

## FROM BRIDGING TO SUCCEEDING.

*University and Business Co-operation Through Success Stories.*

The Assembly – full-day international conference taking place on 20 March, 2014 – will gather leaders of higher education institutions (HEIs), governmental officials, representatives of NGOs, as well as employers' associations and businesses. At the Assembly the findings from university – business cooperation (UBC) case studies will be presented and the pre-defined prerequisites for successful UBC will be approbated. The event will be structured around 3 major headlines: **INNOVATIVE IDEAS** (solutions), **PEOPLE** (human resources and labour market), **ENVIRONMENT** (cooperation platforms). Last but not least, the Assembly is envisioned to be an event for active discussion questioning *Why to cooperate?*, *What are prerequisites?*, *How does success look like?* and *What lessons are learned?*, as well as networking and inspiration from each other and from the key-note speakers who will be sharing and reflecting on their experiences and future visions.

Time, Date: 10:00-16:30, Thursday 20 March, 2014

Venue: Aula Magna (The Great Hall), University of Latvia (19 Raina Blvd., Riga, Latvia)

Target Audience: Businesses; Universities; Associations; Policy Makers

Working Language: English

Moderator: Pauls Raudseps, well-known Latvian Journalist who received his B.A. from the Harvard University and M.A. degree in History from the Indiana University. As an active journalist, Mr. Raudseps publishes articles and moderates discussions on topics related to economics, politics and the society.

Agenda: See below schedule for the day which may be subject to change

09:30-10:00 REGISTRATION & COFFEE	
10:00-10:15	<ul style="list-style-type: none"> <li>Welcome address from <b>Professor Mārcis Auziņš</b>, Rector of the University of Latvia</li> <li>Welcome address from <b>Mr. Vitālijs Gavrilovs</b>, President of the Employers' Confederation of Latvia</li> </ul>
<b>SESSION 1: FROM IDEAS TO INNOVATIVE SOLUTIONS. FUTURE of INNOVATION.</b> <i>R&amp;D And New Products: Key Ingredients To Succeed In Baltics And Nordic.</i>	
10:15-10:45	<ul style="list-style-type: none"> <li>KEYNOTE ADDRESS. <b><i>The Trends That Will Shape Business Over The Next Ten Years.</i></b> <ul style="list-style-type: none"> <li><a href="#">Mr. Ray Hammond</a>, Europe's most experienced, most successful and most widely published futurologist (UK)</li> </ul> </li> </ul>
10:45-11:05	<ul style="list-style-type: none"> <li>CASE STUDY. <b><i>Airport Concepts. Excellence from Finland.</i></b> <ul style="list-style-type: none"> <li><a href="#">Mr. Petteri Sinervo</a>, Head of development and Deputy Director at the Brahea Centre, University of Turku (Finland)</li> </ul> </li> </ul>
11:05-11:25	<ul style="list-style-type: none"> <li>CASE STUDY. <b><i>Sparks of innovation: examples of climatic and synoptic products.</i></b> <ul style="list-style-type: none"> <li><a href="#">Dr. phys. Uldis Bethers</a>, University of Latvia, Laboratory for Mathematical Modelling of Environmental and Technological Processes</li> </ul> </li> </ul>
11:25-11:40	<ul style="list-style-type: none"> <li>CASE STUDY. <b><i>LIDARIS – Professional Testing of – Laser-Induced Damage Threshold.</i></b> <ul style="list-style-type: none"> <li>Mrs. Dalia Lukšienė, Directorate for Research and Innovation, Vilnius University (Lithuania)</li> </ul> </li> </ul>
11:40-12:10	<ul style="list-style-type: none"> <li>PANEL DISCUSSION. <b><i>R&amp;D and New Products: key ingredients to succeed in Baltics and Nordic.</i></b> moderated by Pauls Raudseps.</li> <li><u>Panel members:</u> Mr. Ray Hammond, Mr. Petteri Sinervo, Dr. phys. Uldis Bethers, Mrs. Dalia Lukšienė, Mr. Sandis Kolomenskis.</li> </ul>
12:10-13:00 LUNCH	

<b>SESSION 2: FUTURE of HUMAN RESOURCES and LABOUR MARKET PARTNERSHIPS.</b> <i>Employment Relationships: Future Employees Shaking Up The Old Rules.</i>		
13:00-13:30	<ul style="list-style-type: none"> <li>KEYNOTE ADDRESS. <b>Mapping of Expectations In Building Sustainable Cooperation Between Employers and Academic Institutions.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mr. Uldis Pāvuls</a>, Competence development consultant and trainer, partner at Energise, Ltd.</li> </ul>
13:30-13:45	<ul style="list-style-type: none"> <li>CASE STUDY. <b>Demand Driven Education Opportunities. Combining Work And Education.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mrs. Elisabeth Faret</a>, Manager of the Continuing Education and LLL unit at the University of Stavanger (Norway)</li> </ul>
13:45-14:00	<ul style="list-style-type: none"> <li>CASE STUDY. <b>Development of curriculum and students practical skills through collaboration with business: the case of students association "Tomorrow projects".</b></li> <li>CASE STUDY. <b>Cross-border business coaching: how higher education institutions can help businesses by providing integrated LLL and consultancy services.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mrs. Henrika Šakienė</a>, Head of International Business and Marketing chair, SMK University of Applied Social Sciences (Lithuania)</li> <li><a href="#">Mrs. Asta Varanauskienė</a>, Head of Business and Science Centre, SMK University of Applied Social Sciences (Lithuania)</li> </ul>
14:00-14:30	<ul style="list-style-type: none"> <li>PANEL DISCUSSION. <b>Employment Relationships: Future Employees And Employers Shaking Up The Old Rules</b> moderated by Pauls Raudseps.</li> <li><u>Panel members:</u> Mr. Uldis Pāvuls, Mrs. Elisabeth Faret, Mrs. Henrika Šakienė, Mrs. Asta Varanauskienė, Mrs. Signe Enkuzēna.</li> </ul>	
<b>SESSION 3: FUTURE of COOPERATION.</b> <i>Future Scenario Planning: Driving Global Trends Into Local Platforms.</i>		
14:45-15:00	<ul style="list-style-type: none"> <li>KEYNOTE ADDRESS.</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">H.E. Mrs. Pirkko Hämäläinen</a>, Ambassador of Finland to Latvia</li> </ul>
15:00-15:15	<ul style="list-style-type: none"> <li>CASE STUDY. <b>Driving Value From Efficient Knowledge Triangle: Research, Education And Innovation. CaptureIn.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mr. Aigars Jaundālders</a>, DPA/SQUALIO (Latvia)</li> </ul>
15:15-15:35	<ul style="list-style-type: none"> <li>CASE STUDY. <b>«Prince Albert of Monaco? Yes, he'll be here in a few minutes.» University strategic resilience and the case of EVS24 in Stavanger.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mr. Ståle Oftedal</a>, CEO at Toyota Sørvest (Norway)</li> <li><a href="#">Mr. Stig Selmer-Anderssen</a>, University of Stavanger (Norway)</li> </ul>
15:35-15:45	<ul style="list-style-type: none"> <li>WHAT'S NEXT. <b>From Bridging To Succeeding. University And Business Co-Operation Through Success Stories.</b></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Mrs. Lina Dzene</a>, Chairman of the board, "Knowledge Triangle Network", NGO (Latvia)</li> </ul>
15:45-16:15	<ul style="list-style-type: none"> <li>PANEL DISCUSSION. <b>Future Scenario Planning: Driving Global Trends Into Local Platforms.</b> moderated by Pauls Raudseps.</li> <li><u>Panel members:</u> H.E. Mrs. Pirkko Hämäläinen, Mr. Aigars Jaundālders, Mr. Ståle Oftedal, Mr. Stig Selmer-Anderssen, Mrs. Lina Dzene, Mr. Kaapo Seppala, Mr. Jānis Stonis.</li> </ul>	
16:15-16:30	<b>Closing Remarks: Mr. J.Stonis, University of Latvia and Mrs. L.Dzene, Knowledge Triangle Network</b>	