each of these cycles as well as in the context of lifelong learning. This will involve the responsibilities of all stakeholders.....We urge institutions to further develop partnerships and cooperation with employers in the ongoing process of curriculum innovation based on learning outcomes.

5 Conference Presentations

The following have agreed to make presentations and further papers are to follow. If you would like to submit a paper please email Simon Heath with a brief abstract (clues@abdn.ac.uk). The detailed Conference themes are listed at the end of this flyer. The final programme will be arranged in due course.

5.1 The Political Context

University-Business collaboration - the EU perspective

Peter Baur, DG Education and Culture, European Commission, Brussels

Government in support of university business collaboration and partnerships

Patrick Cunningham, Chief Scientific Adviser to the Irish Government, Ireland

5.2 University Strategic Development

The Faculty Senate: Challenges, Opportunities and Experiences in engaging with corporate representatives

Pol Coppin and Staf Van Reet, Dean, Faculty of Bioscience Engineering, Katholieke Universiteit Leuven and Managing Director Viziphar Biosciences

5.3 Research and Innovation

University spin-offs a commercial reality - models for successful technology transfer

Koenraad Debackere, Katholieke Universiteit Leuven, Leuven, Belgium

The REAL project: the platform for collaboration between companies and university research units in Portugal and Spain

Eduardo Rosa, Vice-Rector, University of Trás-os-Montes and Alto Douro, Vila Real, Portugal

Networking in a Development Cooperation context, with focus on sustainable resource management in Ethiopia

Willibald Loiskandl, University of Natural Resources and Applied Life Sciences, Department of Water-Atmosphere-Environment, Institute of Hydraulics and Rural Water Management, Muthgasse 18, A-1190 Wien, Austria

Experience with research collaboration between University of Applied Science and the agricultural and forestry sector

Harald Menzi, Swiss College of Agriculture (SHL), CH-3052 Zollikofen, Switzerland

5.4 Education

“Grandes Ecoles” and Companies in France : a story of strong ties - the case of the Institute Polytechnique LaSalle Beauvais.

Valerie Leroux and Philippe Choquet, Executive Vice President and Executive President, Institute Polytechnique LaSalle Beauvais, Beauvais, France

EuroAqua: university industry collaboration in the design, delivery and evaluation of the Master degree programme

Philippe Gourbesville, Director, Polytech'Nice-Sophia / Nice-Sophia Antipolis University, France

The MBA in Agribusiness and Commerce (AGRIMBA) as a tool in life long learning for professionals and academics

Wim Heijman, Professor of Regional Economics, Wageningen University, The Netherlands and Member Executive Board AGRIMBA

Successful cooperation of stakeholders in the lifelong learning model focusing on water disasters

Pavel Kovar, Vice Rector, Czech University of Life Sciences (CULS), Prague, Czech Republic

IAAS support of the engagement of students with industry

Stephanie Klaedtke and Sebastian Oltmanns, International Association of Students in Agricultural and Related Sciences, Belgium

Professional accreditation of agronomists in Spain

Charo García Moreno, National Council of Professional Associations of Agricultural Engineers, Madrid, Spain

6 Outline Timetable

Wednesday 10 June	
9.00	ICA Board Meeting
16.00	ICA General Assembly
18.30	Conference reception, finger buffet
Thursday 11 June	
9.00	Conference Opens
18.30	Reception at City Hall Leuven
19.30	Buffet dinner Salon Georges
Friday 12 June	
9.00	Conference continues
18.00	Close of Conference
19.00	Reception and Conference Dinner at the Faculty Club, Katholieke Universiteit Leuven
Saturday 13 June	CEDIA General Meeting

7 Organisation Details

7.1 Registration

The Registration fee covers the Reception on Wednesday, the cost of coffee breaks, lunch and dinner on Thursday and the cost of coffee breaks and lunch on Friday. The Conference dinner on Friday night is charged separately.

	€
<i>Registration fee</i>	
For delegates from ICA member institutions, ICA Standing Committees and CEDIA members	295
For delegates from other institutions	345
Student	140
<i>Conference dinner Friday 12 June</i>	50

7.2 Registration

Please complete the accompanying registration form to register for the Conference and make a payment to the ICA bank account to confirm your registration.

7.3 Bank payment

Please transfer the registration fee to the following account:

Bank: KBC
Address of Bank: Brugsesteenweg 513, B-9030 Mariakerke (Belgium)
Swift code: KREDBEBB

IBAN: BE21 7370 1215 0103
Beneficiary: ICA
Reference: ICA Conference 2009 <your name>

All bank charges are the responsibility of the payee. Payment by cheque, credit card or cash is not accepted. If this presents a particular problem please contact Ida Krogager, ICA Secretariat (imkr@life.ku.dk)

7.4 Cancellation policy

If you wish to cancel your registration full refund of the Registration Fee will be made if the ICA Secretariat is notified and has acknowledged cancellation by 15 May. After the 15 May the registration fee will not be refunded.

8 Hotels:

It is your responsibility to make your hotel reservations. Reservations of rooms have been made at the following hotels. To make a booking you can either link to the hotels' online booking form or for NOVATEL download booking form (pdf file) to fax to the hotel.

The LEUVEN INSTITUTE for IRELAND in EUROPE www.leuveninstitute.eu

Janseniusstraat 1, 3000 Leuven

tel: +32 16 31 04 30

18 rooms on June 10 – 13 are reserved

Price 100 € single room & 65€ per person twin room breakfast included

Booking deadline: Participants should confirm their room one month before arrival

Quote reference CEDIA Conference

NEW DAMSHIRE: www.hotelnewdamshire.be

Damiaanplein – Schapenstraat 1, B-3000 Leuven

tel: +32 16 23 21 15

16 rooms available on June 10-13 are reserved.

Price: 111 € single room & 131 € twin room breakfast included

Booking deadline: Participants should confirm their room one month before arrival.

Quote reference CEDIA Conference

BEGIJNHOF CONGRESS: http://www.bchotel.be/html_eng/home.html

Groot Begijnhof 15, B-3000 Leuven

tel +32 (0)16 29 10 10

8 available are reserved.

Price: 185 € single room Breakfast included

Booking deadline: Participants should confirm their rooms as soon as possible.

Quote reference CEDIA Conference G40557

IBIS LEUVEN CENTRUM: <http://www.ibishotel.com/>

Brusselsestraat 52, 3000 LEUVEN

tel. +32 (0) 16 29 31 11

15 rooms available

Price: June 10 and 1: 100€ single room, 114.00€ twin room Breakfast included

June 12: 89€ single room, 103€ double room, Breakfast included

e-mail: h1457-RE@accor.com

Booking deadline 1 May 2009

Quote reference CEDIA Conference 017571001

NOVOTEL:Novotel Leuven Centrum: : <http://www.accorhotels.com/>

Vuurkruisenlaan 4, 3000 LEUVEN

tel. +32 (0) 16 21 32 00

40 rooms are reserved until 30 days prior to arrival

Price: 10 and 11 June 130 € per night single room, 140 € per night double room including breakfast

12 June 100€ single room, 110 € double room including breakfast

e-mail: h3153@accor.com

Download Registration form

Booking deadline: 10 May 2009

Quote reference CEDIA Conference 014679

OTHER HOTELS:

HOLIDAY INN:Hotel Holiday : <http://www.6c.com/leuvenbelgium>
Inn Garden Court Alfons Smetsplein 7, 3000 LEUVEN
tel. +32 (0) 16 31 76 00
e-mail: higcleuven@alliance-hospitality.com

HOTEL PROFESSOR
Naamsestraat 20
3000 Leuven
tel. 016/20.14.14 of 016/22.04.42
fax: 016/29.14.16

HOTEL BOOKING WEBSITE
<http://hotels.belgium-bookings.com/>

9 Travelling to Leuven and the Conference venue

Arrival by plane at
Brussels National Airport, Zaventem

The train station is below the main terminal. A train ticket to Leuven costs €3.30. On week days, trains to Leuven leave at 17 minutes and 39 minutes past the hour, and take about 20 minutes.

Brussels South Charleroi Airport is approximately 46 km from the centre of Brussels. A bus connects the airport to Brussels Midi station from where there are regular trains to Leuven taking about 30 minutes.

Arrival by train at Leuven Station

On arrival in Leuven station, you will find the taxis at the main entrance. A taxi journey to the Leuven Institute should cost no more than €10.

10 Acknowledgements

The ICA-CEDIA-KULeuven Conference is organised in collaboration with the Leuven Institute for Ireland in Europe.

11 Conference Committee

ICA

Simon Heath (Co-Chair), Philippe Choquet, Ida Krogager, Irene Mueller, Eduardo Rosa,

CEDIA

Sean Gaule (Co-Chair), Lyonnel Tirelli

KU Leuven, Faculty of Bioscience Engineering

Pol Coppin and Matt Tips

12 Conference Partners

CEDIA European Federation of Agronomist Associations (<http://www.cedia.be/en/index.htm>)

ICA Association for European Life Science Universities
(<http://www.ica-europe.info>)

KULeuven, Faculty of Bioscience Engineering, Katholieke Universiteit Leuven (
<http://www.biw.kuleuven.be/english/>)

13 Contacts

for further information about Registration

Ms Ida Krogager

ICA Secretary

Association for European Life Science universities (ICA)

International Office, Faculty of Life Sciences

University of Copenhagen, Bulowsvej 17, 1870 Frederiksberg C, Denmark

Tel: +45 35 33 23 74

email imkr@life.ku.dk

for further information about the Programme

Dr Simon B Heath

Secretary General

Association for European Life Science Universities (ICA)

tel + 33 4 67 76 32 68 or mobile +44 7801 611525

email clues@abdn.ac.uk



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10 to 13 June 2009, to be held at

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Conference Themes

1 Education:

- Where and how can the stakeholders maximise their impact within a university; at the university, faculty, department, or degree programme level?
- Developing the employability of graduates – skills, attitude and entrepreneurship.
- University and business co-operation in the design and delivery of degree programme; challenges and benefits – models for the successful involvement of stakeholders.
- Developing and delivering life long learning programmes to meet the needs of industry and NGOs.
- Internships - defining, managing and evaluating periods of business experience during the degree programme.
- Models for the constructive engagement of businesses in defining the orientation and outcomes of higher education degree programmes, first degrees and life long learning programmes. Challenges and benefits for the university and the business.

2 Research, development and knowledge transfer: interplay between businesses, universities and NGOs

- Sharing the science and technological platform, facilities and teams (universities and businesses – large, medium and small enterprises).
- Support of applied and basic research at the university.
- Managing the research cultures of the different partners.
- Cluster strategy – supporting research and development with a single focus (e.g. bio-renewable resources) through collaboration by universities, government, and businesses located in a particular geographical area.
- Triangular alliances between university, local government, businesses and NGOs.

3 Financial support of the university by businesses: towards an American model

- Fundraising and successful partnerships.
- Research alliances to improve funding, facilities and research equipment in universities.
- Benefits and challenges for the business partner.

4 Internal organisation of universities to manage the link with businesses

- Specific service (e.g. technology transfer unit, commercialisation unit, business development unit) or matrix organisation across the functional units of the university.
- Management of the link with alumni association.
- Institutional communication towards companies.
- Recognising university – business cooperation in the career development/promotion of professors.

5 Relation with companies: cultural behaviour

- How to get professors involved/oriented/linked with companies.
- How to manage hybrid teams of pure scientific professors and businesses oriented professors.
- Intellectual property rights - an issue and career advancement for university staff.