



Training Workshop on Efficient Management of Science and Technology Parks

19-20 September 2004, Bergamo, Italy

Science and Technology Parks (Technopole) are one of the instruments leading nations and regions towards a knowledge-based economy. In order to support new Science and Technology Parks, the **International Association of Science Parks (IASP)**, in co-operation with **UNESCO's Division of Science Analysis and Policies and the United Nations Department of Economic and Social Affairs (UNDESA)**, is organising a training workshop on "Efficient Management of Science and Technology Parks". It is designed to share the experience of experts with Science and Technology Park managers and policy-makers.

Content

The Training Workshop addresses the following subjects: choice of appropriate models, master planning, financial aspects, infrastructure, services, incubator, marketing, networking, human resources, outsourcing policies, public relations and co-operation with university and industry.

Experts

- ▶ **Marco Baccanti**, Italy, President of the IASP and Director-General of Science Park Raf;
- ▶ **Jean François Balducchi**, France, Director-General of the Nantes Technopole, and President of France Technopoles Enterprises Innovation;
- ▶ **Pierre Belanger**, Canada, Director-General of the Laval Technopole, and President of the Quebec Association of Science and Technology Parks;
- ▶ **Sten Gunnar Johansson**, Sweden, General Manager of the Mjärdevi Science Park, and Former President of Swedepark;
- ▶ **Harry Nicholls**, UK, Managing Director of ADCAL (Birmingham); and
- ▶ **Luis Sanz**, Spain, Director-General and CEO of the IASP, and Chairman of the IASP Advisory Council.

Method

In this workshop there are no 'teachers' and 'students', just very experienced managers willing to share their **practical know-how** with their colleagues. This customized training workshop is designed to meet your needs because its **content will be based on your questions and comments!** It consists of 8 sessions, each divided in two parts: (i) expert presentation (case study) focusing on the problems that had to be faced and on the solutions implemented for those problems; and (ii) intense discussion. The experts will also facilitate group discussions among the participants. You will work in a very interactive Q&A environment, enriched with expert analysis and real-life management experience.

Our "Learning by Sharing" workshops are dynamic, practical, focused and highly efficient, and will allow you to **drastically shorten your learning curve for Science/Technology Park management.**



IASP -- UNESCO -- UNDESA Workshop: Efficient Management of Science and Technology Parks

time	september 19 - sunday	time	september 20 - monday
09:00-09:15	Opening ceremony: IASP and UNESCO Representatives	09:00-10:00	Session 5 - Presentation / Expert: J.F. Balducchi
09:15-10:00	Session 1 - Keynote lecture: "Science Parks: a brief overview of their history, models and future trends" L. Sanz	10:00-11:00	Q&A / discussion
10:00-10:30		11:00-11:30	<i>Coffee Break</i>
10:30-11:30	Session 2 - Presentation / Expert: S.G. Johansson	11:30-12:30	Session 6 - Presentation / Expert: P. Belanger
11:30-12:30	Q&A / discussion	12:30-13:30	Q&A / discussion
12:30-14:00	<i>Lunch</i>	13:30-15:00	<i>Lunch</i>
14:00-15:00	Session 3 - Presentation / Expert: M. Baccanti	15:00-16:00	Session 7 - Presentation / Expert: H. Nicholls
15:00-16:00	Q&A / discussion	16:00-17:00	Q&A / discussion
16:00-16:30	<i>Coffee Break</i>	17:00-17:30	<i>Coffee Break</i>
16:30-17:00	Session 4 - Summary of the day / Expert: L. Sanz	17:30-18:00	Session 8 - Summary of the day / Expert: L. Sanz
20:00-22:00	<i>Dinner</i>	18:00-18:30	Closing ceremony & diplomas awarding

REGISTRATION FORM

Title (Mr. / Ms. Dr. etc.): _____

Name: _____

Organization: _____

Position: _____

Address: _____

Post code: _____

City: _____

Country: _____

Telephone: _____ Fax number: _____

E-mail: _____

Special subject request for the training workshop*):

1. _____
2. _____
3. _____
4. _____
5. _____

Note: *) List by priority. This request is not mandatory for the experts, but simply indicative. The experts will try to emphasize the aspects that a majority of attendants may consider more relevant to their needs and interests.

If you are interested in attending this Training Workshop, please, send the above registration form to IASP Headquarters. Ms. MariCarmen González. Senior Secretary.

Kindly send your registration form before 15 April 2004.

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