



# IASP

International Association  
of Science Parks

## IASP Pre-conference Seminar Fundamentals of Science Park Management

IASP Pre-conference Seminar to the  
28<sup>th</sup> IASP World Conference on Science  
and Technology Parks

19<sup>th</sup> June 2011  
Tivoli Congress Center  
Copenhagen, Denmark

In order to support new Science and Technology Parks and their professionals, the **International Association of Science Parks (IASP)** is organising its customary training seminar on “Fundamentals of Science Park Management”.

Professionals that are appointed to set up a new Science Park face many unexpected difficulties and unanswered questions, especially if this kind of project is new to them. Fortunately, many of us have walked that hard road in the past and have learnt many things about how Science Parks actually work. IASP gathers all of this accumulated knowledge and is glad to share it with all fellow colleagues around the world who may require it. The IASP “*learning by sharing*” pre-conference seminar is a great way to do just that.

In this 2011 seminar held in Copenhagen, we will look at the **main concepts that are crucial in the inception, conceptualisation, planning and management of a Science Park**: strategic models, incubation, marketing and commercialisation, services, stakeholders and business plan. Science Park managers and experts from the IASP network will share their experience with you and discuss what worked and what didn't. Their vast experience will allow you to shorten your learning curve and will give you new insights that will be of great use in your every-day work.



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## SEMINAR PROGRAMME AND EXPERTS:

- 08:30 - 09:00**      **Registration formalities and training material handed out**
- 09:00 - 09:10**      **Welcome**
- 09:10 - 10:10**      **Session 1: “Science Parks: main concepts; building blocks; strategic models (the IASP Strategigram)”**  
Luis Sanz, *Director General, IASP*
- 10:10 - 11:00**      **Session 2: “Incubation in Science Parks”**  
Malcolm Parry, *Director, The Surrey Research Park United Kingdom*
- 11:00- 11:20**      **Break**
- 11:20 - 12:10**      **Session 3: “Science Park marketing and commercialisation”**  
Herbert Chen, *Deputy Director, Tsinghua University Science Park–TusPark China*
- 12:10 - 13:00**      **Session 4: “Science Parks’ services”**  
Helen Chung, *Senior Manager, HK Science & Technology Parks Corp. China*
- 13:00 - 14:20**      **Lunch**
- 14:20 - 15:10**      **Session 5: “Managing the STP stakeholders”**  
Therese Sjölundh, *Managing Director, Science Park Jönköping Sweden*
- 15:10 - 16:00**      **Session 6: “Business plan for new Science Parks”**  
Niels Christian Sidenius, *Managing Director, INCUBA Science Park Denmark*
- 16:00 - 16:30**      **Closing ceremony**  
**Certificates of attendance**



**Luis Sanz**  
*Director General*  
IASP



**Malcolm Parry**  
*Director*  
The Surrey Research Park  
United Kingdom



**Herbert Chen**  
*Deputy Director*  
Tsinghua University Science  
Park–TusPark  
China



**Helen Chung**  
*Senior Manager*  
HK Science & Technology Parks Corp.  
China



**Therese Sjölundh**  
*Managing Director*  
Science Park Jönköping  
Sweden



**Niels Christian Sidenius**  
*Managing Director*  
INCUBA Science Park  
Denmark

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## CONTENTS IN MORE DETAIL:

### **Session 1: Science Parks: main concepts; building blocks; strategic models (the IASP Strategigram)**

Choosing the right model and strategy is crucial for the success of a Science Park. IASP Director General Luis Sanz will present the fundamentals of Science Parks and discuss its building blocks and strategies using the IASP Strategigram's seven axes: 1. Location and environment 2. Position in the knowledge / technology stream 3. Target firms 4. Degree of specialization 5. Target markets 6. Networking 7. Governance / Management model.

### **Session 2: Incubation in Science Parks**

Encouraging the creation and growth of new businesses is a key factor for regional (and national) economic development. Most Science Parks have a Business Incubator. Understanding the fundamentals of incubation, the synergies between Parks and incubators, and the different ways in which this interaction can happen is essential to design cost-effective facilities and to determine how business incubation works better in Science Parks.

### **Session 3: Science Park marketing and commercialisation**

An important goal for Science Parks is to attract and keep organisations and companies coming to their sites. This has to be achieved whilst stimulating and supporting the creation of new technology-based firms through incubation and spin off mechanisms. Having the right commercial strategy and making the right offer to the market is absolutely essential for the success of any Science Park.

### **Session 4: Science Park services**

High value-added services are the trademark of Science Parks. Managers must ensure not only that the services provided are quality services, but also that they are really needed and demanded by their resident companies. Value-added services are the trademark of true Science, Technology and Research Parks.

### **Session 5: Managing the STP stakeholders**

Science and Technology Parks have manifold stakeholders especially within their local and regional community. Different governments, universities, businessmen, associations of all sorts, chambers of commerce and banks are but a few of them. Some of these may have invested money in the Park and others may have not, but they all have an influence in the development of the Park and experience shows that adequately managing the relations with the many stakeholders is one of the really important tasks that every STP manager has. How to do it, what the many challenges met are, and how to ensure their continuous support to the Park's endeavours is critical for its success.

### **Session 6: Business plan for new Science Parks**

One of the first tasks that the managing team of a new Science Park usually has to do is prepare a very solid business plan for the project. The first years in the life of a Science Park are highly critical, and whilst a well structured business plan is always important, the first one is even more so. Media and public opinion tend to scrutinise these new projects very carefully and the professional reputation of the management team is at stake. In this module we will review the main aspects of a Science Park business plan, key points to consider and common mistakes which are to be avoided.

## “LEARNING BY SHARING” SEMINAR:

This IASP Seminar has a very dynamic and practical approach and is designed to meet your needs, basing its content on your questions and comments. The training seminar consists of 6 sessions, each being divided in two parts: a presentation by an expert, followed by questions and answers, and a discussion among all participants.

### Submit your question in advance:

The experts from the IASP network will focus on problems encountered and solutions implemented when setting up a Science Park and are at your disposal to share their practical knowledge and answer your questions.

If you have a question for either of the sessions, you can also send it to us in advance and we will make a selection of these to be discussed at the seminar!

This highly customised and flexible approach has proven to be a very effective way to share knowledge on the fundamentals of Science and Technology Parks, and will help you to shorten your learning curve considerably.

## VENUE AND CONTACTS:

### Venue:

Room (to be confirmed)  
Tivoli Congress Center  
Arni Magnussonsgade 2-4  
Copenhagen V, DK-1577  
DENMARK



### Information and registration contact:

IASP Services & Communication Dept.  
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**Ebba Lund**  
*Director*  
Services & Communication



**Francesca Antoniazzi**  
*Assistant to the Director*  
Services & Communication

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## REGISTRATION:

### Registration fee

IASP Full Members: 200 €

IASP Affiliate and Associate Members: 220 €

Non IASP Members: 275 €

The registration fee includes tuition, seminar materials, certificate, coffee and lunch. Please note that the registration fee only covers attendance to the Pre-conference Seminar and does not cover any expenses related to the IASP World Conference.

### Registration procedure

To register for the IASP Pre-conference Seminar, please complete the registration form for this event and send it to the IASP Services and Communication Department by e-mail ([services@iasp.ws](mailto:services@iasp.ws)) or by fax (+34 95 202 04 64).

Registration is open until **1st June 2011** and enrolments will be handled on a first come first served basis. After submitting your registration form, you will receive a confirmation from IASP staff as soon as your registration has been processed, including the corresponding invoice. Your participation will be secured as soon as we receive the payment of your registration fee.

### Payment details

|                |   |
|----------------|---|
| Account holder | IASP - ASOCIACIÓN INTERNACIONAL DE PARQUES TECNOLÓGICO                                      |
| Bank           | UNICAJA   |
| Address        | PARQUE TECNOLÓGICO DE ANDALUCÍA<br>MARÍA CURIE 1, EDIFICIO PREMIER<br>29590 MÁLAGA<br>SPAIN |
| Account number | 2103 0276 41 0030001441   |
| IBAN           | ES80 2103 0276 4100 3000 1441   |
| Swift code     | UCJAES2M  |

*\* Please note that any additional bank charges must be paid at your own expense.*

Or a bank cheque payable to IASP - Asociación Internacional de Parques Tecnológicos.

### Reference

When making your payment, please specify that the enrolment is for the 2011 IASP Pre-conference Seminar in Copenhagen.

### Cancellation policy:

Cancellations received in writing **before 1st June 2011** will be refunded (minus an administration fee of 50€).

No refunds or credits will be given for cancellations received **after 1st June 2011**. The balance will be refunded after the 28<sup>th</sup> IASP World Conference.



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