2nd

TRANSATLANTIC PERSPECTIVES ON EMERGING TECHNOLOGY MANAGEMENT

Symposium

German and American experts discuss best practice strategies for the commercialization of innovations in manufacturing, power generation, and energy efficiency

Tuesday, 5 April 2011, 10:45 a.m.-12:15 p.m.

HANNOVER MESSE Fairgrounds
Hall 2, Stand D12
Forum "tech transfer - Gateway2Innovation"
Hannover, Germany

OPENING KEYNOTE

Joann Halpern, Ph.D.
Director
German Center for Research and Innovation, New York

Governments the world over are investing heavily in innovation initiatives to jumpstart their economies. Innovation is being hailed as the key to international competitiveness, economic growth and development.

Yet, a recent release by the Association of American Universities calls to mind that "New products and processes do not spring fully formed from the basic research performed at universities. They require not only discoveries or good ideas but also further development, capital, manufacturing capability, and marketing. Universities and other organizations use the process of technology transfer to move scientific findings to the private sector for further development and commercialization."

It is this much quoted but rarely explained process that will be explored in bilateral comparison at the 2nd Symposium "TRANSATLANTIC PERSPECTIVES ON EMERGING TECHNOLOGY MANAGEMENT**"** to be held at HANNOVER MESSE Research & Technology 2011.

The panel will open by outlining the policy and funding frameworks within which researchers and industry in the U.S. and Germany operate today.

With the goal of identifying best practice approaches, the experts will then compare current trends and challenges in the field of emerging technology management, including:

- Development of an entrepreneurial skill set among students and faculty
- Finding the right balance between basic and applied research
- Identifying determinants of emerging technology marketability
- Strategies for emerging technology risk management

The session will conclude by pointing out areas where knowledge exchange, partnership and cooperation across borders have proven to be successful or promise to lead to positive results in the future. Final thoughts will also address the importance of intermediaries in facilitating this process.

This forum will be of particular interest for product developers, public and private sector technology transfer and technology marketing managers, venture capital and economic development professionals. Don't miss the premiere of this new format at the HANNOVER MESSE!

This event is the second in a continuing series of bilateral dialogues on emerging technology management launched in October 2010 in New York City. This traveling platform seeks to bring together German and American scientists and market makers leading the way to a better, more sustainable and productive future as it asks how new technology can be brought to market most efficiently. Future events in the series will revisit these issues in regular intervals to evaluate progress and suggest roadmaps to further improve and promote transatlantic exchange in emerging technology management.

About the HANNOVER MESSE
Second to none in international product launches, the HANNOVER MESSE is the world's leading showcase for new technology and host venue for thirteen leading international trade fairs reflective of the entire industrial value chain from R&D, Industrial Supply, and Industrial Automation to conventional and renewable power generation and distribution. The next HANNOVER MESSE will take place 4-8 April 2011 under the motto "Smart Efficiency". http://www.hannovermesse.de/home

About Research & Technology
Among the thirteen co-located fairs at HANNOVER MESSE 2011, Research & Technology serves as the marketplace for research findings and pioneering industrial developments, with special emphasis on technology transfer between science and industry in an international context. The goal is to facilitate the translation of innovative ideas into marketable products and applications. Since its formation in 1976 Research & Technology has become a true magnet for senior managers, researchers and product developers as well as Technology Marketing and Finance Professionals from all sectors of industry. Every year, close to 500 leading international research institutions present their thought leadership at this unique market for innovations in Hannover. Among the exhibitors are Germany's Excellence Universities, the renowned Fraunhofer Institutes, the European Space Agency, AIST Japan, and France's Carnot Institute.
http://www.hannovermesse.de/en/researchandtechnology

MEET THE PANELISTS

Univ.-Prof. Dr. ir. Dr. h.c.
Rik W. De Doncker
Director
E.ON Energy Research Center
RWTH Aachen University

Professor De Doncker is Director of the E.ON Energy Research Center (E.ON ERC), RWTH Aachen University. Before his appointment in 2006, he was Professor and head of the Institute for Power Electronics and Electrical Drives (ISEA) at Aachen University of Technology. From 1989 – 1994 Mr. De Doncker was Senior Scientist at the GE Corporate Research and Development Center, Schenectady/New York followed by an Adjunct Professorship at the Department of Electric Power Engineering of Rensselaer Polytechnical Institute (RPI) in Troy/New York. Between 1994 – 1996 Mr. De Doncker was Vice President at Silicon Power Corporation (SPCO) in Malvern/Pennsylvania. From 2004 to 2006, Mr. De Doncker also served as President of the IEEE PELS (Power Electronics Society).
Professor De Doncker obtained a Master of Science in Electrical Engineering from the Katholieke Universiteit Leuven, Belgium in 1981, followed by a doctoral degree at the same alma mater in 1986.
His many accolades include a Fulbright-Hayes Award and N.A.T.O. Research Stipendium at the University of Wisconsin, Madison; a General Electric (GE) Fellowship at the Interuniversity Microelectronic Center (IMEC), Leuven, Belgium; the IEEE IAS 2002 Outstanding Achievement Award; the 2007 E.ON Research Award; the 2009 Nari Hingorani Custom Power Award of the IEEE PES; and an Honorary Doctoral Degree from TU Riga in 2010.
Under Professor De Doncker's leadership, the E.ON Energy Research Center (E.ON ERC), takes a distinct interdisciplinary approach to its research in gigawatt scale renewable energy generation and plays a pioneering role in its strategic pursuit of national, international and interdisciplinary research partnerships. On an international level, these efforts are promoted and coordinated through its "International Energy Cooperation Program" (IECP). Most recently this program has led to a cooperation agreement with the Georgia Institute of Technology, research partnerships with the NSF FREEDM program and NSF Engineering Research Centers as well as collaboration with Turkish energy companies and research institutions for an EU project on geothermal energy. This innovative approach has helped the E.ON ERC and its partners secure publicly funded projects and facilitate knowledge transfer through the exchange of scientists and students.

Dr. Joann Halpern
Director
German Center for Research and Innovation, New York

Dr. Joann Halpern is the director of the German Center for Research and Innovation (GCRI), New York (www.germaninnovation.org). The GCRI's mission is to strengthen transatlantic collaboration in science and technology to help solve the global challenges of the 21st century. The GCRI fulfills its mission by creating a forum for the initiation and enhancement of transatlantic projects, facilitating knowledge transfer in a variety of disciplines, including emerging technologies, enhancing the dialogue between academia and industry, providing an information platform for the German research and innovation landscape, and convening scientific conferences and symposia to examine cutting-edge research.
Before she joined GCRI Joann was the director of academic affairs and senior studies and a professor of international education at Global College of Long Island University, where she spearheaded the campus internationalization process, taught undergraduates, and revised the Global College curriculum. From 1996-2001 she was the director of international programs at Harz University of Applied Sciences in Wernigerode, Germany where she taught undergraduates, created university exchange programs for students and professors, and developed dual degree programs in business administration and tourism management. She also co-founded Knowledge Transfer Beyond Boundaries, an NGO with projects in Cameroon, Nigeria, Yemen, and Antigua. Joann received her B.A. from Dartmouth College, her M.A. from Harvard University, and her Ph.D. from New York University. She has been awarded grants and fellowships from the following organizations: Fulbright Association, German Academic Exchange Service (DAAD), Robert Bosch Foundation, and National Endowment for the Humanities.

Dr. Hans-Joachim Koriath
Scientific Coordinator
eniPROD Cluster of Excellence
Chemnitz University of Technology

Dr. Hans-Joachim Koriath is the Managing Chief Engineer of the Professorship for Machine Tools and Forming Technologies (Professor R. Neugebauer) at the Chemnitz University of Technology, Germany since 2008. He was born in 1956 in Salzwedel, finished his studies and also doctoral thesis in the subject area of cutting machine tools and automatic production lines at the State Technological University Moscow STANKIN in 1982.
Dr. Koriath has more than 13 years industrial experience with Jenoptic and Doerries Scharmann and worked globally as mechatronics trainer with BoschRexroth for 10 years. He is a multidisciplinary scientist in machine tools, mechatronics, drive and control systems.
In 1995 he joined the Fraunhofer Institute for Machine Tools and Forming Technologies IWU Chemnitz. At Fraunhofer IWU he has been the coordinator of the 1st Fraunhofer Innovation Cluster for Mechatronic Machines for five years.
Dr. H.-J. Koriath has been the coordinator of a variety of applied research projects in cooperation with industrial partners and the European FP7 project LearnForm. Furthermore, he joined the FP6 project Leadership for the European Technology Platform Manufuture.
Under Dr. Koriath's scientific coordination since 2009, more than 75 scientists of the Cluster of Excellence "Energy-efficient Product and Process Innovations in Production Engineering" (eniPROD) work on the vision of an emission-free and energy-autonomous factory. Their achievements are promoted on an international level through the International Academy for Production Engineering CIRP. Within the framework of this scientific network, an interdisciplinary composed group of international PhD students - outstandingly qualified young researchers - significantly contributes to the international visibility and appreciation of the Cluster of Excellence eniPROD.

Ralf König
Head of Unit 'International Cooperation and Mobility'
Austrian Research Promotion Agency
Division of European and International Programmes

Ralf König is Head of Unit of 'International Cooperation and Mobility' at the Austrian Research Promotion Agency (FFG) in the Division of European and International Programmes and Austrian FP7 National Contact Point for 'International Cooperation', 'Research Potential' and 'Coherent Development of Research Policies'.
He studied physics at the Westfälische Wilhelms-Universität Münster in Germany. After working some years in public and private research organizations and universities, he was Marie Curie Individual Fellow of the Fourth RTD Framework Programme (FP4) at Vienna University of Technology and Marie Curie Research Network Fellow (FP4) at Cardiff University of Wales. He started working with the Bureau for International Research and Technology Cooperation (BIT) in Vienna, Austria, in 2002 in the Austrian EUREKA Office as programme officer and coordinator of a EUREKA umbrella project. In 2003 he moved to the BIT Unit for International Cooperation as programme officer for 'International Cooperation' and 'INTAS'. He was project manager of several projects (specific support actions) of the Sixth Framework Programme (FP6) targeting third countries. He was coordinator of the INTAS project 'ININ NIP Continuing Advice for Russia' targeting Russian FP6 National Contact Points. Since December 2005 he is Head of Unit of 'International Cooperation and Mobility' at FFG.
This unit hosts the Austrian FP7 National Contact Points and Experts for INCO, IDEAS, PEOPLE and Research Potential. Ralf König and his team is involved in several FP7 projects (coordination and support actions) targeting the United States of America, Russia and the Western Balkan Countries. The project 'BILAT-USA: Bilateral Coordination for the Enhancement and Development of S&T Partnerships between the European Union and the United States of America' is coordinated by FFG. The U.S. project partner organization is the 'American Association for the Advancement of Science (AAAS)'.

Prof. Dr. Gerd Wassenberg
Institute for Entrepreneurship and Innovation
Polytechnic University of Gelsenkirchen

Prof. Dr. Gerd Wassenberg is Managing Director of the Institute for Entrepreneurship and Innovation at the Polytechnic University of Gelsenkirchen where he teaches „Entrepreneurship und Marketing for small and medium sized companies". He studied Business Administration at RWTH Aachen and at the University of Hamburg. Mr. Wassenberg received his doctorate from RWTH Aachen.

As mentor to many young entrepreneurs, Mr. Wassenberg is a strong advocate of market demands as the guiding force to start-up success.

Paul A. Zukowski
Assistant Director
Global Commercialization Group, IC² Institute
University of Texas at Austin

Paul a. Zukowski serves as Assistant Director of the Global Commercialization Group (GCG) at IC² Institute at The University of Texas in Austin. IC² Institute implements international commercialization programs around the world based on more than 30 years of establishing itself as a leader in research, understanding and application of technology commercialization and technology-based venture creation. Mr. Zukowski has worked on international commercialization initiatives in countries including Chile, India, Korea, Kuwait, Mexico and Poland. He also serves as a senior advisor to the program management teams at the Institute.

Mr. Zukowski works with clients who seek to use technology commercialization and technology-based venture creation to drive economic development. He works with Governments, Multinational corporations and leading universities and research centers in regions around the world to design programs that establish and operate international commercialization programs with stakeholders, personnel, and operations at local and regional level.

Mr. Zukowski has over 20 years experience in technology commercialization and bringing products and services to the marketplace by creating strategy, executing effectively and building high-performance teams. As President of a telecommunications company, he led the growth of revenues by 100% and doubled the subscriber base while launching operations in four different cities. As VP of business development, he redirected the corporate strategy of a Korean interactive TV company from a licensor of technology to a products and services company resulting in 300% increase in company revenues over a 2-year period. He continues to serve as an advisor and mentor to the technology startup community and advises global early-stage technology companies.

Mr. Zukowski earned a Bachelor of Science Degree in Electrical Engineering from Texas Tech University and a Masters Degree in technology Commercialization from McComb's School of Business at the University of Texas. www.zukowski.biz

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