

"Bridging the Gap between Higher Education and Industry & Commerce:



Universities as Centres of Entrepreneurship Training and Technology Transfer"

HRK German Rectors' Conference
The Voice of the Universities

Draft Conference Programme (as of 17 August 2004)

Sunday, 19 September 2004

throughout the day	Arrival of participants
19:00	Evening reception at Hotel Saraj

Monday, 20 September 2004

Opening Session

9:00	Opening Statements Professor Boris Tihi, Rector, University of Sarajevo Professor Stefan Hormuth, Vice-President, HRK Professor Lazar Vlasceanu, Vice-Director, UNESCO/CEPES
10:00	Discussion Chair: Professor Stefan Hormuth
10:30	Coffee Break

Session I
Universities as Providers of Entrepreneurship Training

Chair: N.N.

11:00 *Entrepreneurship Training at University of Applied Sciences Gelsenkirchen*
Professor Christine Volkmann, Institute for Innovation and Entrepreneurial Studies, Gelsenkirchen University of Applied Sciences, Germany

11:30 *Entrepreneurship Training at the University of Wuppertal*
N.N., University of Wuppertal, Germany

12:00 *How to Develop Entrepreneurship Education at Non-entrepreneurial Universities ?*
N.N., University of Zagreb, Croatia

12:30 Discussion

13:00 Lunch Break

Session II
Universities as Initiators of Technology Transfer and Incubators

Chair: N.N.

15:00 *The Steinbeis-Foundation and the Steinbeis Transfer Centres*
Herr Uwe Haug, Head of International Affairs, Steinbeis-Foundation, Steinbeis University Berlin, Germany

15:30 *Technology Transfer at NOSIC, Novi Sad*
Professor Vojin Šenk, University of Novi Sad, Serbia and Montenegro

16:00 *Knowledge Transfer and Marketing Strategies at Fudan University, China*
Professor Yuliang Yang, Fudan University, Shanghai, P.R. China

16:30 Discussion

17:00 End of First Conference Day

19:00 Dinner for Conference Participants

Tuesday, 21 September 2004

9:00

**Session III
Parallel Workshop Sessions**

**Workshop A:
Recommendations for Curricula Development in
Entrepreneurship Training**

Chair: Professor Milan Kosevski, Dean, Faculty of
Mechanical Engineering, University of Skopje,
Republic of Macedonia

Input Statement by
Professor Peter Schulte, Rector, Gelsenkirchen University of Applied
Science, Germany

**Workshop B:
Recommendations for Establishing Successful Transfer
Centres and Business Incubators**

Chair: Professor Lazar Vlasceanu, Vice-Director,
UNESCO/CEPES

Input Statement by
Herr Uwe Haug, Head of International Affairs, Steinbeis-
Foundation, Steinbeis University Berlin, Germany

Discussion

11:00

Coffee Break

11:30

Reports from the two workshops sessions (Rapporteurs)

12:00

**Concluding Panel Discussion:
How Can Universities Succeed in Educating Young
Entrepreneurs and Initiating Technology Transfer?**

Chair: Professor Stefan Hormuth, Vice-President, HRK

Panel Members:

- Professor Klaus Semlinger, Vice-President, FHTW Berlin,
Germany
- Professor Mirsad Djonlagic, Vice-Rector, University of Tuzla,
Bosnia and Herzegovina (tbc)
- Professor Ivan Leban, Vice-Rector, University of Ljubljana,
Slovenia (tbc)
- Wolfgang Wenzel, VW Sarajevo, Bosnia & Herzegovina (tbc)
- Indira Prljaca, Director, Tuzla Agency for Local Development
Initiatives (TALDi)
- Representative of Association of Employers in Federation of
Bosnia and Herzegovina

13:45

Closing Statement and Adoption of Recommendations

14:00

End of Conference and Lunch for Conference Participants