

Triple Helix **VIII Conference** Madrid, October 2010

**International Conference on University,
Industry and Government Linkages**

CONFERENCE PROGRAM

**Triple Helix in the Development
of Cities of Knowledge,
Expanding Communities
and Connecting Regions**

20-22 October 2010
Melia Castilla Hotel
Madrid, Spain

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Jonathan Rosen, Boston University, USA
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Paloma Sánchez, Autonomous University of Madrid, Spain
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Yandong Zhao, Chinese Academy of Science and Technology for Development (CASTED), China

20th October

09:00-11:00	Opening session
	Keynote Address
11:00	Coffee-break
11:30-13:30	Plenary Session I Triple Helix Keynote Speakers
13:30	Lunch
14:30-16:00	Plenary Session II Innovating Our Way Out of the Economic Crisis
16:00-17:30	Plenary Session III Science & Technology Parks as Regional Development Strategies
17:30-18:00	Coffee-break
18:00-19:30	Plenary Session IV Innovation in Services and Open Innovation - New Trends in the Innovation Management
19:30-21:00	Welcome Cocktail

22th October

09:00-11:00	Parallel Sessions 8-14
11:00	Coffee-break
11:30-13:30	Parallel Sessions 15-21
13:30	Plenary Session VII Closing Session

21th October

09:00-11:00	Thematic Workshops 1-6	10:00 - Session of PhD Student and Young Researches
11:00	Coffee-break	
11:30-13:30	Thematic Workshops 7-12	Session of PhD Student and Young Researches
13:30	Lunch	
14:30-16:00	Plenary Session V The Gender Dimension of University-Industry-Government Interactions: Past Imperfect, Present Tense	
14:30-16:00	Thematic Workshop 13	
16:00-18:00	Parallel Sessions 1-7	
18:00-19:30	Plenary Session VI General Assembly of Triple Helix Association	
20:30-22:30	Conference Dinner	

FIRST DAY - OCTOBER, 20th - WEDNESDAY

- 09:00 - 11:00 (Auditorium) **Opening session - Welcome to the delegates and Keynote Address from the conference organizers**
Coordinator: *Josep Miguel Piqué*, CEO of Barcelona@22, Spain
- 11:00 - 11:30 Coffee-break
- 11:30 - 13:30 (Auditorium) **Plenary Session I - Triple Helix Keynote Speakers**
Coordinator: *Marcelo Amaral*, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain
The aim of this session is to discuss the Triple Helix model evolution. A study about Triple Helix Conference publications will be presented and the basis for new directions will be discussed based on the recent works of Henry Etzkowitz and Loet Leydesdoff.
Study presentation: The Story of Triple Helix
Marcelo Amaral, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain.
Keynote 1 - From "Spheres" to "Spaces"
Henry Etzkowitz, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK & *Marina Ranga*, Stanford University, USA and Sussex University, UK
Keynote 2 - Regional Retention Versus Global Competition In A Triple Helix Model: Can Evolutionary Theorizing Inform The Institutional Arrangements?
Loet Leydesdoff, Triple Helix International Association and University of Amsterdam, The Netherlands
- 13:30 - 14:30 Lunch
- 14:30 - 16:00 (Auditorium) **Plenary Session II - Innovating Our Way Out of the Economic Crisis**
The aim of this session is to discuss how innovation can help the countries to face the recent economic crisis. A deep analysis of Spanish situation will be done by Blas Calzada Terrados who released in 2009 a book about the country.
Moderator: *Marina Ranga*, Stanford University, USA and Sussex University, UK & Henry Etzkowitz, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK
Keynote 1: *Blas Calzada Terrados*, President of La Salle Innovation Park and President del Advisor Committee of IBEX 35
Keynote 2: *Cornelis Vis*, Bureau of European Policy Advisers, European Commission
Industry panelist: *Marc Alba*, EveryS, Spain
Government panelist: *Jan Larosse*, Department Economy, Science and Innovation of the Flemish government, Belgium

- 16:00 - 17:30
(Auditorium) **Plenary session III - Science & Technology Parks as Regional Development Strategies**
The aim of this session is to make an overview of a well succeed experiences where the S&T parks had a decisive influence in the regional development along the time. A clear discussion about failures and key points to be well succeeded will be developed. It must be an inspiring experience for other parks managers and policymakers, particularly in Spain and Madrid region.
Moderator: *Luis Sanz*, International Association of Science Parks, Spain
Keynote: *Manuel Cendoya*, International Institute of Triple Helix, Spain
University panelist: *Michael Clouser*, University of Edinburgh, UK
Industry panelist: *Julián Flórez*, VICOMTech, Spain
Government panelist: *Federico Manrique*, Madrid Network, Spain
- 17:30 - 18.00 Coffee-break
- 18:00 - 19:30
(Auditorium) **Plenary Session IV - Innovation in Services and Open Innovation - New Trends in the Innovation Management**
The concept of this session is to lighten the discussion about models of innovation. For example, there´s a wide discussion about innovation in services industries. Other relevant discussion is related to the company's management, opening of doors to receive and send flows of knowledge.
Moderator: *Juan Mulet Meliá*, COTEC, Spain
Keynote: Models of Innovation: Big Companies vs. Start-ups, Products vs. Services, Technology vs. Business Models - - Where are we heading?, *Jerome Engel*, UC Berkeley, USA
University panelist: *Rafael Zaballa Gomes*, La Salle Innovation Park, Spain
Industry panelist: *Elisa Martín Garijo*, IBM, Spain
Government panelist: *Daniel González de la Rivera Grandal*, Ministry of Science and Innovation - MICINN, Spain
- 19:30 - 21:00 **VIII Triple Helix Conference Welcome Cocktail**

SECOND DAY - OCTOBER, 21st - THURSDAY

09:00 - 11:00 (Comendador) **Thematic workshop W1 - Gendered Structures in Public Innovation Policy**
Coordinators: *Ewa Gunnarson*, Luleå University of Technology, Sweden; *Malin Lindberg*, Luleå University of Technology, Sweden; *Jennie Granat Thorslund*, VINNOVA, Sweden

The workshop is organized and supported by VINNOVA.

This workshop focus on government and public policy in the Triple Helix era and analysis of gendered structures in innovation programmes. Innovation has become an increasingly common topic for policy measures on regional and national levels during the last decade. However, several actors have criticized these policy measures for being 'gender blind', not acknowledging the gendered structures in the formations being promoted and in the policy texts. Primarily, men and male dominated branches of industry have been ascribed leading positions in the policies and gender equality has not been esteemed when evaluating the results. Ironically, this has in some cases resulted in policies that emphasize former areas of strength, but fails to identify innovative areas. In this thematic workshop papers focusing on analysing gendered structures in innovation policies and programmes will be presented and policy measures built on less segregating and hierarchical gender constructions.

Papers and speakers:

Paper 1 - Regional Policy and Homosocial Structures, *Gerd Lindgren*, Karlstad University & *Gunnel Forsberg*, Stockholm University

Paper 2 - A policy to unleash innovation, *Karin Berglund* & *Jennie Granat Thorslund*, Mälardalen University, Sweden

Paper 3 - Gender mainstreaming the food processing industry in Skåne, *Christina Scholten*, *Agneta Hansson*, *Kicki Stridh* & *Mia Svärth*, Malmö University, Sweden

09:00 - 11:00 (El Escudo) **Thematic workshop W2 - 12 Years of Triple Helix in Brazil**
Coordinator: *Jose Manoel Carvalho de Mello*, Triple Helix International Association and Fluminense Federal University, Brazil & *Marcelo Amaral*, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain.

The workshop is a general overview about the scientific production in the field of Triple Helix developed by Brazilian researches in the last years. The TH concept was disseminated through a long collaboration between Prof. Henry Etzkowitz and Prof. Jose Mello, first with the Federal University of Rio de Janeiro - UFRJ and since 2005 with the Fluminense Federal University - UFF.

The researchers headed by prof. Mello organized the Workshop Rio Triple Helix in 1999, the Rio 2000 - The Third Triple Helix conference in 2000, the Triple Helix in Latin America Seminar in 2009 and several other events. The Rio 2000 conference is a benchmark for the following hosts as it overcame the academic sphere and attracted government and industry to the debate.

The contribution of the Rio 2000 was the dissemination of TH concept within the country with real effects on policy and actors' role. Few examples of well succeed networks and projects resulting in the development of innovations can be commented, analyzed and explained in the TH framework. One of these examples is the Brazilian incubator company movement, a worldwide reference, where the concept of incubation of high tech companies was applied to low tech companies and to social questions turning the connection between knowledge transfer and local economic development inseparable.

Brazilian researches have had a relevant role in terms of participation in all TH conferences since 2000. Also, the research group, officially denominated Triple Helix Research Group - THERG Brazil, in 2008, is involved in the board of Triple Helix movement in the launching of the International Institute of Triple Helix - IITH and the Triple Helix International Association - THIA.

The session is composed by an introduction and 6 papers.

Initial comments

Paper 1 - Is Industry-University Interaction Real and Viable in The Brazilian Pharmaceutical System of Innovation? *Julia Paranhos*, Federal University of Rio de Janeiro, Brazil; and *Lia Hasenclever*, Federal University of Rio de Janeiro, Brazil.

Paper 2 - University-industry-government Linkages - The Internationalization Case of Pipeway Engenharia, *Lygia Alessandra Magacho*, Pontifical Catholic University of Rio de Janeiro, Brazil; *Marcelo Presa Costa*, Pontifical Catholic University of Rio de Janeiro, Brazil; *Jorge Manoel Teixeira Carneiro*, Pontifical Catholic University of Rio de Janeiro, Brazil; and *Mila Desouzart de Aquino Viana*, Pontifical Catholic University of Rio de Janeiro, Brazil.

Paper 3 - FAPERJ's Changing Role in Supporting Innovation in Rio de Janeiro, Brazil - *Mariza Almeida*, Augusto Motta University Center, *Fernando Gonzales e Branca Terra*, State University of Rio de Janeiro.

Paper 4 - Towards a Quantitative Model for Maturity Assessment in Technology Parks, *Marcelo Amaral*, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain; *Marcos Lima*, École de Management Leonard de Vinci, France; and *Lygia Alessandra Magacho*, Pontifical Catholic University of Rio de Janeiro, Brazil.

Paper 5 - BioEnergy Brazilian Program (BIOEN) Innovation Networks, *Maria Ester Dal-Poz*, University of Campinas, Brazil; *José Maria da Silveira*, University of Campinas, Brazil; and *Fabio Kenji Masago*, University of Campinas, Brazil.

Paper 6 - Triple Helix Model (of Knowledge Based Economy) in the Open Architecture Business Games, *Antonio Carlos Aidar Savaia*, University of São Paulo, Brazil; *Murilo Alvarenga Oliveira*, Fluminense Federal University, Brazil; and *Marcelo Amaral*, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain.

Report from Latin American Seminar, Porto Alegre 2009 - *Marly Elisabeth Ritter dos Santos*, Pontifical Catholic University of Rio Grande do Sul

09:00 - 11:00
(El Doblón)

Thematic workshops W3 - Clustermanagement in the Triple Helix

Coordinator: *Christiane Gebhardt*, Malik Management, Germany & *Henry Etzkowitz*, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK.

Presentation 1 - Clustermanagement and Strategy Implementation In Research Networks - Case study in Medical Technology, *Jonas Marggraf*, Malik Management, Germany.

Presentation 2 - The German excellence cluster competition - A new conceptual approach in regional innovation policy. *Jürgen Wengel*, BMBF/ Ministry for Research Education, Germany.

Presentation 3 - Tools and techniques: Stafford Beer and the Syntegration method, *Frank Forster*, Malik Management, Germany.

Presentation 4 - New indicators for measuring regional innovativeness, based on a research project / The Entrepreneurial Region programme family, *Sonja Gwinner*, University of Heidelberg, Germany.

Presentation 5 - Management in the context of the Triple Helix, *Markus Pohlmann*, University of Heidelberg, Germany.

09:00 - 11:00
(Auditorium)

**Thematic workshops W4 - Procedures and performances of university TT Offices:
new methodology of evaluation.**

Coordinator: *Davide Diamantini*, Università degli Studi di Milano-Bicocca, Italy

The session aims to discuss the methodology of evaluation for performances and organizational practices of universities TTO. The bureaucratic process, with its rules and procedures, is often a brake on innovation processes: to keep in step with the times of innovation, universities need to streamline procedures and processes, to renew not only formally but also structurally in order to create synergies for efficient and effective innovation of the entire country. The session aims to provide an international panel to discuss and understand how and if it is tackled in the European context to achieve the strategy adopted in Lisbon.

Speakers:

- *Davide Diamantini* - Università degli Studi di Milano-Bicocca, Italy
- *Mark Anderson* - Glasgow Caledonian University
- *Bruno van Pottelsberghe* - Solvay Brussels School of Economics and Management (SBS-EM), Belgium
- *Mario Coccia* - National Research Council of Italy

09:00 - 11:00
(El Patio)

**Thematic workshops W5 - Understanding Cooperative Research Centers:
Learning from Success and Failure**

Coordinator: *Denis O'Gray*, North Carolina State University, USA

According to Boardman and Gray (in press) cooperative research centers (CRC) are "organization(s) or unit(s) within a larger organization that performs research and also has an explicit mission (and related activities) to promote, directly or indirectly, cross-sector collaboration, knowledge and technology transfer, and ultimately innovation". As such, CRCs are "triple helix" organizational innovations that have been deployed by national and subnational units of government around the world to help foster closer collaboration among various collaborators industry-university-government (Etzkowitz, 2008). CRCs are interesting vehicles for collaboration for a number of reasons: they are widely deployed in almost every nation and region with a significant S&T investment; applied social science research suggests they are effective in achieving their goals; they embody elements collectivization of research, cross sector research and open innovation, each a transformative developments in how R&D is conducted; they are complex and adaptable organizational structures that can be configured to address very different scientific, technical and social goals. While applied social science research suggests that they are effective, research has been less informative in explaining why and how CRCs work. In our view, one factor contributing to this state-of-affairs has been the unwillingness of the policy and scholarly community to pay attention to and learn from programs, centers, and tactics that do not work as well as so-called "best practices". Overwhelmingly, evaluations of cooperative research centers (CRCs) tracked success indicators (Gray, 2000) and success stories (e.g., Scott, 2007) more than failures. Yet considerable evidence points to prospects for learning at least as much from technological (Petroski, 1994), social-organizational (Coelho & McClure, 2005), and personal (Shepherd, 2009) failures as success. Toward this end, the main purpose of this thematic workshop will be to shed new light on CRC policy, program operations and tactics by paying attention to factors that contribute to both success and failure.

Paper 1 - Fostering Team Science: Innovative Leadership Practices in NSF Industry / University Research Cooperative Centers, *Eric Sundstrom*, University of Tennessee, USA

Paper 2 - An Assessment of Sustaining and Non-Sustaining Cooperative Research Centers: What Happens to Triple Helix Partnerships When Government Funding Ends?, *Lindsey McGowen*, North Carolina State University, USA

Paper 3 - To Join or Not to Join: Individual and Sub-organizational Factors Affecting Industry Membership in University-based Cooperative Research Centers, *Drew Rivers*, North Carolina State University, USA

Paper 4 - Developing an Applied R&D unit in a small HE Institution, *James G Ryan & Aidan Kennedy*, Circa Group Europe, Ireland

Paper 5 - When Triple Helix Unravels: Learning from Failure in Case Studies of Industry-University Cooperative Research Centers, *Denis Gray*, North Carolina State University, USA and *Eric Sundstrom*, University of Tennessee, USA

09:00 - 11:00
(La Mancha)

Thematic workshops W6 - Using Social Media to Leverage Triple Helix Insights in Innovation Ecosystems

Coordinators: *Martha Russell*, Stanford University, USA; *Kaisa Still*, Beijing DT Electronic Technology Co. Ltd., China; *Jukka Huhtamäki*, Tampere Technical University, Finland; and *Neil Rubens*, University of Electro-Communications, Japan

Overview:

The goal of this workshop is to motivate discussion and experimentation in validating innovation media derived from social media against traditional sources and to explore the use of social media datasets in conjunction with tradition datasets, for new Triple Helix insights about Innovation ecosystems. We hope to achieve this objective, by sharing of insights, goals and results among people involved in technology-based business cluster development. Significant dependencies on multi-sector co-creation provide inspiration for Triple Helix insights.

This panel continues the discussions of two workshops held at Stanford University in 2010: Innovation Ecosystem Networks (March 5, 2010) and Social Network Analysis: New Tools, Data and Questions (June 1, 2010) and Innovation Journalism Conference (June 10, 2010.) The intended audience for the workshop includes academics in innovation research and professionals from industry (Fortune 500 companies and SMEs, as well as startups) and government agencies (local, regional, national, and government innovation).

Relevance:

New companies make tremendous contributions to economic growth, innovation and job creation. Though not all new businesses are innovative, many offer new products or processes, address new markets, and exhibit new business structures. However, access to data on startups has been a prerogative of a few select financial organizations. Timely data on business start-ups has been difficult to obtain in a timely manner.

In the on-demand world, timeliness is extremely important. Typically company data becomes available once the company is officially registered. In practice, it may take years for the data to become publicly available. Waiting several years for this data is no longer acceptable. The technological capability of web crawlers allows active harvesting of online data, such as press releases, company reports, biographical background of company executives and board members, and investment events. Having the timely on-demand data provides us with new opportunities for nearly real time analysis and utilization of the data.

The Innovation Ecosystems Dataset, built from webcrawling socially constructed data about technology-based companies and their investment firms, is a dataset of over 100,000 records, describing technology-based companies (over 34,000 records), their executives and board personnel (over 48,000 records), and investment organization (over 3,800) and their corresponding transactions totaling over US\$ 193 billion. Companies from 16 sectors are included: advertising, biotech, cleantech, consulting, ecommerce, enterprise, games & video, hardware, mobile, network hosting, public relations, search, security, semiconductor, software, and finally web. The data, updated quarterly, are drawn from English language pages. The use of translation software may significantly expand the addition of non-English business data. Roughly one third of the companies have headquarters in European-based countries, and one fifth from countries based in other non-American locations. Home office and satellite office locations are identified and reflect a global distribution ranging in size from start-ups to multinationals.

Potential uses of the data include comparative and network analysis of investors, the companies they support, and the people who lead those companies - by sector and by geographical area. From the data, analysis of the academic backgrounds of executives and board level personnel can also be made. Additionally, detailed information about investment events of these companies, over time, permits investigation of the impact of government stimulus programs on the success and demise of start-up companies.

Content:

The proposed workshop will present two regional cluster case studies developed using the Innovation Ecosystems Dataset, performed in conjunction with a global consortium of communities of practice engaged in a self study on regional infrastructures for technology-based business development. A sample dataset will be provided, and participants will implement a network cluster analysis of one region, using the open source social network analysis tool, NodeXL.

Discussions in this panel will explore dynamics of innovation ecosystems using social network analysis with the innovation Ecosystems Dataset, along with opportunities for its federation to other government and private sector databases, to provide insights on success factors. The workshop leaders invite data partners, analysis partners and community-of-practice partners to collaborate on the use of this first-of-its-kind data source.

Panelists:

Martha Russell, Associate Director, Media X at Stanford University, USA

Kaisa Still, Beijing DT Electronic Technology Co. Ltd., China

Jukka Huhtamäki, Tampere Technical University, Finland

Neil Rubens, University of Electro-Communications, Japan

10:00 - 11:00
(Calatrava)

Session of PhD Students and Young Researchers - Part 1

Coordinators: *Julia Paranhos*, Federal University of Rio de Janeiro

Presentation and discussion of papers submitted

- Promoting growth of indigenous knowledge-based industry via the Triple Helix system: a case of the Thai dessert industry, *Nattaka Yokakul*

- LINKAGES BETWEEN THE DEVELOPMENT OF THE INDUSTRIAL AND FARMING SECTORS IN BRAZIL: A PROCESS OF TECHNOLOGICAL INNOVATION, *Adriana Carvalho Pinto Vieira*

- University Patenting and Licensing Activities in China: The Role of TTOs and Their Affiliated Universities, *Kai Rao*

- The Architecture of Innovation System for the Commercialization of Science -The Incentive Structure for the Decisions of Financial Resource Allocation, *Kanetaka Maki*

- High-Tech industries and knowledge-intensive services: why these activities are the core business for São Paulo competitiveness?, *Carlos Torres Freire*

11:00 - 11:30

Coffee-break

11:30 - 13:30
(Comendador)

Thematic workshops W7 - Gender Mainstreaming in Innovation Systems and Triple Helix Constellations

Coordinator: *Karl Gratzer*, Södertörn University, Sweden; *Inger Danilda*, Encounter, Sweden; *Jennie Granat Thorslund*, VINNOVA, Sweden

The workshop is organized and supported by VINNOVA

This workshop focus on Triple Helix practice and experiences on how to mainstream gender in innovation systems and Triple Helix constellations. Since a few years, various measures have been initiated in order to mainstream gender equality into innovation systems and triple helix constellations. The main challenge has been to open up these formations to competences and innovations among a broader spectrum of actors and areas, reaching beyond segregating gender constructions. The ambition with these measures is to contribute to the encompassing political goal of sustainable growth, with the main assumption that this requires inclusion of the whole society. In this thematic workshop papers will be presented focusing on initiatives to mainstream gender at national or regional levels.

Papers and speakers:

Paper 1 - Total Control? The gendering of the 'Triple Helix', *Teresa Rees & Alison Parken*, Cardiff University, UK

Paper 2 - Innovation, Entrepreneurship and Gender, *Elisabet Sundin*, Linköping University, Sweden

Paper 3 - Action oriented gender research - At the intersection between practical equality work and gender research, *Susanne Andersson*, Stockholm University & *Eva Amundsdotter*, Luleå University of Technology, Sweden

Paper 4 - 'Personas' as a method for applying gender theory in Triple Helix constellations - experiences from two research projects, *Ylva Fältholm*, *Lena Abrahamsson*, *Eva Källhammer* and *Åsa Wikberg-Nilsson*, Luleå University of Technology, Sweden

11:30 - 13:30
(Auditorium)

Thematic workshops W8 - Patents and knowledge flows in the European Research Area and beyond

Coordinator: *Marina Ranga*, Stanford University, USA and Sussex University, UK and *Henry Etzkowitz*, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK

This workshop is based on a recent study (Nov. 2008-Sept. 2009) commissioned by the Institute for Prospective Technological Studies (IPTS) Seville on behalf of European Commission's DG Research, to an academic consortium led by *Marina Ranga* and Henry Etzkowitz and including:

- *Bart Van Looy*, Xiaoyan Song - KULeuven, Belgium
- *Martin Meyer* - SPRU, Sussex University
- *Annamaria Inzelt* - IKU, Hungary
- *Manuel Mira Godinho* - ISEG Technical University of Lisbon, Portugal
- *Joaquin Azagra-Caro* - CSIC - Spain

The project examined university references in PATSTAT patents produced by EU27 member states in the period 1999-2007, in view of tracking knowledge flows among the components of the European Research Area (ERA), at national and regional level, with a special focus on links between university and the other patenting actors. Citations of academic papers referred to in patents have been used to identify knowledge flows, by means of specific procedures to attribute a geographical origin to the citations and consequently to interpret knowledge flows as originating from a particular location (that of the author) or being used in a particular location (that of the citing entity). Patent references may be both to patent literature and non-patent literature (i.e. journal articles). University affiliations tracked in the patents examined were those of university patent applicants in the case of references to patent literature, and those of university authors in the case of references to non-patent literature.

The proposed workshop will present some of the most important results of this project, synthesised in the following presentations:

- International embeddedness of Central and Eastern European Countries by technometrics, *Annamaria Inzelt*
- Scientific publication and patenting: Knowledge flows in and out of Southern European countries, *Manuel Mira Godinho*
- Access to the public knowledge base of universities: Who's more nationalist?, *Joaquin Azagra-Caro*

11:30 - 13:30
(El Escudo)

Thematic workshops W9 - TH in Amazon Region

Coordinator: *Sul Kasscieh*, University of New Mexico, USA

The link between government, education, industry have been successful in the Amazon region due to the work of SUFRAMA and FUCAPI and the large number of corporations that have made the Manaus Industrial Free Zone a home. The presentations will focus on the activities, successes and issues from the academic, governmental and industrial partners pointing out the lessons learned and the path to the future.

The session will have four presentations and discussions by:

- *Sul Kasscieh*, University of New Mexico, USA
- *Flavia Grosso*, Superintendence of the Manaus Free Trade Zone - SUFRAMA, Brazil.
- *Niomar Pimenta*, Foundation Center of Analysis, Research and Technological Innovation - FUCAPI, Brazil
- *Isaac Hemsí*, Microservice, Brazil

11:30 - 13:30
(El Doblón)

Thematic workshops W10 - Firms' R&D Requests and Collaborative R&D Project: Successful Projects.

Coordinator: *Carlos Vivas Augier*, Spanish Federation of Innovation and Technology Organizations (FEDIT), Spain

The aim of this session is twofold. At first, successful projects resulting from the collaboration between industry and Market-oriented Research Institutes from FEDIT will be addressed. The presentation will concentrate on issues regarding projects' knowledge areas, number of collaborating firms, objectives, outputs and the resulting benefits of the project on the collaborating firms. The second part of the presentation will introduce a new tool for industry to find solution providers (External sources of knowledge: Universities, Research Institutes (Public and Private), KIBS). The tool's main objective is to aid firms' innovation and R&D requests get to those solvers able to provide a solution.

11:30 - 13:30
(El Patio)

Thematic workshops W11 - Smarter Cities: How cities can lead the way into a prosperous and sustainable future

Coordinator: *Ana Moreno*, IBM Spain

Speakers:

This workshop is organized by IBM

A century ago, fewer than 20 cities around the world had exceed 1 million people.¹ Today, that number has swelled to 450 and we expect that 70 per cent of worldwide population will live in cities by 2050. However, this growth is also facing important challenges and threats to ensure their sustainability. Innovation brings new opportunities to transform cities' core systems and infrastructures management, such as transport, water, energy and communication. Thanks to new information technologies, they can became more instrumented, interconnected and intelligent, and these new capabilities will allow them to improve efficiency and quality of service to citizens and businesses. In other words, become more 'smarter'.

- *Ana Moreno*, IBM Spain

- *Elisa Martin Garijo*, IBM Spain

- *Jose de Ramon Moreno*, IBM Global Business Services

11:30 - 13:30
(La Mancha)

Thematic workshops W12 - Open Innovation

Coordinator: *Iain Bitrain*, International Society for Professional Innovation Management (ISPIM), UK

The idea of Open Innovation emphasizes, among other things, that firms can benefit from acquiring valuable knowledge from external sources external and/or selling internally generated technologies, which have low value within the firm's current business model, to other companies. As such, this prescription for increasing innovative efficiency contrasts relatively sharply with conventional notions of competitive advantage that advocate keeping critical knowledge proprietary to a firm. Accordingly, an interesting question is how the notions of open innovation are received or implemented in different economic environments that offer different levels of protection for firms and their intellectual property. Furthermore, firm level investments in R&D, as well as similar investments in societal knowledge generation or infrastructure at the national level should also have profound impacts on the propensity of firms to engage in open innovation practices. In this session we will address these important issues.

Speaker: *Marko Torkkeli*, Lappeenranta Univerty of Technology, Finland.

Paper 1 - Business model analysis of technology based academic start-ups using resources, based view: reflections from the case of COPPE/UFRJ in Brazil - *Thiago Renault*, Hélyce Consulting, Brazil; *José Manoel Carvalho de Mello*, Triple Helix International Association and Fluminense Federal University, Brazil; *Marcus Vinicius de Araujo Fonseca*, Federal University of Rio de Janeiro, Brazil; and *Rodrigo da Silva Carvalho*, Hélyce Consulting, Brazil.

Paper 2 - Triple Helix in R&D&I - Research, Development and Innovation of Brazil's Electric Energy Distribution Sector - *Francisco José Batista de Sousa*, Fluminense Federal University, Brazil

11:30 - 13:30
(Calatrava)

Session of PhD Students and Young Researchers - Part 2

Coordinators: *Julia Paranhos*, Federal University of Rio de Janeiro

Presentation and discussion of papers submitted

- Challenges facing China in pursuing indigenous innovation process -reflection upon government-pulled triple helix, *Yan Yang*
- Alliance Capability in Tunisian pharmaceutical industry, *Najeh Bouraoui*
- Technology Transfer from University to Industry in Iran, *Alireza Khorakian*
- The Critical Constructivism of the Actor-Network Theory and the Knowledge-based economy of the Triple Helix: theoretical possibilities and practical implications, *Dany Flávio Tonelli*

13:30 - 14:30

Lunch

14:30 - 16:00
(Auditorium)

Plenary Session V - The Gender Dimension of University-Industry-Government Interactions: Past Imperfect, Present Tense

Coordinator: *Marina Ranga*, Stanford University, USA and Sussex University, UK and *Henry Etzkowitz*, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK

Panelists:

- *Theresa Rees*, Cardiff University, UK
- *Pooran Wyncarczyk*, Newcastle Business School, UK
- *Carmen Vela*, INGENASA, Spain (to be confirmed)
- *Inés Sánchez de Madariaga*, Ministry of Science and Innovation - MICINN, Spain

14:30 - 16:00
(Calatrava)

Thematic workshops W13 - Triple Helix and EU Funding

- **Latin America as a target region for Europe**

Coordinator: *Jürgen Haberleithner*, Universidad de Colima, Mexico

Introduction to FP7 - Panel: importance of FP7 on an international level: all disciplines, high ended community; what kind of programs?; the different conditions to run for a project, impact level, etc); Position of Latin America in FP7; Experiences with FP7.

Speakers:

- *Jürgen Haberleithner*, Universidad de Colima, Mexico
- *Cornelia Nauen*, Research Directorate General, European Commission
- *Dirk Johann*, ZSI Vienna, Austria (to be confirmed)
- *Isabel Bortagaray*, Universidad de la República Uruguay, Uruguay & CSIC, Spain

- 16:00 - 18:00
(Auditorium) **Parallel Session 1 - Subtheme 1 Regional Innovation Systems I**
- Triple Helix model to create global networks of clusters of innovation (NCOI), *Itxaso Del Palacio Aguirre*
 - Centreless governance for the management of a global R&D process: Public-Private Partnerships and Plant-Genetic Resource ManagementII, *Bill Boland*
 - The Development of Regional Innovation system in Tohoku area, Japan, *Michi Fukushima*
 - Innovation systems in Norwegian fisheries, *Thorvald Gran*
 - Technological collaboration and R&D alliances: an assessment of the impact on the economical performance of EU regions, *Paolo Landoni*
- 16:00 - 18:00
(Comendador) **Parallel Session 2 - Regional/Local Economic Growth and Social Development I (Subtheme 1)**
- Industry-knowledge institutions collaborations in Nigeria: critical issues and policy directions, *Ayobami Oyewale*
 - Interaction Between the University and Industry in the Aim to Build a Regional Environment for - Innovation: A Survey About the Perception from Industry, *Andre Ferreira*
 - Strategic openness for successful innovations: the case of SMEs in the Chaudière-Appalaches region, *Moulay Othman, Idrissi Fakhreddine*
 - Contribution of universities to regional innovation via technology transfer, *Victoria Erosa*
- 16:00 - 18:00
(El Escudo) **Parallel Session 3 - University-Industry-Government Linkages (Subtheme 2)**
- Stages of Development of Enterprise-University Cooperation in Brazilian Multinational, *Priscila Rezende Da Costa*
 - The third mission in nine cases: How Triple Helix dynamics vary across scientific fields, *Laurens Hessels*
 - Characterising Triple Helix linkages: Analysis of the flow of resources and the strength of link, *Africa Villanueva-Felez*
 - Faculty consulting: quantitative evidence on a traditional government-industry-university linkage, *Nabil Amara*
 - Motivation, obstacles and strategies to the industry-university interaction in the British pharmaceutical system of innovation. *Julia Paranhos*
- 16:00 - 18:00
(El Doblón) **Parallel Session 4 - Triple Helix Practice and Experiences (Subtheme 3)**
- Variations on the Triple Helix Model, *Terry Shinn*
 - Third-Party Logistics Provider Cluster Initiation using iTAP Mechanism, *Phongchai Jittamai*
 - The Role of a Brazilian Business Incubator in Catalyzing a Response to Economic Downturn by - Executing Government Innovation and Entrepreneurship Supportive Programs, *Sergio Yates*
 - The dynamic evolution of knowledge-intensive concentrations in non-metropolitan regions, *Jukka Teräs*
 - Collaborative Innovation in Triple Helix Networks, *Leigh Jerome*
 - Triple Helix and EU Funding - the case of Latin America, especially Mexico and FP7, *Jürgen Haberleithner*
 - Learnings from a transatlantic Triple Helix and a new model for born global venture formation, *Michael Clouser*

- 16:00 - 18:00
(Calatrava) **Parallel Session 5 - Entrepreneurial University and University Entrepreneurs (Subtheme 4)**
- Entrepreneurial Universities for Academic and Economic Reform, *Henry Etzkowitz*
 - The Transfer of Knowledge according to the concept of Entrepreneurial University: Some experiences in the Fluminense Federal University (UFF), *Carlos Miguel Santos*
 - Why do university researchers collaborate with industry? Evidence from German universities, *Viktor Slavtchev*
 - Difficulties in Integrating the "Third Mission" – Experiences of University Scientists in Hungary *Adam Novotny*
 - Promotion of the entrepreneurial culture in the university: the Universidad Autónoma de Madrid as a case study, *Isidro De Pablo López*
 - Insights into academic understanding of the university's third role in a developing system: empirical evidence from Thailand, *Suteera Chanthes*
 - The role of universities in the creation and development of firm specific innovative capabilities within the tripe helix model of innovation, *Will Geoghegan*
- 16:00 - 18:00
(El Patio) **Parallel Session 6 - University Incubators and S&T Parks I (Subtheme 4)**
- A proposal to integrate the university into S&T parks & regional development policies - The experience of University of São Paulo (Brazil) Center for Technology Policy and Management, *Desiree M Zouain*
 - The Edingburg-Stanford link: learning from a transatlantic Triple Helix towards born global venture formation, *Michael Clouser*
 - NC State's Centennial Campus – An Experiment in Public/Private Engagement, *James Zuilches*
- 16:00 - 18:00
(La Mancha) **Parallel Session 7 - Knowledge Society and Cities Knowledge (Subtheme 4)**
- Towards a Knowledge Society: Expanding the Role of Women in Science, Technology and - Engineering in the United Arab Emirates, *Diana Samulewicz*
 - Interaction between Universities and Technology Clusters in Emerging Economies - Case Study of Cyberjaya, Malaysia - A Greenfield development and Cyberabad, India - A Brownfield Development, *E. Haribabu*
 - The Triple Helix and Evolution of Smart Cities under the Cultural Reconstruction and Governance of the Urban Renaissance, *Loet Leydesdorff*
 - Creative cities as built places of the knowledge society, *Anna-Lisa Muller*
 - Empowering a State's Development of a Knowledge Society, *Arkalgud Ramaprasad*
 - The Triple Helix of a Regional Knowledge Ecosystem: Evidence from the US & European Science Park Models, *Sarfraz Mian*
- 18:00 - 19:30
(Auditorium) **Plenary session VI - General Assembly of Triple Helix International Association**
- Coordination: *Henry Etzkowitz*, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK.
- 20:30 - 22:30 **Triple Helix VIII Official Dinner at Meliá Hotel**
- Dress code: Casual (Identification badge is mandatory)

THIRD DAY - OCTOBER, 22ND - FRIDAY

- 09:00 - 11:00
(Auditorium) **Parallel Session 8 - Regional Innovation Systems II (Subtheme 1)**
- Public policies for regional innovation: the case of Lombardy, *Riccardo Vecchiato*
 - Do foreign authors strengthen South Korea's national research system?, *Ki-Seok Kwon*
 - Ideas production function on regional level: the case of Europe, *Joost Hejls*
 - Regional University Knowledge Centres: Comparison between the Hungarian automotive and ICT industries, *Laszlo Csonka*
 - Implication of firms' linkages of innovativeness: evidence from ICT firms' survey, *Helen Aderemi*
 - "Communication channels among actors of the colombian system of science, technology and innovation: a test to triangle Sabato model", *Monica Salazar*
 - Between Myth and Reality: Developing a Technological Innovation System in Alternative Energy in the UAE, *Georgeta Vidican*
- 09:00 - 11:00
(Comendador) **Parallel Session 9 - A The Formation Mechanisms, Development Dynamics And Evaluation In Triple Helix (Subtheme 2)**
- The Triple Helix of Knowledge: The Organizational Tool for Socio-Economic Development, *James Dzisah*
 - The evolvement of triple helix interactions: process perspectives on university -industry- government relationships, *Taran Thune*
 - The role of Triple Helix organizations in university-industry relationships, *Manuel Fernandez-Esquinas*
 - Unraveling a large-scale innovation process, *Marjon Hagenaaars*
 - Triple Helix Evaluation: How To Test A New Concept With Old Indicators?, *Slavica Singer*
 - Research, facilitate, evaluate - the role of ongoing evaluation in triple helix projects, *Dzamilia Bienkowska*
- 09:00 - 11:00
(El Escudo) **Parallel Session 10 - Triple Helix in Developing Countries I (Subtheme 3)**
- Successes and Failures of an Intermediary in Triple Helix Relationships in Developing Countries: the Case of Thailand's Food Industry, *Patarapong Intarakumnerd*
 - Using a university's intellectual property to spur on economic development in the community surrounding the university - A Triple Helix relationship?, *Mahomed Moola*
 - The university-industry relationship in Brazil: the impact of institutions and social capital in Brazilian's sectoral system of innovation, *Ronivaldo Steingraber*
 - The Evolving Triple Helix Environment: a Case Study from the UAE, *Constance Van Horne*
- 09:00 - 11:00
(El Doblón) **Parallel Session 11 - Entrepreneurial University and University Entrepreneurs II (Subtheme 4)**
- The Boomerang complex: iterations and knowledge transfer in joint R&D projects, *Julie Hermans*
 - The Impacts of Seed Grants as Incentives in the Knowledge Transfer Process, *James J. Zuiches*
 - The Role of the University and its relationship University-Industry-State and Impact on Regional Innovation Projects: Case Study Universidad Tecnológica de Bolivar (Colombia), *Luis Carlos Arraut Camargo*
 - The formation and exploration of networks across the university-industry gap: An institutional approach, *Carsten Bergenholtz*
 - The changing role of universities in the German research system: engagement in net-works, clusters and beyond, *Knut Koschatzky*
 - Knowledge Transfer Offices in Portuguese Universities: Institutional Change and Construction of New Actor-Networks, *Hugo Pinto*

- 09:00 - 11:00
(Calatrava) **Parallel Session 12 - Intellectual Property or University Technology Transfer I (Subtheme 4)**
- Organizational patterns of innovation in industrializing economies: Patenting in selected Asian nations, *Yuen-Ping Ho*
 - The effectiveness of university-industry relations: The importance of regional absorptive capacity, *Jaider Vega-Jurado*
 - Technology Transfer in a Public Brazilian University Flávia, *Oliveira Do Prado Vicentin*
 - Methodology for researching radical industry-university innovation, *Frank Gertsen*
 - To what extent do university-industry collaborations entail a two-way flow of knowledge? An empirical investigation of UK manufacturing and service companies', *Pablo D'Este*
 - Universities and Economic Development Activities – a UK Regional Comparison, *Maira Decter*
- 09:00 - 11:00
(El Patio) **Parallel Session 13 - Government's Roles (Subtheme 5)**
- Challenges for governmental roles and lessons learnt, *Walter Aigner*
 - The role of EU financial support in governmental policy and the Triple Helix dynamic in the post-accession period in Hungary, *Gábor Pörzse*
 - Roles of the 3rd Strand of the 'Triple Helix' in Promoting Work-Integrated Learning in Thailand, *Kitipong Promwong*
 - Beware of the red queen, *Tariq Durrani*
 - Innovation policy in transition: Lessons from a Central and East European country, *Andrzej Jasinski*
- 09:00 - 11:00
(La Mancha) **Parallel Session 14 - Small and Medium-Sized Enterprises (SMEs) Development (Subtheme 6)**
- Key Ingredients of Innovation: the Case of SMEs in England, *Pooran Wyncarczyk*
 - Unlocking potential innovators: investigating the factors that attenuate entry barriers to innovation, *Pablo D'Este*
 - Public programme contexts and their influence on enterprise innovation: the case of university outreach activities, *Arturo Vega*
 - Caring for the business platform, *Johanna Nahlinder*
 - Increase in Effectiveness of Technology Development in Thai SMEs with Group Approach, *Sauwapa Yuwawutto*
 - STI-DUI Innovation Profiles and Innovation Outputs: The case of Basque SMEs, *M. Davide Parrilli*
- 11:00 - 11:30 Coffee-Break
- 11:30 - 13:30
(Auditorium) **Parallel Session 15 - Regional/Local Economic Growth and Social Development II (Subtheme 1)**
- Academic entrepreneurship in developing countries: the case of an Entrepreneurial Department, *Ariel La Paz Lillo*
 - Sustainable Triple Helix experience in a Brazilian rural area, *Fernando Ferraz*
 - Software clusters in Brazil: a tale of two cities, *Renata Lèbre La Rovere*
 - The role of Tunisian universities in regional development, *Amira Bouhamed*
 - Investigating the role of universities in the innovation systems of developing countries - the case of Algeria, India and Malaysia, *Mohammed Saad*

- 11:30 - 13:30
(Comendador)
- Parallel Session 16 - The Evolution of Triple Helix Model (Subtheme 2)**
- How much the role of the other? Universities as policy-makers in the enterprise innovation arena
Arturo Vega
 - Determinants of scientific international mobility: evidence from foreigner researchers in Italy and Portugal, *Stefano Baruffaldi*
 - The co-evolution of local development - From the triple to the quadruple helix model, *Sirkku Wallin*
 - The role of higher education in a new Quadruple Helix culture. The rise of a new quadruple helix partnership - University, civil society, government and industry working together for human and social development, *Valtencir Maldonado Mendes*
 - The multiple historical hermeneutics of ideology of the counters and analysts of information systems from the point of view of postmodern capitalism, Sabato's Triangle and Triple Helix as a strategy for encouraging innovation, *Marly Cavalcanti*
 - Academic Research Groups and Triple Helix dynamics, *Marina Ranga*
- 11:30 - 13:30
(El Escudo)
- Parallel Session 17 - Triple Helix in Developing Countries II (Subtheme 3)**
- Innovation process in a university milieu: a Latin American case, *Manuel Molina-Palma*
 - Towards a New Taxonomy of Technological Regimes in Brazilian Manufacturing
Fernanda Marie Yonamini
 - Jumpstarting the Triple Helix in a backward region: the case of the nucleous for technological innovation in the State University of Ceará, *Teresa Lenice Nogueira da Gama Mota*
 - Is it possible for the developing countries to catch up technologically in the nanotechnology field in a Triple Helix Model? The case of nanomaterials in Mexico', *Alenka Guzmán Chávez*
 - Triple Helix System : The Heart of Innovation and Development for Rural Community in Thailand
Wissara Chaisalee
 - SESI social Entrepreneurship Program in the state of Paraná-BR: Triple Helix in action, *Nubia Ferreira*
- 11:30 - 13:30
(El Doblón)
- Parallel Session 18 - University Incubators and S&T Parks II (Subtheme 4)**
- Analysis of the conception, molding and implementation process of Creative Enterprise Incubators in the state of Rio de Janeiro / Brazil: a contribution to the debate of the Triple Helix, *Julia Zardo*
 - Incubation of Local Solidary Economy Networks: a Brazilian innovative experience, *Ana Pires*
 - Technological Parks in Mexico: the TecnoPoli experience, *Pilar Perez-Hernandez*
 - Misiones Technological Park is the creator of an environment which is the driving force of regional development, *Carlos Emilio Galian*

11:30 - 13:30
(Calatrava)

Parallel Session 19 - Intellectual Property or University Technology Transfer II (Subtheme 4)

- Absorptive capacity and the delocalisation of university-industry interaction, *Joaquin M. Azagra-Caro*
- Technology Transfer from Universities to Industry, *Omid Ali Kharazmi*
- Biomedical Sector Research in India: Analyzing University-R&D-Industry Interactions, *Santanu Roy*
- The role of Brazilian universities in the knowledge governance: an exploration study, *Gustavo Souza*

11:30 - 13:30
(El Patio)

Parallel Session 20 - Government S&T and R&D Policies (Subtheme 5)

- Following the Approach of National Innovation System: Evidence from National Innovation Platform in China, *Jizhen Li*
- The Norwegian solar photovoltaic industry, *Antje Klitkou*
- The Triple Helix balancing act – Industrial research institutes as knowledge intermediaries *Dzamiła Bienkowska*
- Forms and barriers in inter-firm international cooperation on innovation and R&D, *Mónica Edwards Schachter*
- The new Industrial Property Law in Brazil and its influence on drugs innovation in the national pharmaceutical sector, *Pierre Ohayon*
- Innovation Challenges and Opportunities within the Brazilian Mining Industry, *Giorgio De Tomi*

11:30 - 13:30
(La Mancha)

Parallel Session 21 - Entrepreneurship: Start-ups and Spin-offs (Subtheme 6)

- The determinants of entrepreneurship among women and immigrants: A cross-national analysis *Fulvio Multatero*
- Entrepreneurial Intentions & Mobility: An Exploratory Study of Chinese Exchange Students at Halmstad University College, *Devrim Göktepe-Hultén*
- The Location of University Spin-Offs, *Viktor Slavtchev*
- Conflicts of Interest By Research-Based Spin-off Firms, *Anna Pobol*
- Individual-level antecedents of spin-off involvement, *Julie Callaert*
- Analysing entrepreneurial architectures, *Tim Vorley*

13:30 - 14:40
(Auditorium)

Plenary session VII - Closing session

Final considerations and presentation of next conference host.

Coordinator: *Rafael Zaballa Gomes*, La Salle Innovation Park, Spain & *Henry Etzkowitz*, President of Triple Helix International Association; International Institute of Triple Helix, Spain; Stanford University, USA; and University of Edinburgh, UK

Members:

Loet Leydesdoff, Triple Helix International Association and University of Amsterdam, The Netherlands

Marcelo Amaral, Fluminense Federal University, Brazil and International Institute of Triple Helix, Spain



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