

UNIVERSITY – BUSINESS COOPERATION THROUGH SUCCESS STORIES
Expert roundtable: DRAFT AGENDA

Date: November 28, 2013

Venue: University of Latvia, Mazā Aula (Raiņa bulvāris 19)

1st session. Are universities ready to lead UBC? 5 great examples		
<i>Moderated by Lina Dzene (academic affairs at the Project leading partner „Knowledge Triangle Network”</i>		
10:30	Elina Vikmane , Chairman of the Board at “Knowledge Triangle Network”	Welcome words: the project, partners, experts, agenda
10:35	Kitija Freija , Deputy Rector for development of infrastructure at University of Latvia Mikus Losāns , Head of business Incubator at University of Latvia Anna Ramata – Stunda , researcher / project coordinator at Dept. Microbiology and Biotechnology	<p>Presentation of UBC at University of Latvia</p> <p>CASE 1: Student business incubator at University of Latvia</p> <p>CASE 2: Collaboration with Madara Cosmetics in development of anti-ageing skin care products. I UL Laboratory of Biodosimetry and Bioanalytical methods have performed in vitro study to assess anti-ageing efficiency of different natural cosmetic ingredients. Results facilitated new product development for Madara Cosmetics and has already resulted in production of highly efficient anti-ageing skin care products</p>
10:50	Petteri Sinervo Head of development at the Business and Innovation Development Centre of the University of Turku	<p>Presentation of UBC at University of Turku</p> <p>CASE 1: Case ADI Furnitures LTD: The development of a new product through facilitated open innovation process</p> <p>CASE 2: CASE - Vision 2025 The Future of the boating services in Finland: The consortium of two universities, The Aalto University and University of Turku launched a series of two research project in order to revitalize the Finnish Boat Industry for developing new business models. The study was co-financed by the Finnish association for Boat Industry, FINNBOAT.</p>
11:05	Elisabeth Faret Manager of UiS EVU at University of Stavanger. UiS EVU is the Continuing Education and Lifelong Learning unit of the University of Stavanger.	<p>Presentation of UBC at University of Stavanger</p> <p>CASE: "Lifelong Governance Learning". Experimental master's degree combining experiences from the safety and security segments of the offshore industry with theory from other business segments. This course has drawn international attention, with participation also from UK and Sweden</p>
11:20	Monika Kavaliauske Head of Intellectual Property Management and Commercialization Department at Vilnius University	<p>Presentation of UBC at Vilnius University</p> <p>CASE: Vilnius University start-up company “Ledigma” working on lightning technologies</p>

11:35	Henrika Sakiene, Head of International Business and Marketing Chair at SMK University of Applied Social Sciences	Presentation of UBC at SMK University of Applied Social Sciences CASE: The role of UBC in supporting education as to deliver skills according to the needs of labour market and helping to solve youth unemployment problems: the case study of students association "Tomorrow projects".
11:50	Coffee break	
2nd session. Success threshold set. Roundtable discussions		
<i>Moderated by Elina Vikmane (industry affairs at the Project leading partner „Knowledge Triangle Network”</i>		
12:00	Inga Šina, LDDK	Lessons learned in the Project „Establishing industry sector qualification system and improving effectiveness and quality of professional education”
12:15	One of project partners TBD in 27 th of November	Presentation of UBC criteria shortlist. Short discussions and conclusions on next steps
EXPERT ROUNDTABLE DISCUSSIONS: CRUCIAL DRIVING FORCE TO ENHANCE UBC SUCCESS STORIES		
1) FINANCIAL PERSPECTIVE		
2) MARKETING PERSPECTIVE		
12:30-13:00	Importance of the private capital driving the UBC no matter what <i>(initial statement 2min*each (1-2 ppt slides), debate on criteria and lessons to take into account for next success stories)</i> Petteri Sinervo, Head of development at the Business and Innovation Development Centre of the University of Turku Matīss Neimanis, Head of Innovation centre at University of Latvia Sandis Kolomenskis, DPA/SQALIO software testing competence centre Martins Jaunarajs, Investment Director at BaltCap Ivars Golsts, Director of Latvian Guarantee Agency Ltd Elisabeth Faret, Manager of UiS EVU at University of Stavanger	
13:00-13:30	The role of storytelling in successful UBC: powerful tool vs. terra incognita <i>(initial statement 2 min*each (1-3 ppt slides), debate on criteria and lessons to take into account for next success stories)</i> Helena Bruzelius, storytelling expert, strategist at Stockholm University Gatis Murnieks, Managing Director of McCANN WorldGroup in Riga Henrika Sakiene, Head of International Business and Marketing Chair at SMK Monika Kavaliauske, Head of Intellectual Property Management and Commercialization Department at Vilnius University	
14:00	Lunch	