



Higher education workshops

New strategies for the commercialisation of public research

Roger Ockrent room, OECD Château, OECD Headquarters, Paris

13-14 November 2013

Organisation and conduct of the workshop

The workshop is composed of a series of plenary sessions, interactive discussions and collaborative practical thinking where participants will be invited to actively bring their ideas to the table and share their opinions so they can improve their practices associated with the commercialisation of research.

The **introductory keynote** will present the recent findings from OECD work on “Commercialising Public Research: New Trends and Strategies”.

Discussion will take place in **groups of up to 10 participants** each. They will address the following issues:

- University intellectual property (IP) management and policies
- University-Industry collaboration
- New forms and models of Technology Transfer Offices
- Open access and data
- Entrepreneurship in universities

Feedback from the discussion groups will enable all participants to get to know what has been discussed in each group. Facilitators will identify key factors conducive to the improvement of practices.

Practical exercises will allow participants to explore all aspects of the issue (financial, organisational, the conditions necessary to success, monitoring and evaluation) so they can leave with a set of tips and good practices.

The **wrap-up session** will provide a cross-cutting analysis of the lessons learned during the workshop and will underline the key conclusions.

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Preliminary Programme

Wednesday 13 November 2013

09:30-09:45	Welcome and introduction Deborah Roseveare, Head of the Skills Beyond School Division, OECD	Plenary
09:45-10:45	Presentation of key OECD findings ▪ Daniel Kupka, Economist, OECD	Plenary
10:45-11:15	Break	
11:15-12:45	1st round of discussion groups University intellectual property (IP) management and policies ▪ Giovanna Oddo, Unit manager, European Patent Office ▪ Peter Plenge, University Director, Aalborg University, Denmark	4 groups of 10 participants
12:45-14:00	Lunch	
14:00-15:30	2nd round of discussion groups University-industry collaboration ▪ Frédéric Caillaud, Director, Licensing & Business Development, L'Oréal, France ▪ H. Paul Wang, Vice President for R&D, National Cheng Kung University (NCKU), Chinese Taipei	4 groups of 10 participants
15:30-16:00	Break	
16:00-17:30	3rd round of discussion groups New forms and models of technology transfer offices ▪ Vincent Lamande, President (CEO), Ouest Valorisation SAS, France	4 groups of 10 participants

Thursday 14 November 2013

09:00-10:30	4th round of discussion groups Open access and data ▪ Giulia Ajmone Marsan, Economist, OECD ▪ Christine Tausig Ford, Vice-President and Chief Operating Officer, Association of Universities and Colleges of Canada	4 groups of 10 participants
10:30-11:00	Break	
11:00-12:30	5th round of discussion groups Entrepreneurship in universities ▪ Seppo Laukkanen, Associate Vice President for Aalto University Knowledge Networks, Finland ▪ Paul Ryan, Lecturer in Strategic Management, Entrepreneurship and International Business, National University of Ireland, Galway	4 groups of 10 participants
12:30-13:00	Wrap up and perspectives ▪ Mario Cervantes, Senior Economist, OECD ▪ Rebecca Hughes, Pro Vice-Chancellor International, University of Sheffield, United Kingdom ▪ Karine Tremblay, Senior Analyst, OECD	Plenary