



Representation of Baden-Württemberg
to the EU
Rue Belliard 60-62
B-1040 Brussels

VENUE



Invitation

FROM BLUE SKIES TO POTS OF GOLD AT THE END OF THE RAINBOW –
SUCCESSFUL COLLABORATIONS BETWEEN RESEARCH AND INDUSTRY

 HELMHOLTZ
ASSOCIATION

Dear ladies and gentlemen, dear colleagues,

I am pleased to cordially invite you to participate in a gathering of experts on:

**FROM BLUE SKIES TO POTS OF GOLD AT THE END OF THE RAINBOW –
SUCCESSFUL COLLABORATIONS BETWEEN RESEARCH AND INDUSTRY**

**on Tuesday, 3 November 2009, 17:30h at the Representation of Baden-Württemberg to the EU
Rue Belliard 60-62, 1040 Brussels**

This time of economic crisis offers a window of opportunity to create innovative models for public-private partnerships that will provide a motor for recovery and future prosperity. Experts from health research and technology transfer will illustrate the ingredients for successful collaborations between research and industry through case studies and provide a forum for a discussion moderated by Clive Cookson, Financial Times.

I invite you to contribute your own ideas to the discussion as well.

I look forward to meeting you at the “Round table on health and technology transfer”.

With kind regards,



Jürgen Mlynek
President of the Helmholtz Association

PROGRAMME

17.30 Get together

18.00 **Welcome and Introduction** – *Prof. Dr. Jürgen Mlynek*, President of the Helmholtz Association

18.15 **From Blue Skies to Pots of Gold - Vision meets Reality** – *Prof. Dr. Lutz Gissmann*, German Cancer Research Centre (DKFZ)

18.30 **Successful Collaborations between Research and Industry ...**

...From Bench to Bedside - Technology Transfer and Health

Dr. Christian Stein, Managing Director, Ascenion GmbH

...Picking the Winners - Risk Analysis and Product Development in the Pharmaceutical Industry

Prof. Dr. Thomas Gottwald, Executive Board, Ovesco Endoscopy AG

...Best Practices in Intellectual Property and Patent Applications

Dr. Denise Hirsch, Director Intellectual Property, INSERM TRANSFERT

19.00 **Public-Private Partnerships - a European Perspective** – *Dr. Léopold Demiddeleer*, Director of Future Businesses, Solvay

19.15 **Panel Discussion** – *Discussion moderated by Clive Cookson*, Financial Times

20.00 **Informal buffet dinner**