

Navigating Change: Technology Commercialization and University Spin-offs

ISTA Knowledge Transfer Management Forum Series

Organized by the International Strategic Technology Alliance (ISTA)
Hosted by Shanghai Jiao Tong University

6 May 2016

Background

With China actively redefining the national innovation process to articulate an innovation-driven strategy for economic development, waves of top-down initiatives are reshaping the national innovation system from research funding to technology commercialization, impacting the higher educational institutions in many ways.

With an intended impact similar to that of the American Bayh Dole Act in the 1980's, the August 2015 amendment to the Technology Commercialization Promotion Act accords Chinese universities with fundamental rights to commercially exploit their research outcomes with unprecedented freedom. Institutionalizing the technology commercialization and professionalizing the technology transfer practice are now among the top priorities of the universities in China today.

It is of no surprise that such policy aiming at driving downstream application and commercialization of academic research output positions the higher education sector as the breeding ground for the “mass entrepreneurship and innovation” advocated by the central government. A State Council paper released in February 2016 explicitly calls for university technology commercialization to fuel the “mass entrepreneurship and innovation” with both tech spin-offs and researcher-turned-entrepreneurs.

At the center of the many interconnected issues brought by the contextual changes are the management challenges in managing technology commercialization and university spin-offs in a balanced way to keep the overall strategic development of the institution in check. Engaging private resources while safeguarding public interest, unleashing innovation potentials while upholding strong governance and embracing technology commercialization while pursuing academic excellence are all complex matters requiring carefully engineered management systems with wisdom, insight, and governance.

As a body advocating exchange and learning of higher education knowledge transfer management, it would be an opportune time for ISTA to further its effort to bring together international experts and domestic pioneers of technology commercialization to enlighten members and audience on the subject in a context that would be of good advisory value to the upcoming reforms in China.

The Mini Forum

In this context, we have set the theme of the 2016 ISTA KT Management Forum series as “Navigating Change: Technology Commercialization and University Spin-offs”, to be held in conjunction with the first meeting of the Alliance’s 9th Executive Committee on 6 May 2016. The Mini Forum aims to bring together university administrators and experts from both locally and abroad to share their experience and views for the audience’s better appreciation of the challenges and opportunities amidst policy reforms in university technology commercialization and entrepreneurship.

Participants of this half-day Forum will include representatives from institutional ISTA members, typically top executives overseeing R&D and knowledge/technology transfer of their respective universities, senior university directorates responsible for commercialization, and public administration officers and intermediaries who are actively involved in university-industry technology transfer.

The Half-Day Programme

(immediately following the Executive Committee Meeting)

| Time | Programme | Speaker |
|---------------|---|---|
| 13:50 – 15:35 | Keynote Speeches | |
| | The Oxford Model: Engaging the Innovation Value Chain with Isis Innovation | Dr David BAGHURST Managing Director Isis Innovation (Hong Kong) Ltd, University of Oxford, UK |
| | An Entrepreneurial University Model: the Approach of National University of Singapore | Prof. Poh-Kam WONG Director, NUS Entrepreneurship Centre & Professor, NUS Business School, National University of Singapore |
| | Innovation in Action: Technology Commercialization and University Spin-offs in China | Prof. Yangang LIU Dean, Institute of Advanced Industrial Technology, Shanghai Jiao Tong University, China |
| 15:35 – 15:50 | Tea Break | |
| 15:50 – 16:35 | Panel Discussion Session I | |
| | Key Management Challenges in University Technology Commercialization | |
| | Moderator | |
| | Dr Alwin WONG Director, Institute for Entrepreneurship, The Hong Kong Polytechnic University, HK | |
| | Panel | |
| | Dr David BAGHURST Managing Director, Isis Innovation (Hong Kong) Ltd, University of Oxford, UK | |
| | Prof. Changfei ZHU Vice President, University of Science and Technology of China | |
| | Prof. Dongmin CHEN Dean, School of Innovation and Entrepreneurship & Director, Office of Science and Technology Development, Peking University, China | |

| Time | Programme | Speaker |
|---------------|--|---------|
| 16:35 – 17:20 | Panel Discussion Session II | |
| | Conflict or Convergence? Academic versus Entrepreneurial Excellence | |
| | <u>Moderator</u> | |
| | Prof. Hong MEI <i>Vice President, Shanghai Jiao Tong University, China</i> | |
| | <u>Panel</u> | |
| | Prof. Poh-Kam WONG <i>Director, NUS Entrepreneurship Centre & Professor, NUS Business School, National University of Singapore</i> | |
| | Prof. Guangxian LI <i>Executive Vice President, Sichuan University, China</i> | |
| | Prof. Jianhua YAN <i>Vice President, Zhejiang University, China</i> | |
| 17:20 – 17:30 | Closing Remarks | |

About ISTA (www.ista-net.net)

Founded in 1995, International Strategic Technology Alliance (ISTA) is the only higher education network in China on technology transfer with strong international orientation and participation. As a unique platform for 27 renowned universities in China and the world, ISTA aims to foster cross cultural R&D collaborations, promote international networking and high-impact knowledge transfer for the sustainable development of society.

Members of ISTA:

| CHINA / HONG KONG | |
|---|--|
| Beijing Normal University | Dalian University of Technology |
| Fudan University | Harbin Institute of Technology |
| Hong Kong Polytechnic University | Huazhong University of Science and Technology |
| Nanjing University | Nanjing University of Aeronautics and Astronautics |
| Northeastern University | Northwestern Polytechnical University |
| Peking University | Renmin University of China |
| Shanghai Jiaotong University | Sichuan University |
| South China University of Technology | Southeast University |
| Sun Yat-sen University | Tongji University |
| Tsinghua University | University of Science and Technology of China |
| University of Shanghai for Science and Technology | Wuhan University of Technology |
| Xian Jiaotong University | Zhejiang University |
| UNITED KINGDOM | |
| Cardiff University | University of Warwick |
| UNITED STATES | |
| Purdue University | |

About Shanghai Jiao Tong University (www.sjtu.edu.cn)

Established in 1896 as Nan Yang College, Shanghai Jiao Tong University (SJTU) is one of the first national institutions of higher learning in China. Through 120 years' unremitting efforts, SJTU has cultivated more than 200,000 talents in various fields for the country and society.

By December 2015, SJTU has had a full-time faculty of 2,793 and over 45,030 students, including 28,842 postgraduates, in 29 schools and departments with 25 directly-affiliated institutions and 16 affiliated hospitals. SJTU currently provides nine major disciplines: economics, law, literature, science, engineering, agriculture, medicine, management and arts.

SJTU boasts its world-class research excellence and innovation capability. In 2015, SJTU led the country for the 6th consecutive year in terms of both the project number and the funding amount from the National Natural Science Foundation of China, and ranked second in sponsored research grants. SJTU is well on its way to achieving its goal of being a comprehensive, research-oriented and internationally recognized university.