Innovation Through Knowledge Transfer 2013

11-12 April 2013
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Derry~Londonderry
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Connected: The Knowledge Connection for Business
The University of Ulster
Innovation through Knowledge Transfer this year is organised by KES International, the University of Ulster and the Institute of Knowledge Transfer.

InnovationKT is an annual conference series aimed at knowledge professionals - those academics, business people, managers and researchers working with innovation, enterprise, knowledge transfer, exchange and sharing.

Featuring world-class speakers, oral presentation sessions and interactive workshops, the InnovationKT-13 Conference provides an excellent opportunity to disseminate, share and discuss the impact of university-business and business-business interactions including the following themes:

- Processes of knowledge transfer, knowledge origination, knowledge exchange and knowledge sharing
- Innovation, open innovation and the relationship between knowledge transfer and innovation
- Human and organisational aspects of knowledge management
- Incubators and entrepreneurship schemes
- Commercialisation (licensing of intellectual property, spin-outs formation, and incubators)
- Collaborative applied research and consultancy
- Knowledge Transfer Partnerships
- All other aspects of university-business and business-business collaborative working

In addition to welcoming our inspiring keynote and invited speakers, InnovationKT provides an opportunity for the presentation of full papers and short papers, both of which were subjected to an appropriate level of review before reaching the proceedings.

We thank all speakers and delegates to the conference for their support.

Robert J Howlett, Eddie Friel, Maurice Mulvenna and Janet Coulter

Conference Chairs
Innovation KT Organisation

**Honorary Conference Chair**
Prof. Hugh McKenna  
*Pro-Vice Chancellor Research and Innovation, University of Ulster*

**General Conference Chairs**
Eddie Friel  
*Head of Business Development, University of Ulster*

Professor Robert J Howlett  
*Executive Chair, KES International & Bournemouth University, UK*

**Honorary Conference Series Co-chairs:**
Sir Brian Fender CMG FInstKT  
*President of the Institute of Knowledge Transfer*

Mr Iain Gray  
*Chief Executive, Technology Strategy Board*

**Academic Co-chairs**
Professor Maurice Mulvenna  
*University of Ulster*

Janet Coulter  
*University of Ulster*

**Institute of Knowledge Transfer Liaison Chair**
Russell Hepworth  
*Business Development Manager, Institute of Knowledge Transfer, UK*

**International Programme Committee**
Dr. Mark Anderson, Glasgow Caledonian University, UK  
Prof. Danilo Avola, Sapienza University of Rome and University of L'Aquila, Italy  
Ms. Linda Baines, KE/KT Consultant and PhD Researcher, UK  
Dr. Hatem Ben Sta, University of Tunis at El Manar, Tunisia  
Dr. Marcin Budka, Bournemouth University, UK  
Mr. Phil Cooper, NPL Management Ltd  
Dr. Surja Datta, Oxford Brookes University, UK  
Dr. Steve Ellis, University of Chichester, UK
Prof. Richard Ennals, Kingston University, UK
Sir Brian Fender, Institute of Knowledge Transfer, UK
Prof. Bogdan Gabrys, Bournemouth University, UK
Dr. Brendan Galbraith, Ulster Business School, University of Ulster
Dr. Liilia Georgieva, Heriot-Watt University, UK
Dr. Jonathan Gorst, Sheffield Hallam University, UK
Prof. Christos Grecos, University of the West of Scotland
Assoc. Prof. Wynand CJ Grobler, North West University, South Africa
Dr. Suzanne Hacking, University of Central Lancashire
Prof. Ileana Hamburg, University of Applied Sciences Gelsenkirchen, Germany
Mr. Russ Hepworth, Institute of Knowledge Transfer, UK
Assistant Prof. Daocheng Hong, Fudan University, Shanghai, China
Dr. Matthew Hocking, Faculty of Computing, Staffordshire University, UK
Prof. Robert J Howlett, Bournemouth University, UK
Dr. P. Vigneswara Ilavarasan, Indian Institute of Management Rohtak, India
Assoc Prof. Mounir Kehal, ESC Rennes School of Business, France
Mr. Thorsten Kliewe, University Industry Innovation Network
Dr. Jean-Philippe Kotowicz, INSA de Rouen, France
Dr Barbara Koroušic Seljak, Jožef Stefan Institute
Dr. Chiraz Latiri, Manouba University, ISAMM, Tunisia
Deborah Lock, University of West London, UK
Dr Jens Lønholdt, Technical University of Denmark
Prof. Ignac Lovrek, University of Zagreb, Croatia
Dr. Alyx Macfadyen, La Trobe University, Australia
Dr. Alison Marshall, University of Cumbria, UK
Dr. Maik Maurer, Technische Universität München, Germany
Dr. Cristian Mihaescu, University of Craiova, Romania
Prof. Maurice Mulvenna, University of Ulster, Northern Ireland, UK
Mr. Hamed Rahimi Nohooji, University of Pisa, Italy
Dr. Stefan Oppl, Johannes Kepler Universitaet Linz, Austria
Prof. Domenico Rosaci, University of Reggio Calabria, Italy
Prof. Dr. Vladimir Stantchev, SRH University Berlin
Dr. Nyerhovwo Tonukari, Delta State University, Abraka, Nigeria.
Prof. Juan D. Velasquez, University of Chile
Dr. Mihaela Vranic, University of Zagreb, Croatia
Dr. Andrew Wray, University of Bristol, UK
Dr. Gregory Zacharewicz, University of Bordeaux, France
Dr. Cecilia Zanni-Merk, INSA-Strasbourg, France
## Wednesday 10th April

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Venue</th>
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<tbody>
<tr>
<td>18.00</td>
<td>Early Registration</td>
<td>City Hotel Derry~Londonderry</td>
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<tr>
<td>19.00 - 20.30</td>
<td>Drinks &amp; Nibbles</td>
<td>City Hotel Derry~Londonderry</td>
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## Thursday 11 April

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Registration &amp; Networking</td>
<td>City Hotel Derry~Londonderry</td>
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| 9.15  | Conference Opening and Welcome | Sir Brian Fender FIInstKT *(President of the IKT)*  
|       |                               | Prof. Robert Howlett MInstKT *(Executive Chair KES International)*  
|       |                               | Eddie Friel *(University of Ulster)*  |
| 9.30  | Foreword                     | Prof Maurice O'Kane *(Chief Executive, Clinical Translational Research & Innovation Centre (C-TRIC), Western Health and Social Care Trust)*  
| 9.45  | Keynote Talk                 | Prof Mike Smith *(Ex-PVC Sheffield Hallam University)*  
|       |                               | 'Innovation in the Health Service'  
|       |                               | Chair: Bob Howlett                 |
| 10:30 | Coffee & Networking          |                                    |
| 11:00 | Parallel Oral Paper Presentation Sessions |  
|       | S1 : General Track A : Plenary Room  
|       | Chair: Brian Fender          |  
|       | S2: BENEFITS Workshop A : Breakout Room  
|       | Chair: Chantal Hurard        |  |
| 13:00 | Lunch                        |                                    |
| 14:00 | Keynote Talk                 | Cecilia Zanni- Merk *(University of Strasburg, France)*  
|       | 'Research Collaborations with SMEs in France'  
|       | Chair: Janet Coulter         |  |
| 14.45 | Keynote Talk                 | Dr Harry Hatzakis *(CEO Biotronics3D)* - BENEFITS keynote speaker  
|       | 'Believe: It can be done'   |  
|       | Chair: Janet Coulter         |  |
| 15:30 | Coffee & Networking          |                                    |
| 16:00 | Parallel Oral Paper Presentation Sessions |  
|       | S3 : Knowledge Transfer Case Studies : Plenary Room  
|       | Chair: Jonathan Gorst        |  
|       | S4 : BENEFITS Workshop B : Breakout Room : Presentations  
|       | Chair: Victor Newman         |  |
| 17.00 | Day closes                   |                                    |
| 19:30 | Conference Dinner            | University of Ulster              
|       | Dinner Speaker: Mike Smith *(Future of the IKT over the next 5 years)*  
|       | Chair: Bob Howlett           |  |
## Innovation KT 2013 Programme

### Friday 12 April

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td>Registration &amp; Networking</td>
<td>Venue: City Hotel Derry~Londonderry</td>
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</tbody>
</table>
| 9:00  | Keynote Talk                                                                              | Susan Whoriskey *(Senior Vice President, Moderna Therapeutics & Former Entrepreneur in Residence MIT Entrepreneurship Centre)*  

‘Do YOU believe it's important and it has never been done before? Then just DO it! Lessons from the Boston Biotech ecosystem.’  
Chair: Eddie Friel

| 9:45  | Keynote Talk                                                                              | Norman Crowley *(Serial Technology Entrepreneur, Founder of 'The Cloud', Europe's largest Wifi Operator, 'Inspired', the world's largest company in the Server Based Gaming Domain, Trinity Commerce and now Crowley Carbon to reduce waste)*  
Chair: Eddie Friel

<table>
<thead>
<tr>
<th>10:30</th>
<th>Coffee &amp; Networking</th>
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</table>
| 11:00 | Parallel Workshop/Presentation Session                                                   | **S5**: From Knowledge Exchange to Open Innovation and Co-creation  
Ulster Uni and QUB Enterprise Teams: Breakout Room: Participatory workshop  
**S6**: General Track B: Plenary Room  
Chair: Jens Lønholdt

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<thead>
<tr>
<th>13:00</th>
<th>Lunch</th>
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| 14:00 | Keynote Talk                                                                              | Carol Keery, *(Invest NI’s Director of Innovation, Research and Technology Government support for Innovation and Knowledge Exchange)*  
Chair: Maurice Mulvenna

| 14:45 | Plenary Session                                                                            | Research and Enterprise Funding - Horizon 2020  
- Peter Walters, Collaborative ICT research towards H2020 - ‘a personal view from a National Contact Point’  
- Dr Ciaran Duffy, *(Enterprise Ireland, National Contact Point for Health)*  
- Discussion session / Q&A  
Chair: Maurice Mulvenna

| 16:15 | Closing Ceremony                                                                           |                                                                                                    |
# Paper Presentations

## Session S1

**General Track - A**

**Thursday 11.00 - 13.00 : Plenary Room**

**Chair : Sir Brian Fender**

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>inkt13-015</td>
<td>New Innovative Ways for Multidisciplinary University Research Based Open Innovation - Comprehensive case study within in-door climate remediation</td>
<td>Jens Lønholdt, Mads Terkelsen, Lone Tolstrup Karlby</td>
</tr>
<tr>
<td>inkt13-009</td>
<td>Harnessing The Global Brain in Medical Imaging: 3DnetMedical Experience</td>
<td>Rado Andriantsimiaavona, Soeren Grimm, Harry Harzakis</td>
</tr>
<tr>
<td>inkt13-005</td>
<td>Development of a Knowledge Mapping Approach for Independent Knowledge Elicitation and Representation</td>
<td>Helena Hashemi Farzaneh, Maik Maurer, Alexander Reik</td>
</tr>
<tr>
<td>inkt13-011</td>
<td>Supporting regional growth from the higher education community: the Energy Coast Campus Programme in West Cumbria</td>
<td>Alison Marshall, John Berry, Patrick Quinlan</td>
</tr>
<tr>
<td>inkt13-022</td>
<td>From Linear to Crowd Innovation - Facilitating the process by compiling and processing hard and soft big data through social media</td>
<td>Jens Lønholdt</td>
</tr>
</tbody>
</table>

## Session S2

**BENEFITS Workshop - A**

**Thursday 11.00 - 13.00 : Breakout Room**

**Chair : Chantal Hurard**

<table>
<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>inkt13-013</td>
<td>Graduate Internship lead to Graduate Jobs: a comparison of two graduate internship programmes in 2010 &amp; 2012</td>
<td>Jerry Allen, Victor Newman</td>
</tr>
<tr>
<td>inkt13-014</td>
<td>Exploring The Power of Collaborative Value Architectures: Combining Knowledge Products to Innovate and Create New Value</td>
<td>Victor Newman</td>
</tr>
<tr>
<td>inkt13-021</td>
<td>Engineering Apprenticeships: an industry-based training benefiting to companies</td>
<td>Julia Dusoulier, John Downes</td>
</tr>
<tr>
<td>inkt13-018</td>
<td>Creating Effective Knowledge Exchange through Mini-Innovation Vouchers</td>
<td>Chris Birch</td>
</tr>
</tbody>
</table>
| Session | Knowledge Transfer Case Studies  
Thursday 16.00 - 17.00 : Plenary Room  
Chair : Jonathan Gorst |
|-----------------|-----------------------------------------------------------------|
| **S3**          | inkt13-006  Knowledge Transfer Partnership within the 'Creative Industry'. A case study of Clusta Ltd.  
Annette Copper |
|                 | inkt13-008  The AGA Archive: An Innovative Application of a Business Archive as an Inspirational Resource for Designers  
Shane Walker, David Prytherch, Charlotte Whitehead |
|                 | inkt13-016  Selectamark - The Development of a Global IT Platform  
Joe Dixon, Jason Brown, James Denholm-Price, Andrew Knights |

| Session | BENEFITS Workshop - B  
Thursday 16.00 - 17.00 : Breakout Room  
Chair : Victor Newman |
|-----------------|-----------------------------------------------------------------|
| **S4**          | inkt13-020  A Prototype Model for Mini-Knowledge Transfer Delivered Through a Graduate Internship Programme  
Jerry Allen, Victor Newman |
|                 | inkt13-023  InnovENT-E © Institute for open training: developing innovative SMEs capacities to export  
Chantal Hurard, Pascal Alberti, Jean-Louis Allard, Jean-Louis Billoet |

| Session | General Track - Part B  
Friday 11.00 - 13.00 : Plenary Room  
Chair : Jens Lønholdt |
|-----------------|-----------------------------------------------------------------|
| **S6**          | inkt13-007  Managing the knowledge exchange process: reflective learning from TSRC  
Razia Shariff, Naomi Landau |
|                 | inkt13-004  The process of innovation infrastructure creation in Russia: an exploratory study of St. Petersburg  
Tatiana Khvatova, Lubov Lebedintseva |
|                 | inkt13-001  Optimization of consultants' added value to information-intensive companies by improving transfer of consultants' individual to firm-specific knowledge  
Wendy Dubbeld |
|                 | inkt13-002  Knowledge structure maps based on Multiple Domain Matrices  
Martina Wickel, Jan Hense, Heinz Mandl, Maik Maurer, Sebastian Schenkl, Danilo Schmidt |
|                 | inkt13-019  Client Relationship Management - A mechanism for more effective Knowledge Transfer?  
Jonathan Gorst, Suzanne Cass |
|                 | inkt13-003  Using Decision Classification Criteria for Knowledge Acquisition and Transfer in Multi-Perspective Decision Making Processes  
Manuela Ölmez, Maximilian Kissel, Udo Lindemann, Marc Schandera |
**Keynote & Invited Speakers**

**Professor Mike Smith**  
Emeritus Professor of Medical Science,  
Chair of the Institute of Knowledge Transfer, UK

“**Innovation in the UK Health Service**”

**Abstract**  
The process by which a new idea eventually becomes applied in practice is complex and sometimes specific within a particular sector. This is true for the health sector in general, and particularly so when a health service is organised at a national level such as the UK's NHS. In the health sector, the transition of a new innovation into widespread use will involve a range of disparate, but sometimes related activities. This innovation pathway will involve a range of activities including basic and applied research, product or application development, process reconfiguration, dissemination, evaluation, commercialisation, regulation, adoption and implementation. This presentation reviews the key issues of innovation in the NHS, concentrating on the complex mechanisms necessary for the development of new ideas by research or clinical experience through to their subsequent implementation into widespread clinical practice. A number of these activities will fall under the broad heading of knowledge transfer, and these components of knowledge transfer which are specific to a large centralise health service, as well as those which are relevant to the health sector in general, will be examined and discussed.

**Biography**  
Professor Mike Smith has worked in the University sector as Pro Vice Chancellor for Research, Knowledge Transfer and Enterprise. He has also held senior positions in the NHS in Clinical Science and research and development. His extensive experience of healthcare and medical devices has extended into the commercial sector, particularly the commercialisation of innovations and company formation. He is currently Chair of Medipex Ltd. and The Institute of Knowledge Transfer.
Prof Cecilia Zanni-Merk
INSA Graduate School of Science and Technology, University of Strasbourg, France

“Research collaborations with SMEs in France”

Abstract
This talk will present the different available possibilities for research collaborations between the Universities and the SMEs in France. These possibilities include all the range between research collaboration and pure service provision. Several aspects need to be taken into account to choose the correct option, in particular, intellectual property aspects and the obligation (or not) for the University to get results. Some examples of projects will be presented with the lessons learned with each of them.

Biography
Cecilia Zanni-Merk is an associate professor at the INSA Graduate School of Science and Technology of Strasbourg (France) where she teaches Artificial Intelligence, Numerical Analysis and Programming to engineering students.

Dr. Zanni-Merk is also the deputy head of the Data-Mining, Theoretical Bioinformatics and Stochastic Optimisation (BFO) team of Engineering, Imaging and Computer Science laboratory (ICUBE). Her main research interests are in conceptual representation and inference processes applied to problem solving in Engineering. During the last years, she has been working closely with SMEs in Alsace to promote innovation and competitiveness.
Dr Susan Whoriskey
Senior Vice President
Moderna Therapeutics

“Do YOU believe it's important and it has never been done before? Then just DO it! Lessons from the Boston Biotech ecosystem”

Biography
Prior to joining Moderna in June 2011, Susan was Founder of Whoriskey Associates, a biotechnology consulting firm. She also served as an Entrepreneur in Residence at the MIT Entrepreneurship Center. She was on the Founding Executive Teams of Momenta Pharmaceuticals (MNTA) from 2002 to 2007 and Cubist Pharmaceuticals (CBST) from 1993 to 2001. At Momenta, Susan had leadership responsibilities for Corporate Development, Scientific Licensing and Intellectual Property Strategy. Momenta achieved an IPO, two filings for Marketing Approval with the FDA, and FDA approval to launch generic enoxaparin. At Cubist, Susan had leadership roles in Scientific Licensing and Intellectual Property Strategy. She was part of the IPO team and the diligence and deal teams that in-licensed Cubicin® which was successfully developed by Cubist and approved for marketing by the FDA. From 1989 to 1993 Susan was a research fellow in Molecular Genetics at Harvard Medical School with Nobel Laureate Dr. Jack Szostak. She holds a BS in Microbiology from University of Massachusetts-Amherst and a Ph.D. in Molecular Biology and Molecular Genetics from University of California Los Angeles. Dr. Whoriskey also serves as a member of the Clinical Translational Research and Innovation Centre’s (C-TRIC) International Advisory Panel. C-TRIC, the award-winning clinical research facility based at Altnagelvin Hospital in Derry, was developed as a joint partnership between the University of Ulster, the Western Health and Social Care Trust and Derry City Council.
Norman Crowley
Founder of 'The Cloud', Europe's largest Wifi Operator, 'Inspired', Server Based Gaming Domains, 'Trinity Commerce' and now 'Crowley Carbon'.

“Technology Entrepreneurship”

Biography
Norman Crowley is a serial technology entrepreneur. He has founded several successful technology ventures since the age of 26, including "The Cloud" Europe's largest Wifi operator, "Inspired", Trinity Commerce, and most recently, Crowley Carbon. In 1996 at the age of 26 Norman founded his first technology company Trinity Commerce, an eCommerce services company. By 1999 Norman had grown the business to 5 countries and 150 people. Three years later Trinity was sold to Eircom Plc. In 2001 Norman co-founded Inspired Gaming Group with 8 people in the UK. By 2006 Inspired was the largest player in the world in the area of Server Based Gaming (SBG) and floated on the London Stock Exchange. It had grown to 2500 people and had revenues of US$500m. Norman also co-founded “The Cloud”, Europe’s largest Wifi operator. This business sold to Rupert Murdoch for circa €80m. In 2008 Crowley Carbon was born and Norman's ambition to help corporations reduce energy consumption in their businesses took shape. Crowley Carbon has patented a range of technologies to reduce waste. Their products reduce energy use in everything from industrial chillers, large motors all the way through to high efficiency heat exchangers.

Norman is on the board of First Step Georgia, a charity looking after neglected/disabled children in Georgia (former Soviet Union). He is also on the board of I2E2 (Innovation for Ireland’s Energy Efficiency) a government sponsored Technology Centre, established to facilitate research. The I2E2 research focus is on energy efficiency improvements in factories, plant, equipment and buildings. The innovations will enable the Irish manufacturing industry to improve competitiveness via breakthroughs in energy efficiency and cost reduction.
Dr. Harry Hatzakis
Founder and CEO
Biotronics3D

“Believe: It can be done”

Biography
Dr. Harry Hatzakis, PhD, is an experienced executive with a strong technical and commercial mind-set, highly driven to deliver shareholder value based on innovative product and business strategies and strong revenue growth. His passion for exploiting early-stage technologies led him to a career progressing from R&D through Product Management to Strategic Global Marketing to Executive positions in the international health care ICT market, working with companies in the UK and USA. The last venture he founded, Biotronics3D (www.biotronics3d.com) grew from a one man operation to the most innovative company in the industry which is transforming the face of a market. With an engineering background, he is regularly presenting highly complex concepts to institutional investors, senior management teams and stake-holders based on experience ranging from engineering software to medical devices and medical imaging. His current research is on the commercialisation of early stage technological innovation.

Harry studied in Greece and Imperial College, London. He resides in London, UK.
Ciaran Duffy
Enterprise Ireland

“Research and Enterprise Funding from Horizon 2020”

Biography
Ciarán holds a B.Sc. (Hons) in Analytical Science and a Ph.D in Biotechnology from Dublin City University. Part of his work for his Ph.D. was spent working on the development of microfluidic devices for bioanalysis at the University of Alberta, Edmonton, Canada, and using in-house constructed capillary electrophoretic instruments for subcellular analysis at the University of Minnesota, Minneapolis, Minnesota, USA. Following completion of his PhD, Ciarán spent some time working at the National Research Council, Halifax, Nova Scotia, Canada, before returning to work for a number of years at the University of Minnesota. Here he specialized in the design and construction of microfluidic devices for the analysis of subcellular components. Following on from this in 2002 he returned to the National Centre for Sensor Research, Dublin City University, securing an IRCSET Postdoctoral Fellowship and continuing to work in the area of microfluidic devices for subcellular analysis. Ciarán has also experience working in the industrial sector, specifically within the diagnostics and pharmaceutical areas where he worked from 2005 until 2008 before joining Enterprise Ireland as a Senior Scientific Officer. Ciarán's current role at Enterprise Ireland focuses on EU funding, specifically, as National Contact Point for FP7 Health, Ambient Assisted Living Joint Programme, as well as states representative for the Innovative Medicines Initiative (IMI).
Carol Keery
Director of Innovation, Research and Technology
Invest NI

“Government support for Innovation and Knowledge Exchange”

Biography
Carol has been working in the economic development arena for over 20 years, across the key areas of enterprise and innovation. She was appointed to the post of Director of Innovation, Research and Technology in April 2008 at a time when Invest NI was reviewing the ways in which it supported businesses to carry out R&D. Since that time she has overseen a programme of comprehensive change to how Invest NI works with businesses to support their R&D activities. Prior to taking up this post Carol was involved in Trade and Policy Development and has a strong background in EU funded programmes.

Conference Dinner Information
Thursday, 11 April 2013, 7.30pm

A courtesy bus will collect attendees at the City Hotel reception and depart at 7pm. There will be a return bus following the dinner.

On Thursday evening April 11th, a conference dinner will take place in the Great Hall, University of Ulster, Magee Campus. The dinner will start at 7.30pm. The dinner will include a starter, main course and a dessert. Vegetarian diets are catered for.
Workshops and Special Sessions

InnovationKT-13 features a number of special sessions and workshops:-

- Horizon2020 Special Session
- BENEFITS Workshop
- Special Session: Facilitating Knowledge Transfer by Structured Compilation and Processing of Data and Information

“Horizon 2020 Special Session”

Peter Walters
‘Collaborative ICT research towards Horizon 2020 - a personal view from a National Contact Point'

Dr Ciaran Duffy
Enterprise Ireland, National Contact Point for Health

Horizon 2020 is the European Union financial instrument implementing the Innovation Union, a Europe 2020 flagship initiative aimed at securing Europe's global competitiveness. Running from 2014 to 2020 with an €80 billion budget, the EU’s new programme for research and innovation is part of the drive to create new growth and jobs in Europe.

Horizon 2020 provides major simplification over previous funding mechanisms through a single set of rules. It will combine all research and innovation funding currently provided through the Framework Programmes for Research and Technical Development, the innovation related activities of the Competitiveness and Innovation Framework Programme (CIP) and the European Institute of Innovation and Technology (EIT). Horizon 2020 will offer major opportunities to those involved in research and knowledge transfer. The Workshop on Horizon 2020 at InnovationKT will explore the ways that the routes can be exploited.
“BENEFITS Workshop”

BENEFITS (Building an Enterprise Network for an Efficient Innovation and Training System) is a project funded under the EU Interreg France (Channel) - England programme.

Benefits involves partners in North France (Le laboratoire IRISE - Institut de Recherche et d’Innovation en Sciences de l’Entreprise - du Ces) and the South of England (Universities of Greenwich and Exeter).

At its core is the building of cross-Channel partnerships and expert networks to support knowledge transfer and innovation in SMEs which improve global competitiveness. The project can be broken down into three main objectives:-

• Structuring a network of stakeholders and establishing transnational exchange programmes
• Ensuring the innovation abilities of people and companies
• Maintaining and developing the industrial and manufacturing fabric

The BENEFITS Workshop at InnovationKT consisted of a sponsored Keynote talk given by Dr Harry Hatzakis, Founder and CEO of Biotronics3D (see Keynotes Speakers pages for more details) and several sessions of contributed papers from project partners on different aspects of the project.
Sponsor Information

Connected: The Knowledge Connection for Business

Universities and colleges have so much to offer the business world that it is hard to know where to begin. Working in collaboration with universities and colleges can bring real and measurable benefits to your bottom line.

Universities and colleges are not just places that produce skilled graduates; they also provide a vast diversity of expertise. The sharing of expertise and resources can prove mutually beneficial to companies and the further and higher education sectors.

Northern Ireland’s universities and colleges are home to a growing wealth of knowledge, which can benefit the Northern Ireland business community and the community at large.

However, for many businesses and organisations who wish to collaborate with a university or college, the challenge can often be to understand what is available and identify the relevant expertise. Through Connected, businesses and organisations suddenly gain access to a significant resource, which can bring about major business benefits.

Funded by the Department for Employment and Learning, Connected is a clear sign that the further and higher education sectors in Northern Ireland are ready and willing to offer their vast pool of expertise, knowledge, research capability and world-class facilities to businesses and the community at large.

For more information on engaging with our colleges and or universities contact Connected Business Development Manager: Lynn Connaughton Tel: 028 9068 4955, email lynn.connaughton@collegesni.ac.uk.
The University of Ulster

The University of Ulster is a modern and progressive institution which engages widely with business and industry in Northern Ireland and beyond – offering a range of contract and collaborative research, consultancy and technology and knowledge transfer services to enable businesses to become more competitive. The University’s Office of Innovation has a base at all four campuses, Belfast, Jordanstown, Magee and Coleriane, and provides a focus for:

• enterprise innovation • networking, research training and development projects • consultancy • funded programmes

The team facilitates business and industry access to a wide range of services and will work in partnership to identify the right contacts within the University to help you to deliver innovative solutions to meet your needs. To find out how we can help your business, contact the Office of Innovation.

www.ulster.ac.uk/au, +44 (0) 28 9036 8019, enquiry@ulster.ac.uk, @ulster2business