

The workshop will be held in Jena and is hosted by the University of Applied Sciences (Fachhochschule) Jena. The city of Jena has a long tradition in the field of higher education and as a centre of industry, particularly through the Alma mater Jenensis and the Zeiss companies. It continues to be in the news today, especially through the success of the Jenoptik AG and Intershop AG, numerous non-university research institutes and innovative small and medium-sized high technology enterprises and clusters. At the same time, Jena has preserved its distinctive flair which Goethe and Schiller found so attractive. With around 100.000 inhabitants and located in the lovely valley of the river Saale, Jena has always been a city of students.



GET UP is supported by the „EXIST – University based start-ups“ program of the Federal Government of Germany. The common goal consists of the promotion of technology based / innovative start-ups through a fruitful collaboration of the involved universities regarding the content and infrastructure for the establishment of focal points of skills and expertise at the individual locations on the one hand and achieving synergy effects on the other.



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..... 3rd International

FAX: +49 (0) 361 - 2 11 49 01

GET UP About the Organizer

GET UP | Workshop

Registration

I will participate _____

Date of Arrival _____

Date of Departure _____

Registration Status Regular 200,- EUR Student 30,- EUR

Family Name _____

First Name _____

Title _____

Department _____

Street _____

City _____

Zip/Postal Code _____

Phone _____

Fax _____

E-Mail _____

Accommodation Please reserve a hotel in Jena

Single 58,- EUR p. night

Double 68,- EUR p. night



GET UP University based start-ups initiative is a network of the following partners:

STIFT Management GmbH



Universität Erfurt



Fachhochschule Erfurt



Technische Universität Ilmenau



Friedrich-Schiller-Universität Jena



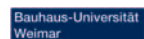
Fachhochschule Jena



Fachhochschule Nordhausen



Fachhochschule Schmalkalden



Bauhaus Universität Weimar



www.getup.org



October 29-31 | 2004

date _____ signature _____

Program Committee:

Klaus Bienert,
STIFT Management GmbH

Gabriele Beibst, Arndt Lautenschläger,
Fachhochschule Jena

Joachim Weyand, Heiko Haase,
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..... JENA | Germany



Program



GET UP

Program

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Friday

17:30 - 18:00

Location:
Scala, Intershop
Tower, Jena

18:00 - 20:00

20:00

09:30 - 11:30

Location:
University of
Applied Sciences
(Fachhochschule)
Jena

Welcome and Introduction

Gabriele Beibst - FH Jena
Joachim Weyand - TU Ilmenau
Klaus Bienert - STIFT Management GmbH

Opening Panel and Keynote Speakers

David Audretsch - Max Planck Institute for
Research into Economic Systems, Jena,
Germany:
„Entrepreneurship and economic growth:
The role of public policy”

Peter van der Sijde - Dutch Institute for
Knowledge Intensive Entrepreneurship, NIKOS,
University of Twente, Netherlands:
„Global university start-ups and the role of
university networks”

Adolph Hanich - Australian Graduate School
of Entrepreneurship, Swinburne University,
Australia:
„Trained and experienced entrepreneurs:
The critical resource for technology based
start-ups”

Thomas Bausch - Project Management Jülich,
Germany:
„VALOR - Knowledge valorisation through
spin-off generation”

Informal Reception

Keynote Speakers and Panel Discussion

Michael Dowling - University of Regensburg,
Germany:
„The High Technology Entrepreneurship
Post Graduate Program (EXIST-HighTEPP)”

**José María Gómez Gras, Domingo Galiana
Lapera, Ignacio Mira Solves** - Universidad Miguel
Hernández de Elche, Spain:
„International projects to promote university
based start-ups: The Embryo and Globalstart
experience”

GET UP

Program

11:30 - 11:45

11:45 - 13:15

13:15 - 14:15

14:15 - 15:45



Raivo Tamkivi - TEHNOPOL Tallinn Technology
Park/IASP, Estonia:
„Business support and international promotion
of technopreneurs: Estonian experience”

Coffee Break

Workshop I

Marcus Witzke - University of Hohenheim,
Germany:
„The project 'Safety and health in
entrepreneurship education' as example for
international cooperation of universities”

Heiko Haase - Technische Universität Ilmenau,
Germany:
„The importance of patents for university
based start-ups”

Gabriele Beibst, Arndt Lautenschläger -
University of Applied Sciences Jena, Germany:
„Internationalisation as critical factor of
success for knowledge based start-ups”

Sizong Wu, Jing Zhong, Qinghai Li - Tongji
University, Shanghai, China:
„Reflection on putting university based start-
ups of China into international network”

Lunch

Workshop II

Val Samonis - Royal Roads University, Canada
and Vilnius University, Lithuania:
„Porter's diamond for Lithuania: A study of
the ‚Sunrise Valley' cluster”

Dirk Fornahl - Max Planck Institut of Research
into Economic Systems Jena, Germany:
„Empirical test of the existence of bubbles in
regional firm foundation activities”

John Murray - Growthcluster.com, Blackburn,
Northern England:
„Graduate entrepreneurship and the
regeneration of British towns”

GET UP

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Sunday

09:30 - 11:30

Location:
University of
Applied Sciences
(Fachhochschule)
Jena

11:30 - 11:45

11:45 - 13:15

13:15 - 14:15

14:15 - 15:45

15:45 - 16:00

Keynote Speakers and Panel Discussion

Joilson Dias - Universidade Estadual de Maringá,
Brazil: „Regional economic development based
on new technologies: A proposed model”

Miroslaw Glas - University of Ljubljana, Centre
for Entrepreneurship Development, Slovenia:
„Supporting university based start-ups
within an environment with a low culture of
entrepreneurship”

Howard Frederick - New Zealand for Innovation
& Entrepreneurship, UNITEC Institute of Tech-
nology, New Zealand: „Enterprise education
policy: Comparative practices in New Zealand
and Mexico”

Coffee Break

Workshop III

Donald Hempson - SubmitOder, INC., Columbus,
USA: „Lessons learned from a high technology
start-up”

Michael Sondermann - University of Bonn,
Geographic Institute, Germany: „Cooperation
of spin-offs from the University of Bonn”

Christina Diegelmann - Ministry of Economics
Baden Wuerttemberg, Germany:
„ProWomEn - A network to foster innovative
entrepreneurship among women”

Lunch

Workshop IV

Christian Lendner - University of Applied
Sciences Deggendorf, Germany:
„University involvements in university business
incubators and their impact on the start-ups”

Heike Grimm - University of Erfurt, Germany:
„Smart policies for entrepreneurial regions”

Richard John Artley - ETech AG, Zürich,
Switzerland:
„Why start-ups are the last thing to do”

Summary and Close



© photo:
Lars Friedrich, winner of the GET UP photo contest 2003
„Start-ups in Thuringia”