

# **A Larger Europe in a Smaller World**

## **Opportunities and Challenges of a Growing R&D Community**

**EIRMA Annual Conference**

**Hilton Budapest**  
**3-5 June 2009**



**Announcement**

# Conference Announcement

## Annual Conference Overview

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The business world and the industrial R&D world are currently facing great challenges – amongst others an unprecedented economic crisis – and at the same time meeting new opportunities for entering innovative partnerships in Europe and worldwide.

This Conference provides the opportunity to explore the R&D potential in Central and Eastern Europe and parts of Asia, to assess the new global context for R&D and the challenges and opportunities that will be provided by the radical changes that lie ahead.

The event provides an opportunity to review your most challenging management issues with the most experienced group possible – your professional colleagues who work in other companies and face similar issues. During the Conference, delegates will:

- Engage in a frank discussion about the increasing need for innovation in times of economic pressure and how to achieve this; about the global R&D challenges for radical changes now and in the future; and about the role that new enabling structures in Europe can play, such as the European Institute of Innovation and Technology (EIT)
- Hear about the ways used to develop R&D organisations that are prepared for these challenges
- Discover how the long-lasting traditions of innovation in Hungary and abroad by people of Hungarian origin are shaping developments around the world
- Learn about the experience of companies doing R&D in the new EU-countries of Central Europe as well as in Russia and Turkey
- Hear and discuss R&D in India and China and distil lessons from the interactions between profoundly different cultures and how they can cross-fertilise and inspire Western organisations
- Gain a better understanding of today's burning issues – for younger staff as well as senior managers
- Explore how to attract more people to address these challenges and issues by taking up careers in science, technology, and industry.

## Who Should Attend

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This Conference is intended for people who work at all levels within corporate and business functions supporting research, technology, innovation and product development.

Directly relevant to the issues faced by senior management, we are also keen to address the concerns of younger people working within today's and tomorrow's global settings for R&D and innovation, to explore their burning issues as well as those of senior managers, and to assess the attractiveness of careers in science and engineering.

For this reason, each senior delegate is encouraged to bring along a young "high potential" colleague (ideally below the age of 35). Special conference rates are proposed to those who want to take advantage of this offer.

The benefits of participating come primarily from cross-fertilisation of ideas and experiences. The audience will include a broad cross-section of people from the European business community and beyond, including Hungarian business as well as academic and government groups.

A full social programme is proposed for delegates and their partners.

## Conference Venue

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The Conference (with accommodation) will be held at the Hilton Budapest Hotel, Hess A. ter 1-3, Budapest, Hungary H-1014 - Tel +36 1 889 66 00 – [www.budapest.hilton.com](http://www.budapest.hilton.com)

# Conference Announcement

## A Larger Europe in a Smaller World Opportunities and Challenges of a Growing R&D Community

### Wednesday 3 June

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- 14:00** “Meet the locals”, a showcase of Hungarian innovation and an opportunity to discuss developments with members of the local business community
- 19:30** Welcome reception

### Thursday 4 June

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- 09:00** Welcome address and Introduction by the EIRMA President, Dr. Leif Kjærgaard
- 09:10** Hungary: home of famous inventors
- Hungary and other Central and Eastern European countries have contributed scientific and technological advances to the world. Budapest is becoming a technology hub and centre of entrepreneurship.
- Ø **Prof. Dr. Norbert Kroó**, *Vice President at the Hungarian Academy of Science Honorary Member of several national and European Academies, member of various societies (Physical, Nuclear, National Geographical), Member of many national and international committees and councils, winner of different prizes, including the Alexander von Humboldt Prize*
- 09:50** Recession: when innovation is needed more than ever
- What does the current financial and by now economic crisis mean for applied research? Is innovation more than ever a key driver out of the recession? What does the future have in store for innovative companies?
- Ø **Bertrand Collomb**, *Président d'Honneur, former CEO of Lafarge President of the Institut des Hautes Etudes pour la Science et la Technologie (IHEST) and Member of the Governing Board of EIT*
- 10.30** Coffee break



- 11:00** Promoting a new culture of innovation and entrepreneurship: the EIT
- Ø **Dr. Martin Schuurmans**, *Chairman of the Governing Board of EIT From 1985 to 1991, Professor of Solid State Physics at TU/Delft. At Philips, Martin Schuurmans headed the solid state research at Philips Laboratories in Briarcliff, NY in the USA. He was Chairman of the Philips Research Laboratory in the Netherlands, CEO of the global Philips Industrial Technology Centre, and heading Innovation and Industry at Philips Medical Systems PMS in Boston, USA. In 2005 he founded the Sino-Dutch Biomedical School of Information Engineering (BMIE) in Shengyang, China, where he was Dean until 2007*

# Conference Announcement

## 11:45 Effective responses to global challenges: Joining forces for a better world

Ø **Peter Dröll**, *Head of Unit, Innovation Policy Development, DG Enterprise & Industry*  
*Previously DG Environment, Member of Cabinet, Commissioner Günter Verheugen, Member of Poland Team, DG Enlargement, Assistant to Director General Enlargement, Head of Cabinet, Commissioner Janez Potočnik*

Ø **Anneli Pauli**, *Deputy Director-General: Development of the European Research Area, DG Research*  
*Previously Research Manager at The Nessling Foundation, Senior researcher at the Water and Environment Research Institute of Finland, Senior adviser at the Finnish Ministry of the Environment, Senior lecturer at the Helsinki University of Technology, Secretary General, Research Council for Environment and Natural Resources, Academy of Finland and Vice President (Research), Academy of Finland*

**Possible challenges** to be addressed might include: recession, energy, demography, food, water, and environment. These major issues require global approaches. R&D has been a pioneer in building a global community, and so has the movement of the EU eastwards. Talented people in Eastern, Central, and Western Europe join the effort to create mutually beneficial outcomes. How shall we overcome the barriers in the near future?

The speakers are invited to share their visions with the audience, from the perspectives of their organisations.

## 12:50 Morning session's headlines: Main Issues and Main Responses

## 13.00 Lunch



### Case Studies: R&D in and from India and China

## 14:00 Dancing with the dragon: the pros and cons of doing R&D in China

Ø **Prof. Dr. Jacques Joosten**, *Director of Corporate Technology, DSM*

## 14:20 Walking with the elephants: the pros and cons of doing R&D in India

Ø **Dr. Geoff Nesbitt**, *Technology Manager Innovation and Research, Shell Technology India, Bangalore*

Ø **Balkumar Marthi**, *Department Director, Advanced Food Microbiology, Unilever Food and Health Research Institute*

These presentations will look into the benefits of doing R&D in China and India (e.g. cultural cross-fertilisation, talent) as well as the drawbacks (distance, IP ownership, language, culture, etc.)

## 15.00 Coffee break

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## 15:30 Panel Discussion: What we can learn from India and China

R&D in China and India is different to that in Europe and US, both in quantity and quality. Which new and different ideas based on the cultural roots can inspire Western companies to improve their R&D management? A challenging discussion with members working in China, India, Europe and US

Ø *Chairman and moderator: **Dr. Léopold Demiddeleer**, Future Businesses Director, Central Management Research & Technology, Solvay Assisted by **Prof. Dr. Dietmar Theis**, formerly Siemens With input from **Prof. Dr. Jacques Joosten**, Director of Corporate Technology, DSM, **Dr. Geoff Nesbitt**, Technology Manager Innovation and Research, Shell Technology India, **Dr. Balkumar Marthi**, Department Director - Advanced Food Microbiology, Unilever and the EIRMA “Effective Global R&D” Focus Group*

## 16:15 Round Table Discussions

Ø *Chairman, challenger and moderator: **Jan-Eric Sundgren**, Senior Vice President, AB Volvo and Convenor of the European Round Table of Industrialists’ Working Group on Societal Changes*

### **Attracting young people to science, technology, and industry**

Moderated discussion with representatives from EU- and national-level initiatives as well as **Dr. Léopold Demiddeleer**, Future Businesses Director, Solvay; **Prof. Dr. Dietmar Theis**, formerly Siemens, **Dr. Martin Schuurmans**, **Caroline Jenner**, CEO, JA-YE Europe, **Dr. Markus Müller-Neumann**, Science Relations and Innovation Management, BASF, **Dr. Friedrich Pinnekamp**, Vice President Group R&D, ABB

### **Helping future R&D managers**

Discussion of those most challenging management issues related to globalisation of R&D perceived by several “high potential” managers from different companies. **Dr. Leif Kjærgaard**, Founder, Leif and Food Science, **Dr. Friedrich Pinnekamp**, Vice President Group R&D, ABB

## 17:45 **Afternoon session’s headlines: Main Issues and Main Responses**

**Distribution of the “Puzzle Pack”:** a challenging exercise for the evening...

## 18:00 **Closing First Day**

## 19:00 **Drinks followed by free evening**



# Conference Announcement

Friday 5 June

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**08:30 Welcome and introduction by the EIRMA President**

Solution to the Puzzle Pack

**08:45 Case Studies**

**Go East: Poland**

*What ABB learned on this journey*

Ø **Dr. Marek Florkowski**, Director (CEO), ABB Research Centre Poland

**09:10 Go East: Hungary**

1) *What Bosch learned on this journey*

Ø **Gyula Gondos**, Head Development, Robert Bosch Power Tool

2) *What Knorr-Bremse learned on this journey*

Ø **Prof. Dr. László Palkovics**, Director Advanced Engineering and Processes, Knorr Bremse, Budapest

**10:00 Go East: Russia**

*What Siemens learned on this journey*

Ø **Dr. Martin Gitsels**, Vice-President and Head of Corporate Technology, Siemens, Russia

**10:30 Coffee break**



**11:00 Managing R&D in Turkey, including off-shore collaborations**

Ø **Dr. Cemil Inan**, R&D Director, Arçelik

**11:25 Discussion**

**12:00 Changing the Game**

Ø **Lars Kolind**, Chairman of the Board of the Poul Due Jensen Foundation (Grundfos), Serial entrepreneur and author of "The Second Cycle – Winning the War against Bureaucracy", Wharton School Publishing 2006

**13:00 Lunch**



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**14:15 Exchanging best practice**

Ø *Chairman, challenger and moderator: **Lars Kolind**, Chairman of the Board of the Poul Due Jensen Foundation (Grundfos)*

Discussion around conference tables of Members' burning R&D management issues, taken from a questionnaire

**15:00 Second day's headlines: Main Issues and Main Responses**

**15:15 Conclusions and Take-away Messages**

Feedback and highlights from the various sessions

**15:45 Chairman's Closing Remarks**

**16:00 Coffee break**



**16.30 EIRMA General Assembly**

*For Representatives or Alternates of member companies*

**17:30 Conference ending**

**19:00 Conference Dinner**



***Pre-dinner talk:***

***"Genetic fingerprinting: a story of scientific serendipity"***

***by Professor Sir Alec Jeffreys***

*Royal Society Wolfson Research Professor at the University of Leicester, UK  
Inventor of DNA fingerprinting and recipient of numerous honours and awards including the  
Lasker, Heineken and Louis-Jeantet Prizes in biomedicine  
One of the 5 finalists for the 2008 Finnish Millenium Technology Prize*

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## Social Programme

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### Wednesday 3 June

14.00-17.00

#### City Tour

Highlights of the city, including the Millennium Memorial, the Opera House, the neo-Gothic Parliament. On the other side of the Danube, top of the Gellért Hill at the Citadel where one can enjoy the best panoramic view of the city, then back to the Castle District in Buda. The most important buildings are the Matthias Church, the Royal Palace and the Fishermen's Bastion, near the Hilton hotel.

### Thursday 4 June

09.00-17.00

#### Art Nouveau (Museum of Applied Arts), Opera

Built between 1893 and 1896 by Ödön Lechner, 'the Hungarian Gaudi', the building illustrates the Secession style, with a strong oriental inspiration. It contains permanent and temporary exhibitions. After lunch, visit to the sumptuous Opera.

### Friday 5 June

09.00-17.00

#### Art & Music in Old Buda, Beautiful Churches

Art & Music, lunch in traditional restaurant, then typical churches: the Synagogue, a Greek Eastern Orthodox Church, a Roman Catholic Church, the Saint Stephen's Basilica.

19.00-23.00

#### Conference Dinner

#### Old Metro & Restaurant Gundel

Privatised underground (1<sup>st</sup> line in continental Europe, built in 1873), then dinner at the famous Restaurant Gundel (Elisabeth Ballroom), one of the best in Central Europe, recalling the atmosphere of the turn of the century. Opened more than 100 years ago, it is one of the world's top ten restaurants.

### Saturday 6 June

09.30-17.00

#### The Puszta

Exotic visit to a very typical region, and demonstrations (horse carriages, horse show...)