

# How to speak the same language

Getting Businesses and Research Organisations to Work Together



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**Getting Businesses and Research  
Organisations to Work Together**

**Malton Hotel, Killarney, Co. Kerry, Ireland  
February 27th, 2008**

## Who should attend this conference?

- Micro, small, medium and large businesses
- Entrepreneurs
- Business support networks and organisations
- Development agencies
- Research organisations and researchers
- Community and Enterprise directors
- Members of Community and Enterprise boards
- Policy makers

This conference is being hosted by the DRIVE for Growth Project partners – South West Regional Authority and South East Regional Authority Ireland, Stoke-On-Trent City Council, Staffordshire University, UK, and Kompetenznetzwerk Mechatronik, Göppingen, Germany.

DRIVE for Growth is co-funded by INTERREG IIB North West Europe Area. DRIVE aims to help SMEs to recognise the value of R&D, understand it and use it to their commercial advantage. The partners are working to transform the cooperation between research institutions and SMEs into a partnership to foster development and production, economic growth and employment.



**South West Regional Authority**

Innishmore, Ballincollig, Co. Cork

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## Getting Businesses and Research Organisations to Work Together



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# Welcome

**The How to Speak the Same Language Conference is targeted at businesses with a goal or need to interact more regularly and successfully with publicly funded research organisations - both within their own catchment areas and with experts throughout Europe.**

As we move, now, into an age of increasing demands on productivity, a need for new products, processes and improved services; the time has come for both industry and research organisations to demystify the new mantra of 'be innovative' and to foster an entrepreneurial spirit.

What does innovation and collaboration mean to your company on a daily basis? How can researchers promote and support greater levels of innovation with industry? How do businesses know what expertise is available, and whether it's available on their own doorsteps? How does one find the right people to speak to? And, if one gets this far... do both parties speak the same language?

This conference will bring together a range of experts from both industry and research backgrounds who will illustrate by example and first-hand experience what is required in order to effectively engage with each other and give you the basic tools and insight to understand the benefits of being proactive in terms of your company's attitude to innovation.

Recognition of the importance of pursuing innovation from a long-term perspective is also a consideration, as specifically human capital development and research are significant issues to consider. With respect to collaboration between universities and industry, the debate has, until now, centered on transferring the technology possessed by universities to industry, through the licensing of patents, for example. From now on, however, we must place more attention on creating important knowledge. The essential role of universities consists of both research and education.

Collaboration among companies, universities and research institutes is an integral and increasingly essential part of the modern 'open' innovation process. Performed well, these collaborations can be highly productive - enhancing exchange of knowledge and supporting the rapid development of new technologies and services. However, sound management is needed on all sides to overcome the well-known problems.



## Biographies



### Mike Fitzgerald

Mike Fitzgerald is Chief Executive Officer at Altobridge. He has 19 years experience in the telecommunications industry. Following ten years with Ericsson in Europe, China and California, he held the position of Vice-President for two NASDAQ quoted companies – ADC Telecommunications and INTERWAVE Communications. Mike is a board member of several Irish companies including Mianach Venture Capital, Blue Ocean Wireless and Brandon Bay Seafoods.



### Matt Hubbard

Matt Hubbard is Director of "Reels in Motion". Following his graduation from Staffordshire University in 2004 in film, TV and radio studies, he formed the Video Production Company 'Reels in Motion' with two fellow-graduates. With much assistance from Staffordshire University and other bodies 'Reels in Motion' is currently a very successful Video Production Company working with local, national and international Companies.



### Alice Wu

Alice Wu is currently working in the European Commission, Directorate-General Enterprise and Industry, Innovation Policy Directorate, Support for Innovation. Her role includes the coordination of IRC activities - policy development, Internationalisation. She is the Project Officer for IRC Bulgaria, Israel and Slovenia, as well as for Regional Strategies in Israel and Bulgaria. Her previous positions include – Management of EC programmes in the areas of Information Society, Trans-European Networks for Administrations, education and External Assistance. Alice also has 10 years experience in research and industry. She holds a PhD in Computer Systems, a Masters in International Politics and is a Telecommunications Engineer.



### Brendan Creman

Brendan Creman joined UCC as Director of the Office of Technology Transfer in late 2006. Prior to joining UCC, Mr. Creman was Director of Engineering with Xilinx Corp. at its European Headquarters in Dublin. where he had responsibility for establishing the engineering and R&D department and integrating it into the corporate product and market roadmap. He previously worked in the U.S. for 12 years where he initially worked with Harris Semiconductor. He then joined Lattice semiconductor in 1983 as a member of the start-up team and over a ten year period held a variety of senior engineering and R&D roles there. Mr. Creman graduated from UCC with a B.E. (Elec) in 1979 and a M.Eng.Sc. in Microelectronics in 1981.



### James Cunningham

James Cunningham is a senior lecturer in Strategic Management in the Dept. of Management at the J.E. Cairnes Graduate School of Business & Public Policy in NUI. He is also the Executive MBA Programme Director, Head of the Strategy Group and a research fellow at the Centre for Innovation and Structural Change. Prior to this James worked as a strategy consultant and held a lecturing position in the Michael Smurfit Graduate School of Business at UCD. He has also published extensively and held a visiting Professorship at the Department of Management and Organisation at Penn State University.



### Kevin Kelly

Kevin Kelly is an Internationally acclaimed speaker on leadership, entrepreneurship, motivation, communication and personal excellence. He is the author of the best-selling "How? When You Don't Know How" and other books and cds. He is known in Ireland as the "coach behind the Celtic Tiger" for his work with existing and potential entrepreneurs. His unique, interactive keynotes and seminar have inspired, informed and challenged hundreds of thousands worldwide.



### Bill O' Gorman

Bill O' Gorman is Head of Research at the Centre for Entrepreneurship at Waterford Institute of Technology. Prior to joining WIT in January 2004, He was a Lecturer in Entrepreneurship at University College Cork (UCC) where he was also a director of the Diploma in Family Business Management, founder member of the Family Business Forum, and academic mentor to E-Soc, students entrepreneurship society at UCC. He qualified as an engineer in industrial electronics, and accrued over twenty-seven years of industrial experience working in several multinational corporations (MNCs) and as managing director of his own electronics sub-contract company. His research is focused on developing entrepreneurial regions, examining the linkages between multinational corporations and indigenous companies, and the transition process from entrepreneurial to professional manager.



### Chris Birch

Professor Chris Birch is responsible for research, enterprise, knowledge and technology transfer and employer engagement at Staffordshire University. He has built a national and European reputation relating to the importance of graduate entrepreneurship in the context of the knowledge and information society. He sits on many regional and national committees, and believes that universities have to re-think their role and modus operandi when seen in the context of globalisation, the increasing relative economic importance of small businesses and technology driven change. The economies of all developed nations require (necessitate) more, high growth, high value-added graduate start-up businesses and Professor Birch believes that targeted interventions can, and must be made to stimulate the enterprise potential that exists within the e-bay generation.

## Programme

Time	Title	Speaker
<b>Session 1</b>	<b>Innovation &amp; Collaboration – The Big Picture</b> <i>Session Chair</i>	<b>Mr Martin Territt</b> <i>Director European Commission Representation, Ireland</i>
<b>10.00</b>	<b>Opening of Conference</b>	<b>Mr Michael Ahern, TD</b> <i>Irish Minister for Innovation, Enterprise, Trade and Employment</i>
<b>10.20</b>	<b>EU Innovation Policy</b>	<b>Ms Alice Wu (tbc)</b> <i>European Commission DG Enterprise and Research D2Support to Innovation</i>
<b>10.50</b>	<b>Question &amp; Answer Session</b>	
<b>Session 2</b>	<b>The role of Research Organisations in supporting innovation</b> <i>Session Chair</i>	<b>Ms. Sian Dunning</b> <i>Competitive Workforce Development Manager Staffordshire University, UK</i>
<b>11.30</b>	<b>Commercialisation and Technology Transfer</b> <i>A Strategic Imperative for Irish Competitiveness</i>	<b>Mr James Cunningham</b> <i>Senior Lecturer in Strategic Management NUI Galway, Ireland</i>
<b>12.00</b>	<b>Short presentations &amp; Panel Discussion</b> <i>Think Local – Compete Global: Tapping into the expertise available on your doorstep</i>	<b>Mr Brendan Cremen</b> <i>Director Technology Transfer University College Cork, Ireland</i> <b>Dr Bill O' Gorman</b> <i>Centre for Entrepreneurship Waterford Institute of Technology, Ireland</i> <b>Prof. Chris Birch</b> <i>Executive Director Staffordshire University, UK</i>
<b>13.00</b>	<b>Lunch</b>	
<b>Session 2</b>	<b>Entrepreneurs and Innovators in Industry</b> <i>Session Chair</i>	<b>Mr Brian O'Connor</b> <i>Head of Business &amp; Social Studies Institute of Technology Tralee</i>
<b>14.15</b>	<b>The new language of the Entrepreneur!</b> <i>A unique interactive challenging experience...</i>	<b>Mr Kevin Kelly</b> <i>Kevin Kelly Unlimited Internationally acclaimed speaker &amp; author on leadership, entrepreneurship, motivation</i>
<b>15.20</b>	<b>Industry &amp; Academia</b> <i>Who has the Recipe for success?</i>	<b>Mr Mike Fitzgerald</b> <i>CEO Altobridge</i>
<b>15.40</b>	<b>DRIVE for Growth</b> <i>Moving Regional Innovation Agendas Forward</i>	<b>Mr John McAleer</b> <i>Director, South West Regional Authority</i>
<b>16.00</b>	<b>Close of Conference</b> <i>Reception &amp; Networking</i>	

## Conference Registration

### Innovation & Entrepreneur Space

A dedicated space will be available for networking informally with conference participants. If participants have any particular industry sector/ research area that they would like to engage with please forward details when registering.

### Conference Registration

There is no fee to attend this conference. Places are strictly limited and will be confirmed on a first come first serve basis. Registration begins at 9.15am. The conference will start promptly at 10am.

Register with the South West Regional Authority

Sinead Byrne

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Email: [drive@swra.ie](mailto:drive@swra.ie) OR Register online at [www.driveproject.eu](http://www.driveproject.eu)

### Registration Details

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Title: \_\_\_\_\_

Department/ Sector: \_\_\_\_\_

Area/s of Interest: \_\_\_\_\_

Address: \_\_\_\_\_

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Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Web: \_\_\_\_\_

Any special dietary requirements? \_\_\_\_\_

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