
“Innovation & Entrepreneurship for Technology Transfer”

18. 5. 2012
Nanjing, China

Organizer: International Strategic Technology Alliance (ISTA)
Hosting Institute: Southeast University

Background

Technology innovation has long been a national priority for both the Science & Technology and the Higher Education sectors for sustainable development of China. In recent years, nurturing of young talents in universities for innovations and entrepreneurial ventures has become a main stream issue for education development in higher education.

Supported by policies and incubation programs with abundant seed funds, young graduates in China are enticed to have a foretaste of techno-preneurship, not only for developing a different career, but also for accelerating academic-based knowledge transfer. On the other hand, the practice in cultivating entrepreneurial thinking, behavior and actions for knowledge transfer takes on different forms and manifestation in different regions, and among schools. There appears to be no commonly accepted best practice or even metrics to gauge success beyond the convention quantitative measure on number of ventures, their revenue and survival rate over time.

In this context, ISTA wishes to organize a half-day forum on “Innovation & Entrepreneurship for Technology Transfer” in conjunction with its 2012 Executive Committee meeting. The forum aims to facilitate discussions and sharing among the participants on current state policies, prevailing international practices, and illustrative cases of emergent models with emphasis on social responsibility of entrepreneurship under the prevailing thinking of “do well do good” advocated by social entrepreneurship practitioners.

Forum Arrangement:

Date: 18 May 2012
 Time: 14:00 – 17:30
 Venue: Shaw Science Centre, Southeast University, Nanjing

Time	Agenda	Speakers / Panel Members (Proposed)
14:00 – 14:05	Opening Remarks	Prof. Angelina Yuen – Chair, ISTA / VP (Institutional Advancement & Partnership), The Hong Kong Polytechnic University
14:05 – 16:00	Presentations 1. Student Entrepreneurship for Knowledge Transfer: Policy and Practice 2. Promoting University Technology Transfer via Graduate Start-up: STEFG Experience 3. Social Entrepreneurship in China 4. The Experience of Creativity, Innovation, and Entrepreneurship Program in Cheng Kung University, Taiwan	Speakers Prof. Han JIANG – General Manager, Suzhou SEU Science Park Development Co., Ltd Mr Jun LI – Executive, Education & Research Department, Shanghai Technology Entrepreneurship Foundation for Graduates (STEFG) Prof. Richard BRUBAKER – Adjunct Professor, China Europe International Business School (CEIBS) Prof. Feng-tyan LIN – Director, Creativity, Innovation, Entrepreneurship Center, National Cheng Kung University
16:00 – 16:20	Tea & Coffee Break	
16:20 – 17:30	Panel Discussions	All Guest Speakers (Facilitator: Dr Alwin Wong, Secretariat General, ISTA)

About ISTA (www.ista-net.net)

International Strategic Technology Alliance (ISTA) was established in 1995 under the witness of the Ministry of Education of China. It is the only academic-based technology network of Chinese focus with strong international exposure and participation. As a unique platform for 24 renowned universities in China and the world, ISTA aims to foster cross cultural and cross border collaborations in applied R&D, promote best practices for knowledge and technology transfer, enhance international networking and collaboration and stimulate regional development through commercialization for high impact to society and economy.

About Southeast University (www.seu.edu.cn)

Southeast University (SEU), founded in 1902, is a highly renowned multi-disciplinary university with engineering as its focus. With 6,000 faculty members and over 10,000 full-time postgraduates, it is one of the top 10 universities in scientific research and development in China. Ever since its establishment, more than 200,000 students have graduated from SEU and made significant contribution to the economic and technological development of China.

The University has over 20 national or provincial research institutes and has completed over 1,000 high-impact research projects over the last decade. Annual research fund exceeded RMB1 billion in 2010. Its affiliated Zhongda Hospital, which was set up in 1935, is one of the first hospitals in Jiangsu Province accredited by the State Ministry of Public Health as a “Class A Grade 3” hospital.

Southeast University is active in international collaboration on education and research. It has established close cooperation relationship with over 100 universities, research institutes and corporations worldwide.