



## Alpha Summit Europe 2004

### Program

- 08:00 - 09:00 Registration
- 09:00 - 09:05 **Markus Wiegand, Curt Winnen:**  
Welcome from the organizers
- 09:05 - 09:20 **Sian Tan, Ph.D.:**  
Introduction by the Alpha Consortium
- 09:20 - 09:40 **Rezzo Schlauch:**  
Opening greetings from the Federal Ministry of Economics and Labour of Germany
- 09:40 - 10:00 **Prof. Dr.-Ing. Karlheinz Brandenburg:**  
"Turning research into businesses – MP3"
- 10:00 - 10:20 **Falk F. Strasczeg:**  
"How to turn technology into money"
- 10:20 - 10:40 **Francis Carpenter:**  
"Technopreneurship in Europe - Financing Innovation through a Public-Private approach"
- 10:40 - 11:00 coffee break
- 11:00 - 11:20 **Keith Arundale:**  
Update on the European Venture Capital Industry (with special focus on technology)
- 11:20 - 11:40 **Joe Schoendorf:**  
"The coming battle between Europe and Asia - Technology Adoption, Growth, Jobs."
- 11:40 - 12:00 **Sir Robin Saxby:**  
"From Start up to Global Standard and beyond – A 14 year journey with lessons along the way based on ARM Holdings plc"
- 12:00 - 13:30 **lunch & get together**
- 13:30 – 14:45 **Parallel workshops – session I**
- Panel A 1: **"Exploiting growth markets in innovation and technology" –  
"Exploiting technology trends"**
- Moderator:  
Eric Achtmann, PolyTechnos Venture-Partners
- Speakers:  
Peter Distler, Sprint  
Herbert Kircher, IBM Deutschland Entwicklung GmbH  
Dr. Torsten Kreindl, Copan Inc.  
Dr. Georg Lechner, W. L. Gore  
Sir Robin Saxby, ARM Holdings plc

13:30 – 14:45 **Parallel workshops – session I**

Panel B1: **"Providing experience in developing high growth technology ventures" – "From science to business"**

Moderator:

Prof. Vera Kallmeyer, Ph.D., Equity4Health & Stanford Medical School

Speakers:

Dr. Peter Heinrich, MediGene AG

Michael Gera, Ph.D., Pond Ventures

Bernd Gombert, eStop GmbH

Dr. Josef Leiter, Leiter & Cie. GmbH

Kenneth P. Morse, MIT Entrepreneurship Center

Roby Stancel, IDEO

Panel C1: **"Creating financing infrastructures for growth companies" – "Private equity and venture capital models for Europe"**

Moderator:

Friedrich Bornikoel, Techno Venture Management

Speakers:

Keith Arundale, PWC Price Waterhouse Coopers

Francis Carpenter, EIF European Investment Fund

Paul Harvey, Abby Road Ventures

Ralf Schnell, Infineon Ventures

Falk F. Strascheg, EXTOREL

Panel D1: **"Improving education for entrepreneurship and optimizing technology transfer" – "Increasing the quality and quantity of technology entrepreneurs"**

Moderator:

Prof. Dietmar Harhoff, Ph.D., Ludwig Maximilians University

Speakers:

Dr. Bernward Jopen, UnternehmerTUM GmbH

Prof. Richard K. Miller, Franklin W. Olin College of Engineering

Prof. Jeffry Timmons, Babson College and Harvard Business School

Prof. Carlos Hernández Sande, University of Santiago de Compostela

Prof. Dr.-Ing. Thomas Sikora, Technical University of Berlin

14:45 – 15:15 **coffee break**

15:15 – 16:30 **Parallel workshops – session II**

Panel A2: **"Exploiting growth markets in innovation and technology" – "Improving the competitive landscape"**

Moderator:

Prof. Dietmar Harhoff, Ph.D., Ludwig-Maximilians-University

Speakers:

Dr. Otto Wiesheu, Bavarian State Minister of Economic Affairs, Infrastructure, Transport and Technology

Prof. Dr. Olaf Wilhelm, Wilex AG

James Sassoon, HM Treasury / UK

Dr. Matthias Ummenhofer, EIF European Investment Fund

Prof. Peter Záboji, INSEAD Entrepreneur in Residence

Panel B2: **"Providing experience in developing high growth technology ventures" – "Managing the growth process"**

Moderator:  
Spencer Hyman, Copan Inc.

Speakers:  
Alexander Brühl, AtlasVenture  
Ohad Finkelstein, Frontiers Capital  
Deborah Magid, IBM Software Venture Capital Group  
Joe Golden, ACCEL Partners

Panel C2: **"Creating financing infrastructures for growth companies" – "Capital markets for technology ventures"**

Moderator:  
Prof. Dr. Christof Kaserer, CEFS Technical University Munich

Speakers:  
Dr. Hubert Besner, Wilmer Cutler Pickering Hale and Dorr LLP  
Waldemar Jantz, Target Partners  
Dr. Hellmut Kirchner, VCM Venture Capital Management  
Dr. Thomas Kühr, T-Venture Holding  
Vesa Vanhanen, European Commission

Panel D2: **"Improving education for entrepreneurship and optimizing technology transfer" – "Implementing proven technology-transfer schemes and changing paradigms"**

Moderator:  
Sian Tan, Ph.D., Munich Network

Speakers:  
Orna Berry, Ph.D., Gemini Israel Funds LTD  
Janet Brown, Ph.D., Scottish Enterprise  
Dr. Bernhard Hertel, Garching Innovation  
Peter Hiscocks, Ph.D., Cambridge Enterprise  
Dr. Martin Raditsch, EMBLEM

16:30 - 17:00 **coffee break**

17:00 - 18:00 **conclusion - all participants**

Presentation of the results from the different workshops and plenary discussion for all participants.

18:00 – 20:00 **cocktail reception**