



EURASHE Seminar on  
'Applied research benefits to the regional  
development'



Heilbronn, Germany  
3 December 2015

An event organised by EURASHE and  
Duale Hochschule Baden-Württemberg Heilbronn



Credits:

Edited by Anna Toivonen

Cover page and layout by Alexandre Wipf

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## Rationale

Continually-evolving societies require more investments in the triangle education-research-innovation, not only for economic development, but also to create innovations. More research, development and innovation (RDI) activities are needed at all levels to create economic growth in Europe. The general trend in European RDI is also shifting more towards entrepreneurship, regional development and added cooperation with the world of work. These aspects are at the center of the applied research in higher education. Its value is in the strong connection with regional SMEs/companies, students' working life skills and bringing the research results to the market fast. The role of regional authorities creating interfaces between the world of work and RDI centres is highly important within this context.

In order to promote applied research and to further develop the RDI activities EURASHE and the Duale Hochschule Baden-Württemberg (DHBW) Heilbronn organise a seminar on the role of applied research in regional development on Thursday 3 December in Heilbronn (Germany).

The aim of the seminar is to present different aspects of how regional development can be combined with and benefit from applied research. It brings together RDI experts both from local and international level and representatives from the world of work and offers a platform for exchanging ideas on how to further develop the activities in the future.

Topics presented include an address from the European Commission directorate for the Innovation Union and European Research Area, Europe-wide applied RDI, cooperation with the regional chambers of commerce, the expectations for cooperation from regional SMEs/companies and best practices on involving students in the cooperation with the world of work.

The day consists of key note speeches combined with parallel expert working sessions, where the key note topics are discussed and brainstormed. This is to offer new ideas, which can be implemented at the respective institutions. The day will end in a panel discussion, where the results of the working sessions are presented. During lunch time the participants will also have the possibility to visit the DHBW Heilbronn Laboratory Center "Sensoricum".

The key objectives of the seminar are to generate dialogue between regional and international RDI experts from higher education institutes, to discuss the possibilities of widening the applied research activities and to share best practices from different institutions.

## Programme

### Thursday 3 December 2015

9.00-	<b>Registrations</b>
9:30-	<b>Opening and welcome</b> <ul style="list-style-type: none"><li>• Mr <b>Stéphane Lauwick</b>, President of EURASHE</li><li>• Prof. Dr <b>Nicole Graf</b>, President of DHBW Heilbronn</li></ul>
10:00-	<b>Moderator:</b> Mr <b>Marc Vandewalle</b> , Secretary General of VLHORA
	<b>Plenary session with key note speakers</b> <ul style="list-style-type: none"><li>• European innovation union and research area Mr <b>Peter Dröll</b>, European Commission, Director of the Innovation Union and European Research Area Directorate</li><li>• Applied research in European professional higher education Mr <b>Johan Cloet</b>, Secretary General of EURASHE</li><li>• Industry expectations for cooperation with applied research institutes Dr. Dr. h.c. <b>Harald Unkelbach</b>, CEO of Adolf Würth GmbH &amp; Co. KG and Chairman of the Managing board of the Würth foundation</li><li>• Involving students in the cooperation with the world of work, best practices, Mrs <b>Kirsti Virtanen</b>, Manager of Global Education Services, Turku University of Applied Sciences, Finland</li><li>• Student participation experiences in applied research Ms <b>Franziska Struve</b>, GGS – German Graduate School of Management and Law</li><li>• Discussion</li></ul>
12.30 –	<b>Presentation of the DHBW Heilbronn Laboratory Center ‘Sensoricum’ and networking lunch</b>
14.00 –	<b>Parallel working sessions on key note topics</b> <ul style="list-style-type: none"><li>• Involving students in the cooperation with world of work Mrs <b>Kirsti Virtanen</b>, TUAS</li><li>• Higher education aspect of applied research Mr <b>Michal Karpíšek</b>, EURASHE</li><li>• Industry aspect of applied research Mr <b>Raimund Hudak</b>, DHBW</li></ul>
15.30 –	<b>Coffee break</b>

- 16.00 – **Plenary session, panel discussion: results from the working sessions discussions**  
**Moderator:**  
Mr **Johan Cloet**, Secretary General of EURASHE
- Workshop leaders
- 17.00 – **End of the seminar and Networking drink**

#### Friday 4 December 2015

- 9.00-  
11.00 | **Presentation of DHBW Heilbronn (incl. campus tour)**
- Prof. Dr **Nicole Graf**, President of DHBW Heilbronn

## Speakers

### Stéphane Lauwick

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Stéphane Lauwick joined the University of Le Havre (France) in 1993 as a professeur agrégé. After heading the Electrical Engineering Department of the University Institute of Technology (IUT) of that university, he is now the director of the Institute, an institution that enrolls some 2500 students and delivers 26 awards. He has been member of the EURASHE Board since 2012 and was elected President of EURASHE in 2015 for a mandate of 2 years. Stéphane Lauwick is also member of the Board of ADIUT, the French Association of Directors of University Institutes of Technology. He is the former director of the Continuing Education Centre and Apprentice Training Centre of the University of Le Havre. In that capacity, he actively promoted lifelong learning and developed the recognition of prior learning (RPL) process both within the University and at international level. He has worked with EUCEN on these issues and has advised on the establishment of the RPL process for the University of Mauritius and the World Customs Organisation.

### Nicole Graf

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Since autumn 2014 Prof. Dr Nicole Graf has been the president of the new independent Heilbronn Campus, Baden-Württemberg Cooperative State University. From 2005 to 2009 Prof. Dr Nicole Graf led the Campus Bad Mergentheim. As Professor for International Management she has been entrusted with the development of international study programs for the DHBW. Nicole Graf has many years of experience in management. She gained her experience as she held various managerial positions with operative and strategic functions in worldwide operating companies. For many years she worked in several positions for the Daimler-Group, amongst others she was responsible for establishing the sales organisation of TEMIC Semiconductors in Eastern Europe / CIS after the opening of the Iron Curtain in the early 90s. In 1995, Nicole Graf was appointed to the Executive Development pool for executive management at DaimlerChrysler and participated in different group-wide projects in the field of aerospace. In 1998, she became head of marketing at Nortel Networks and was responsible for positioning and market appearance of the IT- and telecommunications provider in Central Europe. In research and advisory projects Nicole Graf works primarily on international competitiveness, amongst others in cooperation with Fraunhofer IAO and Stanford University in California, partly sponsored by BMBF. Her recent studies are dealing with the importance of soft success factors like behaviour and business culture. She advises customers. Among her customers are leading automotive and high tech companies. In recent years Nicole Graf has given numerous lectures at conventions and has published book chapters and articles. She is a member of several committees and works as a member of the supervisory board of the listed Emprise AG, Hamburg and as vice chairperson of the

advisory board of CNT, Heilbronn. In 2008 she has been awarded Adjunct Professor status due to her engagement in the MBA and PhD programs of University of Louisville.

### Marc Vandewalle

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Marc Vandewalle is Secretary General of VLHORA, the Flemish Council of University Colleges. As CEO he is chief of the VLHORA staff and member of the board of UAS-directors. As such he is member of different national and international fora. He is member of the 2010-2012, 2012-2014 and 2014-2016 Board of EURASHE and of the steering committee of UASnet. Before he was head of department of the business department of the Limburg Catholic University College. He held this position for 12 years, during which the educational approach was directed towards professional practice, competence-based learning, team-work and innovation.

### Peter Dröll

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Peter Dröll is in charge of Innovation Union and European Research Area in the European Commission's Research and Innovation Department. This Directorate is about creating the conditions for excellent research and innovation throughout Europe. Peter is a lawyer by training with a doctorate degree in German constitutional law and European law. Before joining the European Commission in 1991, Peter worked as a lawyer in Germany.

### Johan Cloet

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Johan Cloet is the Secretary General of EURASHE since 2014, which he represents in the Bologna Follow-Up Group (BFUG) and several of its working groups, such as on 'Structural Reforms' and 'Reporting on the Implementation of the Bologna Process'. He is also the representative of EURASHE in the E4-Group (with ENQA, ESU and EUA), which received mandates from the ministers in charge of higher education in the EHEA to harmonise quality assurance through the creation of the European standards and guidelines for quality assurance in the European higher education area. Johan Cloet is the former General Director of Lessius University College/Vice-General Director of Thomas More University College in Antwerp, Belgium (2008-2012). He has been involved in the activities of the Flemish Council of University Colleges (VLHORA – member of EURASHE) as member of its steering board, and president of the steering group of educational policy. In 2013 Johan Cloet has been selected as a member of evaluation teams in the framework of the Institutional Evaluation Programme (IEP) of the European University Association. A former ministerial advisor to the government of the Brussels Region, Johan Cloet's field of study is psychology.

## Harald Unkelbach

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Prof. Dr. Dr. h. c. Harald Unkelbach is the CEO of Adolf Würth GmbH & Co. KG and Chairman of the Managing Board of the Würth Foundation. He started at Adolf Würth GmbH & Co. KG in Künzelsau, Germany already in 1980. Before joining the company Mr. Unkelbach owned his own IT consulting company and worked as Adjunct Professor at the University of Mainz in Germany. Mr. Unkelbach is Adjunct Professor at the University of Louisville/Kentucky (USA) at the College for Public and Business Administration. He has also been appointed to Distinguished Executive Professor of Management and has an honorary doctorate at the institution.

## Kirsti Virtanen

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Kirsti Virtanen has worked in international positions at Turku University of Applied Sciences since 1996. Currently, she is responsible for the development of Global Education Services of TUAS. Prior to her current role, she worked for a long time as the International Relations Manager of TUAS. She also has many years' experience in the Finnish industry's export activities.

## Franziska Struve

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Franziska Struve is Project Assistant for Corporate Social Responsibility (CSR) at the German Graduate School of Management and Law gGmbH (GGs). She finished her studies in business administration in September 2015 at the Heilbronn Campus of the Baden-Württemberg Cooperative State University in cooperation with Kaufland Dienstleistung GmbH & Co. KG. Since September 2013 she has worked in addition to her studies part-time at the GGs at the department of International Management chaired by Prof. Dr. Christopher Stehr. She supported the process of the Heilbronn Declaration with more than 10 intensive workshops for about 2 years. The Heilbronn Declaration is a voluntary commitment between 11 companies of the German Mittelstand of the Heilbronn-Franconia region e.g. BERA GmbH, Berner Trading Holding GmbH & Co. KG, Intersport Deutschland eG and Adolf Würth GmbH & Co. KG.

## Michal Karpíšek

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Michal Karpíšek has been Executive Officer of the Czech Association of Schools of Professional Higher Education (CASPHE) since 1994. He has been engaged in the introduction and development of Czech professional higher education since its very beginning. Focusing on internationalisation, CASPHE became a member of EURASHE in 1994. Michal Karpíšek has been a member of the EURASHE Council for the last 12 years and since 2007 he has been serving as Vice-President,

specifically involved in the strategy and organisational development of EURASHE and the employability and lifelong learning agenda. In recent years Michal Karpíšek has been involved in the reform of Czech tertiary education. He served twice as an advisor to Czech ministers of education (2001-2003, 2010-2011) or their deputies for higher education with a particular attention to issues of diversification and quality of tertiary education. He graduated from the Czech Technical University, Faculty of Civil Engineering and has a degree in Quality Management from the Cranfield University (United Kingdom). Michal Karpíšek has been recently engaged as a senior expert in the reform of VET in Turkmenistan, as well as in Azerbaijan.

### **Raimund Hudak**

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As senior lecturer and researcher with over 10 years of experience at leading academic institutions Raimund Hudak has been involved in various research programmes in Germany and abroad. He is the Project Manager at the Duale Hochschule Baden-Württemberg in the European-wide research project HAPHE. Raimund Hudak is also CEO of Synesis' European practice. With his involvement in managerial and leadership positions in among others TEMIC Semiconductor, Trumpf and Fairchild-Convac, he directed among others new market strategies, customer service and total quality communications processes, he designed and implemented strategic business plans and managed vital partnerships and new venture start-ups. With experience in Japan and other Asian countries, Raimund Hudak is an expert in Asian market analysis and supply-chain management. Raimund Hudak holds an MBA in Business and International Marketing from the Institute for Technology and Commerce in Reutlingen and MSc and undergraduate degrees in optics and photo engineering from FH Köln (Germany).

## Organisers

### European Association of Institutions in Higher Education (EURASHE)<sup>1</sup>



EURASHE is the European Association of Institutions in Higher Education that offer professionally-orientated programmes and are engaged in applied and profession-related research within the Bologna cycles. Currently about 1,100 higher education institutions in 40 countries within and outside the European Higher Education Area (EHEA) are affiliated to EURASHE. Members of EURASHE are national associations of higher education institutions and individual institutions, such as universities, (university) colleges and universities of applied sciences, as well as other professional associations and stakeholder organisations active in the field of higher education.

### The Duale Hochschule Baden-Württemberg Heilbronn<sup>2</sup>



With around 34,000 enrolled students, over 9,000 partner companies and more than 141,000 graduates, the DHBW counts as one of the largest PHE institutions in the German Federal State of Baden-Wuerttemberg. The university's official seat is in Stuttgart. Based on the US State University System, the organization structure of DHBW is unique in Germany for it comprises both the central (DHBW headquarters in Stuttgart) and the local level (DHBW locations and campuses). Throughout its nine locations and three campuses, the DHBW offers a broad range of undergraduate study programmes in the field of business, engineering, and social work. All degree programmes are both nationally and internationally accredited, count as intensive study programs and are worth 210 ECTS credits. In addition, DHBW offers career-integrated postgraduate study programmes at the DHBW CAS - Center for Advanced Studies.

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<sup>1</sup> [www.eurashe.eu](http://www.eurashe.eu)

<sup>2</sup> [www.heilbronn.dhbw.de](http://www.heilbronn.dhbw.de)

## Practical information

### Registration

The registrations will start at 09:00 on Thursday 3 December at the Duale Hochschule Baden-Württemberg Heilbronn – Building C Room 0.22/0.23.

### Travelling to the Seminar venue

The seminar is hosted by the Duale Hochschule Baden-Württemberg Heilbronn at the “Bildungscampus Heilbronn” (Education Campus Heilbronn), with its main location in building C. Address: Bildungscampus 4, 74076 Heilbronn. Using a navigation system use: Dammstraße 1, 74076 Heilbronn.

### Heilbronn

For more information on the city of Heilbronn, its heritage and sights not to be missed, you can consult the following website: [www.heilbronn-tourist.de](http://www.heilbronn-tourist.de)

### Telephone

The international dialling code of Germany is 0049. In case of emergency, use international number for Fire service / Police / Ambulance: 112

In Heilbronn, in case of need, you can reach the Seminar organisers at:

- Anna Toivonen, EURASHE: 0032 496 06 63 94







EURASHE  
Ravensteingalerij 27/3  
1000 Brussels  
Belgium

0032 2 211 41 97

0032 2 211 41 99

[www.eurashe.eu](http://www.eurashe.eu)

[eurashe@eurashe.eu](mailto:eurashe@eurashe.eu)