The University-Industry Interaction Conference

Barcelona is the proud host of this year’s University Industry Innovation Network’s annual conference. Ahead of University-Industry Interaction 2014, International Innovation offers a preview of the event, which is held on 23-25 April at CosmoCaixa.

While the concept of technology transfer is not new, the process by which it is achieved has received increasing attention in recent decades. Indeed, one of the EC’s chief science-orientated goals at present is to ensure promising innovations reach a level of maturity suitable for mass production.

One initiative dedicated to this mission is the University Industry Innovation Network (UIIN) – a platform for those fostering the exchange of knowledge and information with the broad aim of improving technology transfer. The Network’s primary users are professionals working at the intersection of science and business technology transfer, with a particular focus on entrepreneurial universities, IP and licensing. UIIN not only provides a virtual exchange platform to these stakeholders, but also offers workshops, conferences and further events for more personal exchanges and learning, with University-Industry Interaction marking the highpoint of the year.

Built around a commitment to multiple communication pathways, this year’s Conference – in cooperation with the Catalan Association of Public Universities (ACUP), which represents eight universities in Cataluña – focuses on challenges and solutions in fostering entrepreneurial universities and collaborative innovation. Keynote speakers include US economist, entrepreneur, and former President and CEO of the Ewing Marion Kauffman Foundation, Carl Schramm, and Bob Cryan, Vice-Chancellor of the University of Huddersfield, UK. Other features of the Conference include parallel tracks, pecha kucha sessions, workshops, roundtable discussion, a poster session as well as a PhD workshop. The event also comprises a wide variety of social interactions, such as a welcome reception, tours of the city and the Barcelona Science Park, and a conference dinner.

KEY BENEFITS

- Increase your knowledge on how to extract the full value of university-industry interaction, how to foster collaborative innovation in firms and how to create an entrepreneurial university
- Develop your skills through the Conference’s executive education programme (delivered by EADA Business School)
- Meet and network with those facing similar challenges (eg. through discussion roundtables)
- Develop partnerships and projects with other Conference participants through project development sessions

ABOUT THE VENUE

CosmoCaixa Barcelona (formerly known as the Barcelona Science Museum) is one of Europe’s most renowned science museums. Run by the social foundation ‘la Caixa’, the museum features a variety of exhibitions – both permanent and temporary – that showcase the environment, nature, science, and space. CosmoCaixa Barcelona also has a planetarium and exhibitions devoted to interaction such as touch and play for small children.

As a museum that focuses on science, the venue is perfect for the University-Industry Interaction Conference, bringing both history and innovation together in a renovated scientific setting that allows attendees to foster a spirit of entrepreneurship, collaboration and innovation.

AT A GLANCE

THE UNIVERSITY-INDUSTRY INNOVATION NETWORK

UIIN creates an environment for its members and other professionals to share and exchange knowledge and information in various areas of university-industry interaction. UIIN’s activities include:

- University-Industry Innovation Magazine
- UIIN Award
- University-Industry Interaction Conference
- University-Industry Analytics and Benchmarking Platform
- UIIN Digital Library
- UIIN Resources Platform (including events, calls, jobs)
- UIIN Blog

THE CATALAN ASSOCIATION OF PUBLIC UNIVERSITIES

ACUP was created in 2002 as a collaborative initiative of the University of Barcelona, Autonomous University of Barcelona, Technical University of Catalonia, Pompeu Fabra University, University of Girona, University of Lleida, Rovira i Virgili University and Open University of Catalonia. ACUP’s main purpose is to act as the principal voice of the universities of Catalonia and combine efforts to promote initiatives, programmes and joint projects with the objective of improving the university system, ensuring that it spearheads social, cultural and economic development.
The University-Industry Interaction Conference

“Increase your knowledge on university-industry interaction, meet and network, and develop new partnerships and projects”

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