DIGITAL REGIONS

**Public Private Strategies for IT-Cluster Development
in the Global Knowledge Economy**

- SEMINAR -

Austin – Texas
1 and 2 May 2006

With an exclusive discount for WCIT2006

Organized by:

IC2 INSTITUTE
THE UNIVERSITY OF TEXAS AT AUSTIN

THE TECHNOPOLICY NETWORK
Global Community for Regional Innovation Policy

CITY OF AUSTIN

Partners:

KENNISALLIANTIE Z-H

TECHNOLOGY FUTURES INC.

WCIT 2006
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For your business innovations

T·I·P STRATEGIES·INC

Public-Private Strategies for Cluster Development in the Global Knowledge Economy

In the Global Knowledge Economy, developed and developing regions worldwide are being challenged, as never before, to strengthen and sustain their economies by stimulating innovation, entrepreneurship and cluster development. Many regions focus on information technology as a key enabler in this endeavor. This seminar will present informative case examples, from Asia, Latin America, the EU, and the US, of successful and challenged *Public-Private Strategies for Cluster Development in the Global Knowledge Economy.*

Who should attend: The seminar will provide useful insights for those who are involved in issues of regional innovation policy. Policy makers from local, regional and national government and professionals from regional development agencies, universities and regional intermediaries in particular will benefit from this seminar.

Seminar venue: Austin, Texas is internationally known for its accelerated technology-based economic development from 1985 to 2006, based on exceptional academic-business-government collaboration. The region has managed to consistently outperform national growth levels and has been listed as a top region for entrepreneurship (Fortune), business development (Forbes) and was rated the top of Richard Florida's index of creative cities.

World Congress on Information Technology (May 3-5, 2006): The Digital Regions seminar will take place in the context of the World Congress on Information Technology. Seminar participants are invited to register for WCIT2006 and are offered **an exclusive discount** as well as discounts on preferential hotel accommodations. The WCIT registration fee for Digital Regions Seminar participants is US $ 821,25, instead of the regular fee of US $1595. For more information on WCIT 2006, see page 5 or www.wcit2006.org.

Digital Regions Seminar
Date: **Monday 1st May & Tuesday 2nd May, 2006**
Organized by: - The Technopolicy Network (www.technopolicy.net)
                - IC² Institute, The University of Texas at Austin (www.ic2.org)
                - The City of Austin (www.austintexas.org/home)

Issues on the agenda
Day One: **"Learning from the Austin Experience"**
• Overview of Austin's accelerated technology development
• Key examples of current and future oriented strategies of Austin and Texas
Day Two: **"Expanding Digital Regions in a Flat World"**
• IT-cluster development in the global knowledge economy
• Examining world-class examples from Asia and Europe

*…Austin, one of the most innovative cities in the world **and** a great place to be…*

The Technopolicy Network is an international network for policy and decision makers and other experts in the field of Regional Innovation Policy. The network started in 2004 and now has members and partners in various innovative regions throughout the world.

The mission of the network is to exchange knowledge and expertise on Regional Innovation Policy. To this end, the network organises conferences, courses and innovation tours to successful regions.

Membership
You can join the Technopolicy Network as an individual or institutional member. Individual members receive a discount on the activities of the network and receive the Newsletter (€ 195 p.a. excl. 19% VAT). Institutional membership offers further benefits such as promotion of your region and hosting an event. For more information about institutional membership, please contact us.

Contact:
The Technopolicy Network is jointly managed by the Knowledge Alliance South Holland and Science Alliance. The Technopolicy Network secretariat is located in Delft with the Knowledge Alliance

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Oude Delft 114   Fax: +31 15 215 4100
2611 CG Delft   info@technopolicy.net
The Netherlands   www.technopolicy.net

THE TECHNOPOLICY NETWORK
Global Community for Regional Innovation Policy

Program April 30th 2006

17.30 - 19.00	**Welcome Reception (Location To Be Announced)** **Early Registration – distribution of seminar materials**

Program May 1st 2006
LEARNING FROM THE AUSTIN EXPERIENCE

Seminar Chair: David Gibson, Associate Director of IC² Institute

08.30-09.15	**Registration and Coffee**
09.15 - 09.45	**Opening** – John Butler, Director, IC² Institute, UT-Austin And: William Powers, President, University of Texas at Austin (invited)
09.45 - 10.15	**Welcome** – Will Wynn, Mayor, City of Austin
10.15 - 10.25	**About the seminar** – David Gibson, Seminar Chair
10.30 - 11.00	**COFFEE BREAK**

ACCELERATED KNOWLEDGE BASED GROWTH

11.00 - 12.45	**The Austin Texas Model** **Chair:** *David Gibson*, IC² Institute, The University of Texas at Austin **1. Relational Capital: Public-Private Networking for Accelerated Regional Development** *Pike Powers*, Founding Partner Fulbright & Jaworski, "Austin Rainmaker" since mid-1980s, Austinite of the Year 2005 **2. Lessons Learned in Building a City of Creativity and Innovation** *Kirk Watson*, Partner Hughes & Luce, former Mayor of Austin and 2005 Chair of the Greater Austin Chamber of Commerce **3. The Role of the Research University: Regional, National, and Global** *Juan Sanchez*, Vice-President for Research, University of Texas at Austin
12.45 - 13.30	**Role of Government** *Phil Wilson*, State of Texas (invited) *Brewster McCracken*, Austin City Council
13.30 - 14.30	**LUNCH**

PUBLIC PRIVATE PARTNERSHIPS FOR CLUSTER DEVELOPMENT

14.30 - 16.00	**Austin and Texas In Transition** **Chair:** *David Smith*, Technology Futures Incorporated **1. Building a Globally Competitive IT Company in Central Texas** *James Truchard*, Founder of National Instruments, Austin, Texas (invited) **2. Linking University and Private Sector Research and Entrepreneurial Excellence** *Gustavo de Veciana*, Professor and Director, Wireless Networking and Communications Group, WNCG, UT-Austin (invited) **3. The Austin Technology Incubator: Strategies for the Next 15 Years** *Erin Defosse*, Acting Director, Austin Technology Incubator
16.00 - 16.30	**COFFEE BREAK**

NEW EXPERIMENTS IN AUSTIN'S DIGITAL MEDIA SECTOR

16.30 - 18.15	**Overview of Austin's Digital Media Initiatives** **Chair:** *Jim Butler*, Manager Creative Industries Development, City of Austin **1. Computer Games: A Global Perspective** *Richard Garriott*, Executive Producer, NCsoft Austin **2. Rethinking Regions, Digital Technologies, and Competitive Advantage** *Alex Cavalli*, Executive Director, Digital Convergence Initiative *Eliza Evans*, Program Manager for Research, IC2 Institute, UT Austin **3. AMD and the future of Digital Media and Digital Entertainment** *Charlie Boswell*, Marketing Director, AMD Digital Media & Entertainment Division, **4. Re-engineering UT-Austin's Film School: Private Enterprise at a Public University** *Tom Schatz*, Executive Director, UT-Austin Film Institute
18.15 - 18.45	Closing Remarks - Bus transportation provided to Oasis Restaurant
19.00 - 22.00	**WCIT Texas Sunset and Networking Party at the Oasis (drinks and food)**

Program May 2nd 2006
EXPANDING DIGITAL REGIONS IN A FLAT WORLD

09.00 - 09.30	**Orientation and Overview** - *Roger Stough*, Chairman of Day Two
09.30 - 10.30	**Creating IT-Clusters through stimulating Science Based Entrepreneurship** *Charles Wessner*, Director Technology and Innovation, National Research Council
10.30 - 11.00	**Open Innovation and Cooperation: the Model of Helsinki** - *Jarmo Eskelinen*, Program Director of Forum Virium, Helsinki
11.00 - 11.30	**COFFEE BREAK**

IT-REGIONS IN A GLOBALISED ECONOMY

11.30 - 12.30	Networking between regions. Case Studies: **1. European Regions and International Cooperation in IT** *Manuel Heitor*, State Secretary for Science, Technology and Higher Education, Portugal **2. IT as a catalyst for growth in rising economies** *Nirvikar Singh*, Professor of Economics, University of California at Santa Cruz **3. The South-Holland Shanghai Co-Innovation Program** *Asje van Dijk*, Vice-Governor for Economic Policy Provincial Government of South-Holland, the Hague
12.30 - 13.30	**LUNCH**

REGIONAL STRATEGIES FOR STIMULATING IT-CLUSTERS IN A GLOBAL ECONOMY

13.30 - 15.00 — Break Out Sessions: Regional presentations from IT-cluster leaders

Asia	Europe	North America
1. India's Silicon Valley: Bangalore – *Shangkarlinge Gowda*, Secretary for IT, Karnataka State Government	**1. A Turin Strategy for Research, Enterprise and Venture Capital in IT** – *Rodolfo Zich*, President, Torino Wireless	**1. Connecting San Diego's Innovators for Growth** – *Greg Horowitt*, Executive Director, Global CONNECT, San Diego
2. Shanghai's Revolutionary Growth – *Shen Weiguo*, Vice-President Zhangjiang Science Park	**2. The Cross-border IT-Cluster of Øresund** – *Peter Höjerback*, Managing Director, ØresundIT, Copenhagen	**2. Greater Washington Region** – *Tim Priest*, Executive Managing Partner, The Greater Washington Initiative

15.00 - 15.30	**COFFEE BREAK**

INTEGRATING THE IT-CLUSTER WITH OTHER SECTORS

15.30 - 17.00

IT and Healthcare	ICT and Logistics
1. The Sendai-Finland Well-Being Center – *Dr. Sinikka Salo*, Business Development Director, Sendai **2. Transforming health care with IT** – *Dr. Scott Young*, Director of Health IT at Agency for Healthcare Research and Quality, Department of Health and Human Services, Washington DC	**1. Latest IT applications In-harbor logistics** - *Gerard Winkelhoff*, Rotterdam Development Corporation. **2. Partnerships for Intelligent Transportation** - *Kenneth Button*, Director, Operations and Logistics, George Mason University, Washington DC

CLUSTER LEADERSHIP

17.00 - 17.45	**Leadership for Regional Economic Development –** *Roger Stough*
17.45 - 18.00	**Closing Remarks and Discussion –** *Roger Stough* and *David Gibson*
20.00 - 22.30	**World Congress Texas Music Gala**

Sunday 30th April
17.30 – 19.00
Welcome reception

Start the seminar excitement early? Join us on the Sunday Evening Welcome Reception at a venue downtown. You will be warmly welcomed by our organization and organizing partners. This reception is the perfect kick-off to the seminar and your opportunity to connect and exchange ideas with fellow participants and speakers ahead of the event. This event is co-hosted by the West Holland Foreign Investment Agency and the Province of South Holland.

Monday 1st May
19.00 – 22.00
WCIT 2006 "Texas Sunset Party" at The Oasis (drinks and food)

Located 450 feet above Lake Travis, The Oasis offers breathtaking views of the Texas Hill Country and spectacular sunset. Not only the view is great, you can also mingle with other participants from the seminar and WCIT2006. The Texas sunset party will give you invaluable, informal and relaxing networking opportunities after the first day of the seminar. This party is included with the seminar registration. Don't miss out on this unique experience!

Texas Sunset at the Oasis

Enjoy the excellent networking opportunities and get a chance to meet lance Armstrong...

Tuesday 2nd May
20.00 – 22.30
World Congress Texas Music Gala (US$50, drinks and food included)

As the "Live Music Capital of the World, Austin, Texas is globally known for its live music. It is also a city where innovation and creativity flourish. At the Texas Music Gala you can chat and exchange ideas with Digital Regions Seminar presenters and attendees as well as participants in WCIT2006. And there will be a special guest appearance by Lance Armstrong, unprecedented 7-time winner of the Tour de France (1999-2005).

The 15th World Congress on Information Technology
Austin, Texas May 3-5, 2006

The WCIT is the world's premier Information Technology forum. The World Congress has been held every two years in continents around the globe. Past venues of the World Congress include San Francisco, Tokyo, Paris, Taipei, Adelaide and Athens. Attracting prominent leaders in information technology, government, and business, this year's agenda will include Michael Dell, Colin Powell, CK Prahalad, Ben Verwaayen and many more. Through the years, the World Congress has fostered countless new alliances resulting in new trade deals, business relationships and research opportunities.

This year, there will be a unique collaboration of global leaders from business, government and academia from 80 countries. It is the flagship forum of the World Information Technology Services Alliance (WITSA), whose members comprise of 65 information technology associations which represent 90 percent of the world IT market. WCIT 2006's mission is to be a catalyst for social and economic development through the exchange of policies, ideas and technology. An estimated 2,000 delegates are expected to attend, including Fortune 500 executives (70%), top government leaders and foreign ministers (20%) and leading IT researchers (10%). Together they are the people who drive global commerce, influence policy, distribute research funding and set the course for future innovation.

This year's World Congress will focus on three key IT issues that impact the world; privacy and security, digital access and healthcare. A wide variety of speakers, panel discussions and break-out sessions are led by today's most influential IT leaders.

Digital Regions Seminar participants are invited to register for WCIT2006 and are offered an exclusive discount on the general registration amount. With your confirmation you will receive a code. Please register on www.wcit2006.org/vip with this code for the exclusive discounted fare. More information about the discounted room rates will be sent to you after registration.

WCIT 2006 Admission	Early Registration Prior to March 1	Registration March 1-April 1	Seminar participants
General Admission	$1,295 USD	$1,595 USD	**$821.25 USD**

About Austin

Austin's high-tech industry is the fastest growing and most visible part of Austin's economy. Still, the city is well diversified with a strong government, education and financial base. The influx of high-tech professionals into Austin from all over the world makes the city a challenging, exciting and diverse business environment. With more than a million residents in the greater metropolitan area, it is the second fastest growing city in the United States.

Austin offers a broad range of world-class educational institutions. Austin-area institutions of higher learning, including the University of Texas at Austin, have a combined enrollment of more than 100,000 students. Austin is home to a diverse group of technology companies and organizations, including its most well-known local start-up, Dell. As a result, the Austin area has become known as high tech's Silicon Hills, competing and cooperating with Silicon Valley in California and other US and global technology centers.

The combination of high-tech background, intellectual population and hosting WCIT2006, will draw more attention from government, business and academic leaders to Austin, boosting awareness while creating trade, economic development and job creation opportunities.
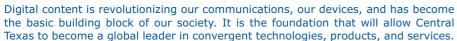
The University of Texas at Austin
http://www.utexas.edu/

THE UNIVERSITY OF
TEXAS
AT AUSTIN

The University of Texas at Austin was founded in 1883 and is one of the largest and most respected universities in the world. The Times of London ranked UT-Austin second among U.S. public universities and 15th overall in its ranking of the world's top 200 universities. As a major research university UT-Austin is "home" to more than 48,000 students, 2,700 faculty and 17,000 staff members and is the largest institution of The University of Texas System. From teaching and research to public service, the university's activities support its mission and core purpose: To transform lives for the benefit of society through the core values of learning, discovery, freedom, leadership, individual opportunity and responsibility. UT-Austin is a diverse learning community, with students from more than 100 countries and a student body that reflects the face of society. African American, Hispanic, and Asian American students make up more than 32 percent of the enrolment, and 9 percent are international students. The university provides superior and comprehensive educational opportunities at the baccalaureate through doctoral and special professional educational levels.

Digital Convergence Initiative (DCI)
www.digitalconvergenceinitiative.org

digital **convergence** initiative

THE TEXAS TECHNOLOGY CORRIDOR

Digital content is revolutionizing our communications, our devices, and has become the basic building block of our society. It is the foundation that will allow Central Texas to become a global leader in convergent technologies, products, and services.

As a project of the Greater Austin-San Antonio Corridor Council, The **Digital Convergence Initiative (DCI)** started at the IC2 Institute at the University of Texas at Austin as part of that Institute's continuing effort to create wealth through expanded uses of capitalism for the purpose of maintaining a stable and civil society. This activity involved both the leadership of IC2 and its Fellows network.

DCI envisions creating an **economic super cluster** through the growth of the Digital Convergence business and research base of the Central Texas corridor from Waco through Austin to San Antonio and the surrounding and included communities. The DCI advances economic opportunities for small and emerging businesses, accompanied by opportunities for large companies to partner and find valuable innovations throughout the region. The DCI improves alignment of institutional and private sector digital-oriented research and development which enables and facilitates public/private collaboration that will transform Central Texas into a global competitor in the emerging Digital Convergence economy.

The DCI serves as a tangible framework to redefine Central Texas as a premier region for Digital Convergence. Acting as a coordinating entity, the DCI will facilitate the growth of the convergence economy in Central Texas.

IC2 Institute
Innovation, Creativity & Capital
www.ic2.org

IC^2 INSTITUTE
THE UNIVERSITY OF TEXAS AT AUSTIN

IC^2 Institute, The University of Texas at Austin is an international, trans-disciplinary "Think and Do" tank devoted to solving unstructured problems to accelerate wealth & job creation and shared prosperity at home and abroad. As a research unit at UT-Austin, IC_ Institute is focused on knowledge exploration, dissemination, and application, across a broad range of academic and applied areas. The Institute has over 200 IC2 Fellows worldwide representing academic, business, and government sectors. Central programs include The Austin Technology Incubator, a MS degree in Science and Technology Commercialization, a Visiting Scholars Program, and conferences, research and publications.

IC^2 Institute's vision is a quest for constructive forms of capitalism that accelerate economic development that allows communities and nations to grow and prosper in a sustainable manner that promotes quality of life and civil societies at home and abroad.

Forum Virium Helsinki is a cooperation cluster of market-led open innovation, developing digital services and participating in the development of the second centre of Helsinki.

Forum Virium Helsinki is formed by 15 Finnish and international major companies, together with the Finnish innovation funding bodies and the City of Helsinki.

Forum Virium Helsinki creates future concepts on six focus areas: home, education, healthcare, retail trade, traffic and multi-channel distribution of services

Forum Virium Helsinki utilizes open and systemic innovation methods to achieve fast access to market.

helsinki digital region

forum Virium
Helsinki ▶▶

Digita - Elisa - Nokia - TeliaSonera - Finnish Broadcasting Company - Finnish Road Enterprise - TietoEnator - Veikkaus - WM-data - YIT-Group - HP - IBM - MTV3 - Siemens - Swelcom - S-group
The City of Helsinki - SITRA The Finnish National Fund for Research and Development - TEKES National Technology Agency of Finland - VTT Technical Research Centre of Finland

Forum Virium Helsinki forms partnerships with companies and clusters from abroad.
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SCIENCE ALLIANCE
Connecting Science & Society

IUE
International University of Entrepreneurship

Sign up for the *Internationally Certified Mastertracks* in
'Research Driven Entrepreneurship',
Cambridge, Shanghai and Abu Dhabi
and two weeks distance learning

Entrepreneurs, R&D professionals, Incubator Managers, Science Park Managers, Spin-offs and start-ups are welcome to join the international course on *'Research Driven Entrepreneurship'*. The course (certified in 63 countries around the world!) provides you with the choice of three different tracks:
- Starting a business out of science
- Extending the business and exploring new markets
- Facilitating new businesses

After an optional kick-off event in Cambridge, September 2007, which is combined with a free-of-charge participation in the Annual Technopolicy Network conference in Cambridge on Regional Innovation, you will follow *four weeks of intensive training* and courses in your preferred track from November 2006 until April 2007. The course will be scheduled as follows:
- September 2006: Kick-off event, Cambridge, UK (optional)
- November 2006: First Course Week, Abu Dhabi, United Arab Emirates
- November 2006-March 2007: Distance Learning through e-learning interface
- April 2007: Final Course Week, Shanghai, China

The different locations give the entrepreneur or his advisors and facilitators full insight in the cultural aspects of creating, extending and doing businesses with or within the most entrepreneurial regions in the world.

Science Alliance and the International University of Entrepreneurship invite you to join this international course on 'Research Driven Entrepreneurship'. There is a maximum number of participants set for these tracks to ensure interaction, optimal group sizes and personal attention. Therefore a limited amount of participants can join the course. For more information please contact Science Alliance, s.vanderwal@science-alliance.nl, visit www.science-alliance.nl or www.iue-edu.com.

Abu Dhabi   *Cambridge*   *Shanghai*

General Information

Date: Monday 1st of May and Tuesday 2nd of May, 2006

Seminar Venue: Thompson Conference Center, The University of Texas at Austin
Address: 2405 Robert Dedman Drive
         Austin, TX 78712
Phone:(512)471-3121 OR (800)882-8784
Fax: (512) 232-70033 Website: http://www.utexas.edu/cee/tcc

Language: English

Registration: Registration for this event will be handled by Science Alliance. All participants who wish to attend the seminar need to register in advance by returning the completed registration form to Science Alliance. You will be sent a confirmation upon receipt of the form. The maximum number of participants is 200 and registrations will be handled in order of receipt.

Registration Fee: The fee for participation in the seminar is USD 550, (€ 460) (excl. 19% VAT). Members of the Technopolicy Network are entitled to the reduced fee of USD 450 (excl. 19% VAT)

Includes:
- Participation in the Seminar
- Seminar Literature (Reading Packet + Documentation folder)
- Lunches and breaks
- Texas Sunset Party on May 1st

Literature: Reading Packets will be distributed to seminar attendees in April 2006 (via email) and will include background and current articles written on the Austin Model and the international examples. At the start of the seminar, participants will receive full documentation.

Payment: You will receive an invoice upon registration, payments can be made through bank transfer or by credit card (an extra fee of 5% will apply).

Cancellation: In case you are unable to attend the Seminar, a substitute delegate is welcome to attend at no extra charge, provided he or she is properly authorised by the original registrant. A fee of USD 125 (€ 95) will apply to cancellations before 7 April 2006. Please note that after this date no refunds are possible.

Accommodation: We advise you to take care of hotel accommodations and flight reservations in time. Hotels can be booked with discount through the WCIT hotel service. A VIP-link will be sent to you after registration.

Insurance: The Seminar organisers do not accept any liability for personal injuries or loss and/or damage of personal belongings of the participants, either during or as a result of the conference. Please check the validity of your insurance.

Organisation: The seminar is organised by the Technopolicy Network. For information please contact the Technopolicy network. Science Alliance is responsible for the logistical organisation of the seminar.

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