



# Universities and Enterprises: An old relationship in permanent renewal

**Final Conference GOODUEP project**  
26 – 27 November 2009 · Valencia, Spain  
[www.gooduep.eu](http://www.gooduep.eu)

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Education and Culture DG

Lifelong Learning Programme



## Objectives

The project “Good Practice in University-Enterprise Partnership” (GOODUEP) is supported by the European Commission (Directorate General for Education and Culture, European Commission). Its main purpose has been to look into university-enterprise partnerships in six European countries and to identify a set of in-depth case studies that may be considered as good practice in UEPs.

This conference will not only present the main outcomes of the GOODUEP project: it wants to go beyond a mere stock-taking exercise and plans to provide a forum for a discussion on how universities and business may best build up mutually beneficial relationships. Representatives of public authorities and experts in the theme will join enterprise and university leaders to look at what has already been done in UEPs in Europe and at the options for their future development, with a view to providing suggestions about what governments, universities and business should do in order to increase the benefit each side expects from this cooperation.

## Programme

Simultaneous translation English-Spanish will be available

### Thursday 26 November 2009

- 9.30** Opening session
- Belén Bernaldo de Quiros, Head of Unit, Directorate General for Education and Culture, European Commission.
  - Juan Tomás Hernani, Secretary General for Innovation, Spanish Ministry of Science and Innovation.
  - María Amparo Camarero, Secretary for University and Science, Regional Government of Valencia.
  - Juan Juliá, Rector, Valencia University of Technology.
- 10.15** **PANEL 1: GOOD PRACTICES IN UNIVERSITIES-ENTERPRISES PARTNERSHIPS: MAIN RESULTS OF THE GOODUEP PROJECT**  
Chair: Javier Vidal, University of León.
- Jose-Gines Mora, IoE, University of London.  
“Good practices in universities-enterprises partnerships: more than it seems, less than it should be”.  
Marek Kwiek, Adam Mickiewicz University of Poznan.  
“Good examples of university enterprise partnerships”.
- 11.30** Break
- 12.00** **PANEL 2: UNIVERSITIES-ENTERPRISES PARTNERSHIPS POLICIES: WHAT HAS BEEN DONE?**  
Chair: José Miguel Carot, Valencia University of Technology.

- Guy Haug, Valencia University of Technology.

“European policies on universities-enterprises partnerships”.

- Marti Parellada, Fundación CYD.

“The contribution of Spanish universities to development”.

13.30

Lunch

15.00

**PANEL 3: OTHER CONCLUSIONS FROM THE GOODUEP PROJECT**

Chair: Michael Shattock, IoE, University of London

- Stefano Boffo, National Research Centre of Italy.

“University and Industry in Italy: a difficult relationship”.

- Christian Schneijderberg, University of Kassel.

“Opportunities and Dangers of Partnerships - Towards improved Enterprise-Relevant Higher Education”.

- Paul Temple, University of London.

“University and Knowledge Production: External Partners and Internal Embeddedness”.

- Maarja Soo, University of Twente.

“Public entrepreneurship: University strategies for knowledge transfer and UEPs in the Netherlands”.

17.00

End of the sessions

20:00

Dinner (Restaurant “La Ferradura”)

**Friday 27 November 2009**

9.30

**PANEL 4: TWO ON-GOING PROJECTS ON UEPs**

Chair: Carlos Ochoa, University of the Basque Country.

- Norbert Voith, Amadeus Association Transnational Education, Vienna.

“CDOnet Careers Development Offices network”.

- José-Miguel Carot, Valencia University of Technology.

“Measuring third mission activities?”.

10.00

**PANEL 5: THE FUTURE OF UEPs I**

Chair: Guy Haug, Valencia University of Technology.

- Belén Bernaldo de Quiros, Head of Unit, Directorate General for Education and Culture, European Commission.

- Richard Brown, Former Chief Executive, The Council for Industry and Higher Education, UK.

- Michael Shattock, IoE, University of London.

“Should third stream become a third leg of the core business of universities?”.

11.30

Break

12.00

**PANEL 6: THE FUTURE OF UEPs II**

Chair: José-Ginés Mora, IoE, University of London

- Justo Nieto, former Rector of the Valencia University of Technology and President of Fundación Globalidad y Microeconomía.

- Emma Fernández, Director of INDRA.

- Tony Ades, Director of manufacturing, Ford.

13.30

Closing session

- María José Vieira, University of Leon.

Summary of the Conclusions.

- Authorities.

Closing words.

14.00

“Paella”



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### Registration

[www.gooduep.eu](http://www.gooduep.eu)

Conference fee: 100 €

Registration deadline: 20 November 2009

### Conference Venue

Valencia University of Technology

Conference Center "Paraninfo"

Campus de Vera, Meeting Point 1, Building 3A

46022 Valencia, Spain

### Contact us

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