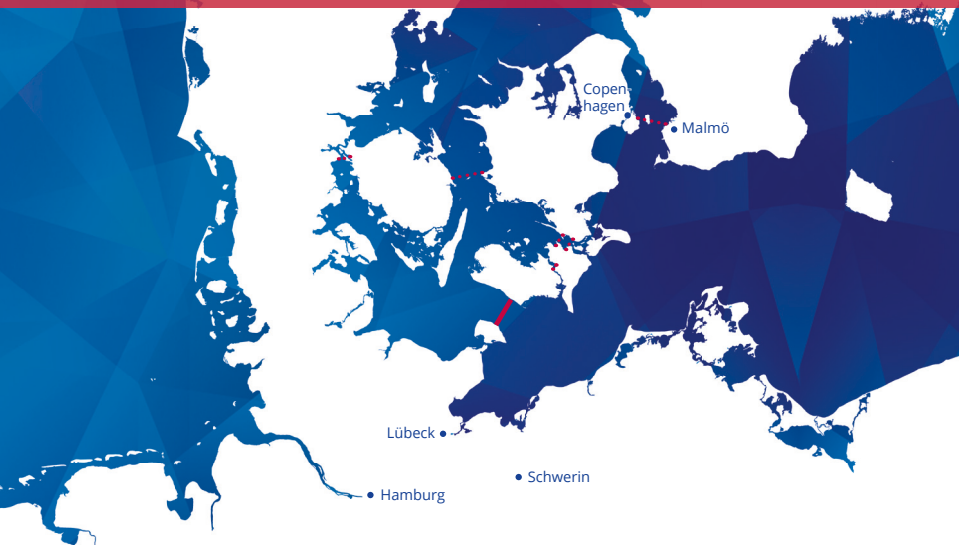


BUSINESS AND SCIENCE.

TWO WORLDS. ONE IDEA.
A COMMON APPROACH?



FEHMARNBELT BUSINESS COUNCIL
For Growth, Development & Integration

CONCLUSIONS
HafenCity University Hamburg
2016



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FEHMARNBELT DAYS 2016 – SESSION “BUSINESS AND SCIENCE. TWO WORLDS. ONE IDEA. A COMMON APPROACH?”



Siegbert Eisenach



Michael Svane

Integrating business and science is of utmost importance for a prospering growth region around the Fehmarnbelt. With several universities and research institutions as well as two (in the near future: three – DESY, MAX IV, and ESS) large scale research infrastructures on the one hand and numerous innovative businesses and leading industrial companies on the other hand, the Fehmarnbelt Region has great potential for cross-border business-science collaboration between Denmark, Germany and Sweden.

Cooperation can be implemented in many different ways: companies can engage in higher education to train and gain bright people. Companies can boost their knowledge and leverage resources when working together with universities or research organisations to meet their technological challenges. Companies can get involved in research projects to explore new scientific paths and to build strong networks. A strong scientific infrastructure is an economic asset for the region as a whole: top class research institutions and universities do not only provide high-quality jobs, demand service supplies and contribute to the over-

all attractiveness of the region for investment purposes, but they indeed bear great potential to attract world-class researchers / talents to the Fehmarnbelt region.

Under the headline “Business and Science. Two worlds. One idea. A common approach?” leading representatives from well-known and high-profile companies and institutions of the Fehmarnbelt Region presented examples and best practices of business-science collaboration in the context of the Fehmarnbelt Days 2016 in Hamburg on 21st September 2016. This allows us to learn from each other and to share innovative ideas on how to enhance the quality and quantity of cooperation across borders.

With this summary of the event we enrich the debate!

Siegbert Eisenach
FBBC Chairman

Michael Svane
FBBC Vice Chairman

BUSINESS AND SCIENCE: TWO WORLDS. ONE IDEA. A COMMON APPROACH?

21st September 2016

Moderator: Pia Kinhult, European Spallation Source ERIC

14.00 Welcome

Siegbert Eisenach, Chairman,
Fehmarnbelt Business Council

14.10 Key Note: Creating a future for business and science

Jürgen Kupper, Chief Business Development Officer,
2curex GmbH

14.30 Higher education: Working together to train and gain bright people

Prof. Dr. Michael Höbig, Manager, Ramboll Management Consulting GmbH, Director Digital Innovation Lab and Professor for Logistics at HSBA Hamburg School of Business Administration

14.50 Technology transfer: Learning from each other to boost knowledge and to leverage resources

Dr. Arik Willner, Chief Technology Officer,
Deutsches Elektronen-Synchrotron DESY

Anna Stenstam, Chief Executive Officer, CR Competence AB

15.20 Research projects: Joint commitments and strong networks to meet scientific challenges

Nils Reimers, Global Manager R&D, Funding & Reimbursement,
Stryker Trauma GmbH

15.35 Panel debate: One region. A common approach? Exploiting the scientific and technological potential of the Fehmarnbelt region

Speakers from above

Prof. Dr. Gunnar Prause, Professor for Business,
Wismar University of Applied Sciences,
Tallinn University of Technology

Prof. Dr. Andre Röhl, Northern Business School –
Hochschule für Management und Sicherheit

16.20 Wrap-Up

Michael Svane, Vice Chairman,
Fehmarnbelt Business Council

16.30 End of FBBC Event

Language: English

CREATE favourable conditions for transnational business making.

The speakers underlined that in order to foster cross-border business-science cooperation market access conditions should be more transparent. Using the example of the medical sector, information on the different reimbursement schemes for example is much appreciated in order to figure out how products developed in one country can also be distributed in the other European countries. Knowledge and transparency on reimbursement schemes is seen as a key factor for bringing new products into the market.

Furthermore, a lack of cross-border Danish-Swedish-German EU funding possibilities was identified: Existing funding schemes cover either only regional and national or EU-wide schemes, but do not focus specifically on the Fehmarnbelt countries – Specific interregional funding schemes such as the EU's Interreg programmes are not suitable either.

"There are very good programmes to support R&D in academia and SMEs in the life science industries. However, to bring innovative diagnostics and therapeutics to national markets requires both regulatory approval and a clear reimbursement scheme. Networks and funding programs that facilitate know-how exchange on market access would help a lot in this regard."

Jürgen Kupper, Ph. D., Chief Business Development Officer, 2curex GmbH

MAKE scientists think more entrepreneurial!

While plenty of research is carried out in the various institutions in the Fehmarnbelt Region, the step from research (solutions) to the market (or to marketable products) often remains a large barrier. Entrepreneurship is often not included in the focus of scientists. To bridge the gap between business and science it is essential that entrepreneurial spirit is seeded at an early stage in scientists. Reducing the local distance between researchers and consulting services was also seen as a major step in better linking research to market.



MATCH solutions with problems.

During the presentations and discussions the speakers emphasized how important it is to match research solutions and real problems in order to enhance technology transfer and to economically benefit of the scientific potential of a region. Matching existing problems with innovative solutions is not an easy task. Therefore, the model of so-called “research brokers” was highly supported by the panellists. These facilitators or mediators have sound knowledge on the research institutions and fields of research. This allows them to be the contact/entry point for both businesses and scientists.

“The scientific approach combined with the understanding of specific fundamental phenomena can be of tremendous value for industrial challenges. However, the industrial problem statement must be matched with the right technologies and people in order for the match to be successful. This needs to be done with professionalism and mutual respect.”

Anna Stenstam, Ph. D., Chief Executive Officer, CR Competence AB

REDUCE administrative burdens for students/professors in cross-border exchange.

Possibilities of implementing business-science cooperation by integrating students into companies were also discussed. Options range from providing theses or internships to students in companies to carrying out cooperation projects between companies and universities or their students. It is important to encourage students to use the opportunity of cross-border experiences in businesses. The high administrative burdens are criticised which still exist today for students and professors who wish to exchange between Germany, Denmark and Sweden. To attract international professionals the Fehmarnbelt region should be developed and promoted as a prosperous economic region and knowledge hub.

“In order to foster the cross-border exchange of universities and businesses in the Fehmarnbelt Region administrative burdens for students and professors especially in research projects need to be reduced.”

**Prof. Dr. André Röhl, Professor for Safety and Security Management,
Northern Business School – Hochschule für Management und Sicherheit**

“Integrating students into the daily business life in foreign countries widens their horizons and develops a better understanding for the other country and its culture. This will in the long run contribute to a well-working Fehmarnbelt Region across Germany, Denmark and Sweden.”

**Prof. Dr. Michael Hoebig, Manager, Ramboll Management Consulting GmbH,
Director Digital Innovation Lab, Prof. for Logistics, HSBA Hamburg
School of Business Administration**



MAINTAIN global competitiveness of the Fehmarnbelt Region.

Close cooperation in the Fehmarnbelt Region between German, Danish and Swedish institutions and companies is also seen as a competitive advantage with regard to other regions on a global scale. Tight collaboration of Scandinavia and Northern Germany will form a stronghold region which is acknowledged world-wide. Companies located in the Fehmarnbelt Region can avoid migrating their workloads and processes to third countries by using the advantages of cross-border cooperation.

FOSTER the Fehmarnbelt Tunnel as a driver for business-science cooperation.

This leads to the core of the FBBC activities: the Fehmarnbelt Tunnel. Completing the Fehmarnbelt Tunnel will result in much better connectivity between the sub-regions and their respective institutions and companies. The fast connection ensured by the tunnel facilitates better exchange between research and business in the region.

"Smart growth and economic wealth will come only to those regions that have access to international networks and markets and provide sufficient innovation power. The Fehmarnbelt Tunnel is therefore an important brick stone to connect and integrate the existing regional economic and scientific networks and to facilitate the exchange of goods, ideas and innovations."

**Prof. Dr. Gunnar Prause, Professor for Business,
Wismar University of Applied Sciences, Tallinn University of Technology**

CREATE transparency and exchange.

The speakers were in one line with the conclusion that transparency and and exchange are key factors for integrating business and science in the Fehmarnbelt Region. The FBBC Map of Competences, providing an overview of the universities and science institutions in the Fehmarnbelt Region is a useful tool to support this process. The map is a most suitable instrument to gain knowledge on the science landscape within the Fehmarnbelt Region. The 2013 FBBC Map of Competence is currently undergoing revision. The update will be published in print and online versions in short.

"It was very clear how important transparency and exchange is for cross-border business science cooperation. The FBBC Map of Competence, listing all universities and science institutions in the Fehmarnbelt Region is a great tool to get an overview on what is done and by who, but arranging events is also vital. We need meeting places."

Pia Kinhult, Strategic Project Advisor, European Spallation Source ERIC





PIA KINHULT

Strategic Project Advisor,
European Spallation Source ERIC

Pia Kinhult is Strategic Project Advisor at European Spallation Source ERIC. She is former First Governor for Region Skåne between 2010 and 2014 and has also been vice chair at Lund University board.

During the years in Region Skåne Ms Kinhult also chaired the Öresundskomiteen, the Swedish Regional Partnership for EU Funds and the Öresund Interreg Committee. Her background before being elected in 1999, was in manufacturing electronics. She left the family enterprise as CEO in 2004 after more than 20 years in the business. She holds a BSc in Health Economics from The University of Phoenix and has studied political science at both Stockholm and Lund universities.



JÜRGEN KUPPER, Ph. D.

Chief Business Development Officer,
2cureX GmbH

Jürgen Kupper has been with 2cureX GmbH since 2015. The mother company 2cureX ApS was founded after a management buy-out from Carlsberg Research Center in 2006. It is localized at Bispebjerg Hospital in Copenhagen.

At 2cureX Mr. Kupper is in charge of coordinating a research project with the University Medical Center Hamburg-Eppendorf (UKE) and preparing the market introduction of an in vitro diagnostic test.

Jürgen Kupper has a Ph.D. in Biophysics from Brandeis University, Waltham (USA), and received post-doctoral training at the École normale supérieure in Paris and the Max-Planck-Institute for Biochemistry in Munich.

During the past 15 years, he gained managerial experience with increasing responsibility with prior appointments at Evotec, PerkinElmer and the UKE. In addition, with EurA Consult he successfully obtained several research grants and managed industry networks.



Prof. Dr. MICHAEL HOEBIG

**Manager, Ramboll Management Consulting GmbH,
Director Digital Innovation Lab,
Prof. for Logistics, HSBA Hamburg
School of Business Administration**

Michael Hoebig is Professor for Supply Chain Management at HSBA Hamburg School of Business Administration since 2011. HSBA is the Business School in Hamburg and cooperates with more than 250 partner companies in dual and part-time study courses for 870 students. At HSBA Professor Hoebig is heading the Digital Innovation Lab being a “corporate garage” approach to support companies to remain competitive and to cope with the challenges of digitalisation. In addition he is responsible as academic head of the MBA Corporate Management program. In addition to Supply Chain Management he is lecturing Operations Management and Corporate Procurement.

Professor Hoebig has been managing partner at Pleyma GmbH, Hamburg, for over a decade. He has been working in renewable energy business since 2004 in projects or leading functions like Head of Strategy SCM at Siemens Wind Power A/S in Denmark. Today - besides lecturing - he is manager at Ramboll Management Consulting GmbH in Hamburg. Ramboll employs about 13,000 consulting engineers, designers and management consultants worldwide. It has a strong commitment to create sustainable and long-term solutions for public and private customers and for society.



Dr. ARIK WILLNER

**Chief Technology Officer,
Innovation & Technologietransfer (ITT),
Deutsches Elektronen-Synchrotron
(DESY)**

Arik Willner is the Chief Technology Officer at the Deutsches Elektronen Synchrotron (DESY) which is located in Hamburg and Zeuthen. With its 2.100 employees DESY as a member of the Helmholtz Association is known for excellent research in various fields of physics, chemistry and biology. DESY's key competence is the development, construction and operation of large-scale research infrastructures like particle accelerators or computing clusters.

Arik Willner is responsible for all the activities at DESY dealing with technology transfer, industrial use of scientific instruments or innovation parks. In that frame he represents DESY in the strategic developments in Hamburg concerning Innovation Parks or Start-Up support.

Prior to his appointment as CTO he was head of the business development unit at DESY where he developed the strategic ideas for a strong focus at innovation and technology transfer at DESY. He made his PhD in laser physics and was involved in founding a start-up selling high-power lasers with very short pulses.



ANNA STENSTAM, Ph. D.

**Chief Executive Officer,
CR Competence AB**

Anna Stenstam is the co-founder and CEO of CR Competence (CR), an advanced service company with core expertise in colloidal- and material sciences. CR has served industry with advanced measurements and development at the border of research since 2005. CR is a Swedish company but has clients in many countries including the UK, Denmark, Germany, France, Japan and USA.

The company does not own advanced instrumentation; The Company's asset is its committed staff that is extremely knowledgeable and inventive. Thus, CR uses the instrumentation found at universities. The company is known for its capability to combine creativity and top-notch science with product focus and an understanding of the client's needs.

Anna Stenstam currently holds memberships of three other company boards and is a member of the industrial advisory board related to the European synchrotron- and neutron research infrastructure.

Anna Stenstam has a PhD in Physical Chemistry from Lund University.



NILS REIMERS, Dipl. Ing., MBE

**Global Manager R&D,
Funding & Reimbursement,
Stryker Trauma GmbH**

Nils Reimers, Global Manager R&D of Stryker, has more than 16 years of experience in medical affairs, clinical research, science and technology, and quality management. He is a globally recognized expert in the healthcare industry not only with regards to Research & Development, but also from a market perspective.

He has a proven track record of effectively managing international EU-funded R&D projects. Nils is board member in selected industry associations, cluster organizations and advisory boards. His passion for innovation leads to various invited speeches by the European Commission, the German Ministry of Education and Research, Medtech Europe and others.

Nils Reimers joined Stryker in 2004. Prior to joining Stryker, he worked for Shanghai Roche, Pharmaplan do Brasil, Pfizer, and Aventis Pharma. He has a Master's degree in Business and Engineering and a degree in Pharmaceutical Technologies.



Prof. Dr. GUNNAR PRAUSE

Professor for Business,
Wismar University of Applied Sciences,
Tallinn University of Technology

Gunnar Prause is Professor for Business at Wismar University of Applied Sciences in Germany and Tallinn University of Technology in Estonia. He is board member of the Institute of European Business Studies at Wismar Business School, the Centre for Business Research and Development at Tallinn School of Economics and Business Administration as well as of the Institute of Cooperative Studies at Humboldt University in Berlin.

His working areas are entrepreneurship and SME management, logistics and innovation. He enjoys a 15-year experience in European projects with a focus on logistics, innovation and regional development in the Baltic Sea Region. Professor Prause lectured and was invited to presentations in numerous countries in Europe, Latin America and Asia and he published a large number of scientific papers and books.

Between 2005 and 2010 he worked in university management as vice-dean for research and international relations at Wismar Business School and vice-rector for research at Wismar University.



Prof. Dr. ANDRÉ RÖHL

Professor for Safety and
Security Management,
Northern Business School –
Hochschule für Management
und Sicherheit

Prof. Dr. André Röhl is Professor for Safety and Security Management at the Northern Business School in Hamburg. The goal of the Bachelor's programme Safety and Security Management is to prepare students for being manager, supervisor and leader in the security industry and in corporate security functions.

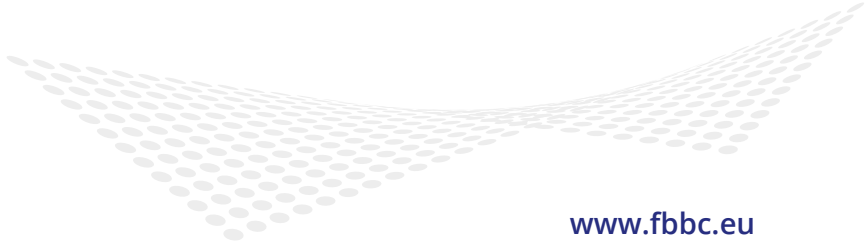
André Röhl startet his career as a Naval Infantry Officer in the German Navy. After leaving the forces he became an advisor for security issues at the regional parliament of Mecklenburg-Vorpommern and supported the parliamentary participation at the Baltic Sea Parliamentary Conference. Later André Röhl became a manager in the advisory branch of Ernst & Young. Today he is a Partner of HR Excellence Group, which is focused on competency based personnel development and decision making processes.

André Röhl studied Politics, graduated in Administrative Science and holds a Master's degree in Organizational Psychology. His main research topics are the future of civil security and the development of competency based training for security personnel.

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