

## **“University Venture Management & Regional Innovation”**

### **ISTA Knowledge Transfer Management Forum Series**

**Organized by:** International Strategic Technology Alliance (ISTA)

**Hosted by:** Sun Yat-Sen University

7 November 2014

(11:30 a.m. – 4:45 p.m.)

#### **Background**

Creating spin-offs or ventures is one of the approaches to transfer and commercialize university technology. Through transforming university technological inventions into viable business, university ventures are playing significant roles as key drivers to promote regional innovation and entrepreneurial development through exploiting university intellectual property (IP) that would otherwise likely remain unexploited.

With proper governance and conducive business and investment environment, university venturing is an effective way for technology commercialization. In China, university ventures supported by university-operated science parks remain a significant way of commercialization for many universities. However, few universities are without challenges to develop the initial invention into a successful business venture. Issues like IP arrangements between universities and the ventures, potential conflict of interest between commercial and academic work, and potential liabilities and risks that could be faced by universities pose realistic challenges for university administrators. This is particularly daunting in China with reform of the university ventures as part of the state-owned enterprise restructuring.

#### **The Forum**

In this context, the theme for ISTA KT Management Forum series in this year is “University Venture Management & Regional Innovation”, which will be held in conjunction with its Annual General Meeting on 7 November 2014. The Forum aims to bring together university administrators and experts from the region to share their experience, approaches and practices in developing and managing university ventures.

Participants of the Forum will include representatives from ISTA members who are mostly top executives with institutional portfolio covering R&D and knowledge/technology transfer, senior staff at directorate level overseeing commercialization, officers and stakeholders actively involved in university-industry technology transfer.

## The Programme

Time	Program	Speaker
11:30-12:10	<p><b>Sharing of experience, approaches and practices on university Venture Management &amp; Regional Innovation</b></p> <ul style="list-style-type: none"> <li>• <b>How University can scale their Start-ups Operations – A Disciplined VC Approach</b> <a href="#">(Presentation file)</a></li> </ul>	<p><b>Mr Nicholas W. YANG</b> Executive Vice President The Hong Kong Polytechnic University</p>
12:10 – 13:45	<b>Lunch</b>	
14:00 – 15:20	<ul style="list-style-type: none"> <li>• <b>Promoting Regional Innovation: Role of University Venturing</b> <a href="#">(Presentation file)</a></li> <li>• <b>Contribution of University Technology Start-ups to Regional Economic Development – Cases from Sun Yat-sen University</b> <a href="#">(Presentation file)</a></li> </ul>	<p><b>Prof. Yesha Y. SIVAN</b> Executive Director, Coller Institute of Venture, Tel Aviv University</p> <p><b>Prof. XU Yong</b> President, Zhong Da Capital Sun Yat-sen University</p>
15:20 – 15:35	Refreshment Break	
15:35 – 16:45	<p><b>Panel Discussion Session</b></p> <p>Moderator: <b>Prof. CHEN Dong-min</b> Dean, School of Innovation and Entrepreneurship, Director, Office of Science and Technology Development, Peking University</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• <b>Mr Nicholas W. YANG</b>, Executive Vice President, The Hong Kong Polytechnic University</li> <li>• <b>Prof. Yesha Y. SIVAN</b>, Executive Director, Coller Institute of Venture of Tel Aviv University</li> <li>• <b>Prof. XU Yong</b>, President, Zhong Da Capital of Sun Yat-sen University</li> <li>• <b>Prof. ZHU Chang-fei</b>, Vice President, University of Science and Technology of China</li> <li>• <b>Prof. ZUO Liang</b>, Vice President, Northeastern University</li> </ul>	

ISTA members are welcome to download the presentation slides listed above. To access the protected files, please send a request to [ista.secretariat@polyu.edu.hk](mailto:ista.secretariat@polyu.edu.hk) for the password.

### About ISTA ([www.ista-net.net](http://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 26 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:

<b>CHINA / HONG KONG</b>	
Beijing Normal University	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 Technol
Wuhan University of Technology	Xian Jiaotong University
Zhejiang University	
<b>UNITED KINGDOM</b>	
Cardiff University	University of Warwick
<b>UNITED STATES</b>	
Purdue University	

### About Sun Yat-Sen University ([www.sysu.edu.cn](http://www.sysu.edu.cn))

Sun Yat-sen University, originally known as Guangdong University, was founded in 1924 by Dr. Sun Yat-sen (also called Sun Zhongshan), a great democratic revolutionary leader of the 20th century. Being one of the leading universities in China, Sun Yat-sen University is a comprehensive multi-disciplinary university, including the humanities, social sciences, natural sciences, technical sciences, medical sciences, pharmacology, and management sciences.

It has about 82,384 students studying on four campuses in Guangzhou and Zhuhai, Guangdong Province, China. The university has also established various research institutes and centres, including state and provincial key laboratories to advance research and technology development in different areas. Benefiting from its location near Hong Kong and Macao and the regional advantage of opening and economic development, the university has become an important base for training high-level talents, scientific research, providing services to society and inheriting cultural traditions. According to the Times Higher Education World University Ranking for 2010-2011, Sun Yat-sen University was ranked in the top 200 in the world.