

Invitation to the Conference:

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## **Transfer of Results: From University to Industry**

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**Wednesday, 10<sup>th</sup> of September 2008**

06.30 p.m. - 09.00 p.m.



**Representation of the Free State  
of Bavaria to the EU**

Rue Wiertz 77  
1000 Brussels

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### **Programme**

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06.30 p.m. Opening:

**Heidrun PIWERNETZ**

Head of the Representation of the Free State of Bavaria to the European Union

**Ana MARTINHO**

Principal Advisor, Cabinet of President J. M. Barroso, European Commission

Introduction:

**Prof. Dr. Dr. h. c. Franz DURST**

Director FMP Technology GmbH, Erlangen;  
Member of the Board of the Bavarian EliteAkademie

Presentation of Projects of the Bavarian  
EliteAkademie:

- Orcan Industries – Innovative Recovery of Energy
- Solea Med Solutions – Software support for Medical Science
- Zen System – Innovative Illumination Solution

07.30 p.m. Panel:

*Moderation:*

**Prof. Dr. Dr. h. c. Franz DURST**

Director FMP Technology GmbH, Erlangen;  
Member of the Board of the Bavarian EliteAkademie

*Panel members:*

**Maria da Garca CARVALHO**

Chief Advisor, Bureau of European Policy Advisers (BEPA) of the President of the European Commission

**Dipl Ing Frank M. SALZGEBER**

ESA - European Space Agency, Head of Technology Transfer Programme Office

**Gerhard HUEMER**

UEAPME, Director Economic and Fiscal Policy

**Tim Robert WEGNER**

Student at the Bavarian EliteAkademie

09.00 p.m. Reception

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### **Background**

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Small and medium-sized enterprises (SMEs) present the most dynamic business sector and their growth is vital for the economic well-being of Europe. Obstacles to innovation in medium-sized companies, however, are creating competitive disadvantages. The Bavarian EliteAkademie identifies innovation barriers which are specific for the medium-sized businesses, and presents potential solutions in order to strengthen innovation. These include the creation of an innovation-friendly business culture; improving internal communication as well as the reduction of fear of contact between enterprises and universities; increasing the attractiveness of medium-sized companies for graduates, and facilitating the access to grants, funds and programmes.

Within this conference specific examples of projects will be presented and discussed with high representatives of the European Institutions, of industry and business as well as the Bavarian EliteAkademie.

**Conference languages:** German and English  
(simultaneous translation)

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### **Information**

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