

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 20th November will be in English only.



Thematic University-Business Forum Berlin 2014

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location

Cafe Moskau

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



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HRK German Rectors' Conference
The Voice of the Universities

Thursday, November 20th 2014

9.30	Registration of the participants
Opening Session University-Business Cooperation: Partnerships for Competitiveness, Employability and Prosperity	
10.30	Member of the European Commission in charge of Education, Culture, Multilingualism and Youth <i>Working together for Social and Economic Impact</i>
10.50	Mr Ingo Kramer President, Confederation of German Employers' Associations <i>Skilled Workforce for Today and Tomorrow – Fostering Innovation and Competitiveness</i>
11.10	Professor Horst Hippler President, German Rectors' Conference <i>The Role of Higher Education in the Knowledge Triangle</i>
Panel Discussion	
11.30	University-Business Cooperation: Making it Happen Moderator: Mr Jan-Martin Wiarda , Journalist • Dr Gerhard F. Braun Vice-President, Confederation of German Employers' Associations and Member of the Advisory Board Karl Otto Braun Gruppe • Professor Wolfgang A. Hermann President, Technical University Munich • Representative of The Standing Conference of the Ministers for Education and Cultural Affairs of the German Länder • Professor Maria Helena Nazaré President, European University Association • Representative of JADE European Confederation of Junior Enterprises
12.40	Professor Johanna Wanka Federal Minister of Education and Research, Germany
13.00	Standing Lunch

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

Online registration and further information
www.ubforum-berlin.eu

Deadline October 10th 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 21st 2014

Conclusion of the Workshops	
9.00	Facets and Core Features of University-Business Cooperation
Keynote Speech	
10.00	Professor Birgitta Wolff 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
Closing Session	
11.00	Round Table: <i>Challenges and Opportunities – Looking ahead</i> Moderator: Mr Jan-Martin Wiarda , Journalist Panel Discussion: • Professor Holger Burckhart Rector, University Siegen; Vice-President, German Rectors' Conference • Ms Elisabeth Gehrke Chairperson of the European Students' Union • Professor Stefano Paleari Rector, University of Bergamo; President, Conference of Italian University Rectors • Professor Wolfgang Plischke Member of the Board of Management, Bayer AG • Mr Xavier Prats Monné Directorate General Education and Culture, European Commission
12.30	Standing Lunch
14.00	Optional for participants from Higher Education Institutions: <i>HEInnovate – Entrepreneurial Framework for Higher Education</i>
17.00	End