

# University-Business Cooperation

Driving Competitiveness,  
Employability and Prosperity

**Cooperation between higher education and business** is at the core of the Modernisation Agenda of Higher Education, and crucial to making higher education more responsive to the needs of society. Effective cooperation strengthens the exchange and sharing of knowledge between business and academia and stimulates innovation in both environments. This type of cooperation has resulted in a range of policies and activities designed to encourage higher education institutions to build stronger links with the business sector. Companies should be (more) involved in the design and delivery of curricula, at both undergraduate and graduate level. Higher education institutions and business partners should work together more closely to promote entrepreneurship, mobility (between business and academia) and Lifelong Learning.

BERLIN  
20 - 21 November 2014

Location: Cafe Moskau  
Karl-Marx-Allee 34  
10178 Berlin | Germany

This University-Business Forum, organised by the European Commission in partnership with the German Rectors' Conference (HRK) and the Confederation of German Employers' Associations (BDA), provides a unique opportunity to present and discuss common issues, to share examples of good practice and to explore the advantages and the value of sustained cooperation. This is an ideal opportunity to learn from each other, to develop understanding and the capabilities for future cooperation.

The Plenary sessions will have interpretation from/to English and German. The parallel sessions in the afternoon of 20<sup>th</sup> November will be in English only.



## Thematic University-Business Forum Berlin 2014

contact

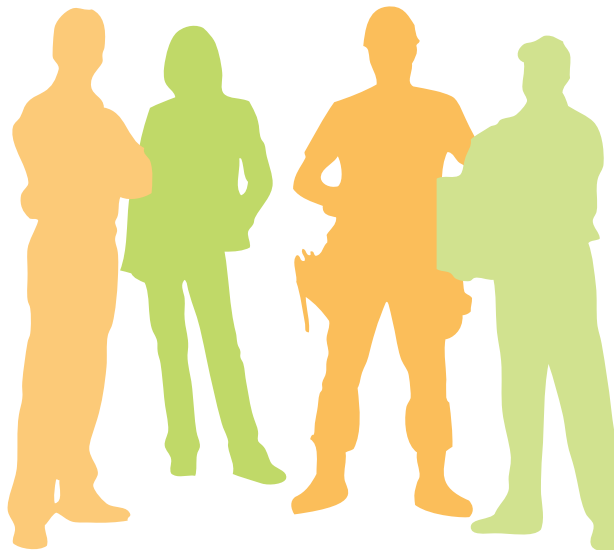
location

Ms Allmuth Rudolf

BDA  
Breite Straße 29  
10178 Berlin | Germany  
T +49 30 2033-1503  
F +49 30 2033-1505  
info@ubforum-berlin.eu  
www.ubforum-berlin.eu

Cafe Moskau

Karl-Marx-Allee 34  
10178 Berlin | Germany  
www.cafemoskau.com



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### Thematic University-Business Forum

Berlin | 20 - 21 November 2014  
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**HRK** German Rectors' Conference  
The Voice of the Universities

# Thursday, November 20<sup>th</sup> 2014

9.30	<b>Registration</b> of the participants
<b>Opening Session</b> University-Business Cooperation: Partnerships for Competitiveness, Employability and Prosperity	
10.30	<b>Member of</b> the European Commission in charge of Education, Culture, Multilingualism and Youth <i>Working together for Social and Economic Impact</i>
10.50	<b>Mr Ingo Kramer</b> President, Confederation of German Employers' Associations <i>Skilled Workforce for Today and Tomorrow – Fostering Innovation and Competitiveness</i>
11.10	<b>Professor Horst Hippler</b> President, German Rectors' Conference <i>The Role of Higher Education in the Knowledge Triangle</i>
<b>Panel Discussion</b>	
11.30	<b>University-Business Cooperation: Making it Happen</b> Moderator: <b>Mr Jan-Martin Wiarda</b> , Journalist <ul style="list-style-type: none"> <li><b>Dr Gerhard F. Braun</b> Vice-President, Confederation of German Employers' Associations and Member of the Advisory Board Karl Otto Braun Gruppe</li> <li><b>Professor Wolfgang A. Hermann</b> President, Technical University Munich</li> <li><b>Representative of</b> The Standing Conference of the Ministers for Education and Cultural Affairs of the German Länder</li> <li><b>Professor Maria Helena Nazaré</b> President, European University Association</li> <li><b>Representative of</b> JADE European Confederation of Junior Enterprises</li> </ul>
12.40	<b>Professor Johanna Wanka</b> Federal Minister of Education and Research, Germany
13.00	Standing Lunch

14.30 – 18.00 <b>Four Parallel Streams</b>	
<b>SESSION A</b>	<b>Dual Study Programmes – Combining Academic and Professional Learning</b>
	14.30 Workshop A.1 - Spotlight on Bachelor Level Education
	16.00 Coffee break
16.30 Workshop A.2 - Spotlight on Education beyond Undergraduate Studies	
<b>SESSION B</b>	<b>Adapting Higher Education to Lifelong Learning</b>
	14.30 Workshop B.1 - Embedding Lifelong Learning in Higher Education Institutions
	16.00 Coffee Break
16.30 Workshop B.2 - The Need for Strategy and Commitment	
<b>SESSION C</b>	<b>The Impact of University-Business Cooperation</b>
	14.30 Workshop C.1 - Connecting Higher Education Institutions to Regional Development
	16.00 Coffee break
16.30 Workshop C.2 - Capturing and Demonstrating the Benefits of University-Business Cooperation	
<b>SESSION D</b>	<b>Higher Education and Entrepreneurship</b>
	14.30 Workshop D.1 - Stimulating Entrepreneurship in, and through, Higher Education
	16.00 Coffee break
16.30 Workshop D.2 - Developing an Entrepreneurship-friendly Ecosystem for Higher Education	
18.00	<b>Get Together</b>

Online registration and further information  
[www.ubforum-berlin.eu](http://www.ubforum-berlin.eu)

## Deadline October 10<sup>th</sup> 2014.

After registration we will confirm your participation by e-mail. Hotel information can be found on the website. As the number of participants is limited we allocate places on a first come, first serve basis. Please be informed that we have engaged a professional photographer. By registering you agree to the use of the photos later on.

# Friday, November 21<sup>st</sup> 2014

<b>Conclusion of the Workshops</b>	
9.00	Facets and Core Features of University-Business Cooperation
<b>Keynote Speech</b>	
10.00	<b>Professor Birgitta Wolff</b> Otto von Guericke University Magdeburg and former Minister for Science and Economy of the Land Saxony-Anhalt <i>Promotion of Science and Higher Education – Collaborative Responsibility of Politics and Economy</i>
10.30	Coffee Break
<b>Closing Session</b>	
11.00	<b>Round Table:</b> <i>Challenges and Opportunities – Looking ahead</i> Moderator: <b>Mr Jan-Martin Wiarda</b> , Journalist <b>Panel Discussion:</b> <ul style="list-style-type: none"> <li><b>Professor Holger Burckhart</b> Rector, University Siegen; Vice-President, German Rectors' Conference</li> <li><b>Ms Elisabeth Gehrke</b> Chairperson of the European Students' Union</li> <li><b>Professor Stefano Paleari</b> Rector, University of Bergamo; President, Conference of Italian University Rectors</li> <li><b>Professor Wolfgang Plischke</b> Member of the Board of Management, Bayer AG</li> <li><b>Mr Xavier Prats Monné</b> Directorate General Education and Culture, European Commission</li> </ul>
12.30	Standing Lunch
14.00	Optional for participants from Higher Education Institutions: <i>HEInnovate – Entrepreneurial Framework for Higher Education</i>
17.00	End