

# SciConomy-Conference "Innovation in Europe"

## General Information

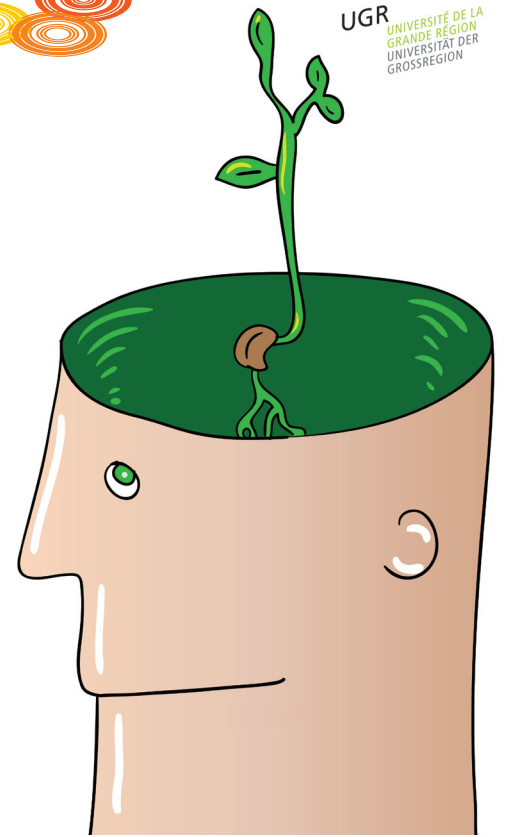
An innovation process begins with the idea for a new product or novel process. Following this so-called invention phase, the idea must be developed into a product and put onto the market. Or the process must be implemented successfully (innovation phase). If these two initial phases run smoothly and successfully, there is a good chance of the product or the process being marketed and established worldwide (diffusion phase).

The cooperation between research centres, start-ups, SME and big businesses will not only be described abstractly at the SciConomy Conference, but will also be presented as a great experience.

Young scientists, doctoral students, graduates and students will be invited from Germany, France, Belgium and Luxembourg to attend the event. Participants from other countries are very welcome, too.

For this the SciConomy Conference in Kaiserslautern has the following three aims:

- To illustrate an innovation process with the aim of giving participants an orientation as to where they stand within the framework of the value chains and innovation processes and experience how they can optimally demonstrate their potential.
- Exemplary presentation of innovation processes and value chains within defined production processes and branches
- The spirit of entrepreneurship should influence the atmosphere of the event immensely through the cooperation of startup companies and doctoral students both of whom will present their areas of competence and the focal point of their research against the backdrop of the concrete economic problems which confront us.



## The Region of Kaiserslautern

The city of Kaiserslautern is the host to the SciConomy Conference "Innovation in Europe" from June 25th to 26th, 2010.

Kaiserslautern is an open-minded European city, the home of well-known scientific institutions. Two of the biggest of these institutes provide the venues of the conference. The Fraunhofer Centre will host the first day of the event and the Kaiserslautern University of Technology the second.

The German Research Centre for Artificial Intelligence (DFKI), also one of the most important scientific institutes of the city will coordinate one of the three events on innovation processes presenting an important part of the SciConomy Conference. Other institutes which shape the scientific

world in Kaiserslautern are the Institut für Verbundwerkstoffe (IVW), the Institut für Oberflächen- und Schichtanalytik (IFOS) and the Institut für Arbeit und Technik (ITA).  
Information: [www.Science-Alliance.de](http://www.Science-Alliance.de)

Representing the business side, the firms Keiper, Adam Opel, Freudenberg and John Deere are regarded as the most important employers in the region.

For young technological entrepreneurs especially from the areas of information and communication technology, the Business + Innovation Center Kaiserslautern (bic) as well as the PRE-Park offer excellent start-up conditions. Finally, the recently established Office for Entrepreneurs (Gründungsbüro der TU & FH Kaiserslautern) supports students and scientists in their individual founding projects, focusing on the early stage of developing business ideas.

### Cooperation Partners



Gefördert durch den Europäischen Fonds für regionale Entwicklung im Rahmen des Programms INTERREG IVA Großregion  
Die Europäische Union investiert in Ihre Zukunft.

# Agenda SciConomy-Conference “Innovation in Europe”

**25th of June 2010, Introduction to the Event and Innovation Processes**  
 (Location: Fraunhofer Zentrum, Fraunhofer-Platz 1, Kaiserslautern)

- 2.00 pm Welcome at the Fraunhofer-Zentrum, Kaiserslautern
- 2.05 pm **Introduction to the innovation management: how to become an inventor?**  
*Sultan Haider, Head Innovation Think Tank, Siemens AG*
- 2.45 pm **The innovation process as an orientation for career beginners and business founders**  
*Dr. Carsten Hutt, Founder and Managing Director, SciConomy*
- 3:00 pm **Panel discussion: What type am I? Entrepreneur or dedicated employee? Discussion with experts from science and economy**
- 3.30 pm Break
- 4.00 pm Introductory lectures concerning the three innovation processes and the production chains:
- **From a research project to a market success: the NEPOMUK-project as best practice for technological dialogue**  
*Dr. Ansgar Bernardi - Deputy Head - Knowledge Management Research Department , German Research Center for Artificial Intelligence*
  - **Commercial Industry: Innovation processes and future perspectives in a fascinating branch**  
*Dr. Barbara Jörg, Managing Director Commercial Vehicle Cluster*
  - **Sustainability: Necessity for society and economy – a chance for highly motivated graduates**  
*Prof. Dr. rer. nat. Jochen Kubiniok, Saarland University / Jörg Sperling and Hansjörg Bohnenberger, Sperling Solar GmbH - Gesellschaft für Erneuerbare Energien*
- 6.00 pm Reception for science and business at the Kaiserslautern University of Technology Kaiserslautern (Foyer 42-foy)

**26th of June 2010 Chances and Innovation Processes (Location: Foyer 42-foy, Kaiserslautern University of Technology)**

Topics and Coordinators	Innovation process A: The <i>Semantic Desktop</i> Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI GmbH)	Innovation process B: <i>Sustainability</i> University of the Greater Region (UGR)	Innovation process C: <i>Commercial Vehicle Technologies</i> Commercial Vehicle Cluster
8.30 am	Welcome at the Kaiserslautern University of Technology		
9.00 am	<u>Invention phase:</u> 1 workshop: • <b>Re-thinking the Nepomuk Project (DFKI GmbH)</b>	<u>Invention phase:</u> 2 workshops in parallel • <b>Getting more for less – reducing the cost of solar energy (University of Luxembourg)</b> • <b>Energy Efficiency of Luxembourg's new buildings (University of Luxembourg)</b>	<u>Invention phase:</u> 1 workshop • <b>Interdisciplinary workshop „applications for nano-composites“ (Institut für Verbundwerkstoffe (IVW))</b> • <b>Innovation in a smaller-scale mid-sized enterprise (DBK David+Baader GmbH)</b>
10.30 – 11.00 am	Coffee Break		
11.00 am	<u>Innovation phase:</u> 2 workshops in parallel: • <b>How can an idea change the world (Gnowsis)</b> • <b>Potential links to Nepomuk (Actimage GmbH und Co. KG)</b>	<u>Innovation phase:</u> 2 workshops in parallel • <b>Innovation in water floor heating systems (OPAL-systems, Belgium)</b> • <b>Tools to support the creation of innovative start-ups (Luxinnovation)</b>	<u>Innovation phase:</u> 2 workshop in parallel • <b>Just a nice idea or real innovation? (ITK engineering AG)</b> • <b>Innovation in safety and comfort (Grammer AG)</b>
12.30 – 1.30 pm	Lunch		
1.30 pm	<u>Diffusion phase:</u> 1 workshop • <b>Workshop SAP Research (SAP AG)</b>	<u>Diffusion phase:</u> 2 workshops in parallel • <b>Diffusion through innovative cross-border cooperation (Materialia, Metz)</b> • <b>Renewable Energies (Sperling Solar GmbH)</b>	<u>Diffusion phase:</u> 1 workshop • <b>Innovation Management (euro engineering AG)</b>
3.00-6.00 pm	Exhibition: Ideas, markets, cross-border perspectives		

**Free access, registration required: [www.SciConomy.eu](http://www.SciConomy.eu) | Number of participants limited! Registration deadline: 21<sup>st</sup> of June 2010 | For further information please visit our website [www.SciConomy.eu](http://www.SciConomy.eu)**