



UNITED NATIONS  
UNIVERSITY –  
MAASTRICHT ECONOMIC  
AND SOCIAL RESEARCH  
INSTITUTE ON  
INNOVATION AND  
TECHNOLOGY



CHINESE ACADEMY OF  
SCIENCE AND  
TECHNOLOGY FOR  
DEVELOPMENT (CASTED)



MINISTRY OF SCIENCE  
AND TECHNOLOGY OF THE  
PEOPLE'S REPUBLIC OF  
CHINA (MOST)



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## WORKSHOP

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**WIPO-MOST/IP/MST/17/INF.1**  
**ORIGINAL: ENGLISH**  
**DATE: MARCH 16, 2017**

## International Comparison of Knowledge Transfer Policies and Practices

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the United Nations University – Maastricht Economic and Social Research Institute on  
Innovation and Technology (UNU-MERIT)

and  
the Chinese Academy of Science Technology for Development (CASTED)

and  
the Ministry of Science and Technology of the People's Republic of China (MOST)

**Maastricht, the Netherlands, March 28 and 29, 2017**

## PROGRAM

*prepared by the International Bureau of WIPO*

Monday, March 27, 2017

18.30 Dinner hosted by WIPO

Tuesday, March 28, 2017

9.00 – 9.15 Opening ceremony

Welcome addresses by:

Mr. Neil Foster-McGregor, Deputy Director, United Nations University – Maastricht Economic Research Institute on Innovation and Technology (UNU-MERIT), Maastricht University, Maastricht

Mr. Hu Zhijian, President, Chinese Academy of Science and Technology for Development (CASTED), Beijing

Mr. Sacha Wunsch-Vincent, Senior Economist, Innovation Economics Section, Economics and Statistics Division (ESD), World Intellectual Property Organization (WIPO), Geneva

9.15 – 10.30 Session 1: Recapping the Project and Workshop Objectives

Chair: Ms. Pippa Hall, Chief Economist, Intellectual Property Office of the United Kingdom, Newport

*Workshop in hands-on working meeting, with focus on a discussion of project implementation processes and issues among partners and experts*

Topic 1: Presentation of the Project and Workshop Objectives

Speaker: Ms. Suma Athreye, Professor of Technology Strategy, Essex Business School, London

Topic 2: Summary of the Joint Project on International Comparison Knowledge Transfer Policies and Practices

*Summary of the main agreed study elements, i.e. conceptual framework, the country and data template, and the policy questionnaire, stressing also the need to be relevant to professional / practitioner community*

Speaker: Mr. Anthony Arundel, Director and Professor of Innovation, Australian Innovation Research Center, Tasmanian School of Business and Economics, University of Tasmania, and Professional Fellow, UNU-MERIT, Maastricht

Topic 3: Discussion of the Project Templates and Questionnaires (How Fitting and Feasible was the Implementation?)

Speaker: Ms. Fernanda De Negri, Director, Division for Innovation and Production Studies, Institute for Applied Economic Research (IPEA), Brasilia

Feedback of All Study Authors and Government Representatives

10.30 – 10.45 Coffee break

10.45 – 12.30 Session 2: Discussion of Draft Country Studies

Chair: Ms. Federica Rossi, Senior Lecturer in Economics,  
Department of Management, Birkbeck, University of London,  
London

*Country studies will be presented and commented on by other authors, government representatives and experts, also to draw parallels between countries and to suggest improvements. Similarities and differences to other country studies should be assessed, in particular: (i) What aspect(s) of the university-industry interaction in that country is similar to that of the other country studies and (ii) What aspect is different or unique?*

Creating Comparable Country Studies: Overview and Experiences

Speakers: Mr. Anthony Arundel

Mr. Fabio Montobbio, Associate Professor in Economics,  
Institute of Economic Policy, *Università Cattolica del Sacro Cuore*, Milan

Topic 4: Presentation of Germany Country Study Draft

Speakers: Mr. Dirk Czarnitzki, Professor of Industrial Organization and Strategy, Department of Managerial Economics, Strategy and Innovation, University of Leuven, Leuven

Mr. Georg Licht, Head of Department, Economics of Innovation and Industrial Dynamics, Centre for European Economic Research, Mannheim

Commentator: Ms. Fernanda De Negri

12.30 – 14.00 Lunch break

14.00 – 16.00 Session 2 (continued): Presentation of Draft Country Studies

Chair: Mr. Dirk Czarnitzki

Topic 5: Presentation of China Country Study Draft

Speakers: Mr. Chen Baoming, Director, Institute of Comprehensive Development, CASTED, Beijing

Mr. Huang Can, Professor, School of Management, Zhejiang University, Co-Director, Institute for Intellectual Property Management, Zhejiang

Commentator: Mr. Georg Licht

Topic 6: Presentation of Korea Country Study Draft

Speaker: Mr. Keun Lee, Professor of Economics, Seoul National University, Seoul

Commentators: Mr. Sung Si Kyong, Deputy Director, Intellectual Property Utilization Division, Korean Intellectual Property Office (KIPO), Seoul

Mr. Michael Kahn, Professor, Centre for Research on Evaluation, Science and Technology, Stellenbosch University, Cape Town

16.00 – 16.30 Coffee break

16.30 – 17.45 Session 3: Presentation of Draft Country Studies

Chair: Mr. Fabio Montobbio

Topic 7: Presentation of South Africa Country Study

Speaker: Mr. Michael Kahn

Commentators: Ms. Kerry Faul (written comments)

Mr. Keun Lee

19.00 Dinner hosted by WIPO

*Possible talk of Mr. Henri J.M. Theunissen, PhD, Chief Valorisation Officer, University of Maastricht, Maastricht*

Wednesday, March 29, 2017

9.00 – 9.15 Session 2 (continued): Presentation of Draft Country Studies

Chair: Mr. Chen Baoming

Topic 8: Presentation of the United Kingdom Country Study

Speakers: Ms. Suma Athreye

Ms. Federica Rossi

Commentators: Ms. Pippa Hall

Ms. Fernanda De Negri

10.15 – 10.30 Coffee break

10.30 – 11.45 Session 2 (continued): Presentation of Draft Country Studies

Chair: Mr. Michael Kahn

Topic 9: Presentation of the Brazil Country Study

Speaker: Ms. Fernanda De Negri

Commentator: Mr. Dirk Czarnitzki

11.45 – 12.00 Summary Discussion and Way Forward

12.00 – 13.15 Lunch break

Speaker: Mr. Bart Verspagen, Director of UNU-MERIT and  
Director - Dean of the Maastricht Graduate School of  
Governance, Maastricht University, Maastricht

13.15 – 14.45 Session 3. Metrics to Assess Knowledge Transfer Policies and Practices

*One project goal is the identification of survey methods and metrics which help assess knowledge transfer activities and outcomes. This session will discuss progress to date, and statistical efforts in countries.*

Chair: Mr. Georg Licht

*Presentation of the work on metrics to assess knowledge transfer policies and practices paper*

*Discussing standardized set of metrics for assessing national or institutional performance and determining critical data gaps*

*Applying different analytical methods to test the relationship between policies and practices on knowledge transfer activities. "What works best" under different conditions.*

Speaker: Mr. Anthony Arundel

Commentators: Mr. Bhaven Sampat, Associate Professor, Department of  
Health Policy and Management, Mailman School of Public  
Health, New York

Mr. Huang Can

Ms. Pippa Hall

14.45 – 15.45 Session 4: Discussion on Cambridge University – WIPO Book Proposal

Chair: Ms. Fernanda De Negri

Speakers: Ms. Suma Athreye

Mr. Sacha Wunsch-Vincent

*Book Proposal Harnessing Public and University Research for Innovation – An international Assessment of Knowledge Transfer Practices and Policies, CUP–WIPO Series on Intellectual Property, Innovation and Economic Development*

Feedback of reviewers provided prior to the meeting

15.45 – 16.05 Agreement on Next Steps

Speakers: Ms. Suma Athreye  
Mr. Anthony Arundel

16.05 – 16.15 Closing remarks

Speakers: Mr. Hu Zhijan  
Mr. Sacha Wunsch-Vincent

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Project Background:

In June 2014, Mr. Francis Gurry, Director General, WIPO, agreed with H.E. Mr. Wan Gang, Minister for Science and Technology, to pursue a joint MOST-WIPO research project on knowledge transfer policies and practices. This project implements this agreement.

This project has three objectives:

1. Developing a conceptual framework for the evaluation of knowledge transfer activities, related practices and outcomes. This framework would draw on and further develop the one conceived for the World Intellectual Property Report 2011. It will underline that relying on single indicators such as university patents or licensing income alone is unlikely to capture the full spectrum of knowledge transfer activities and outcomes.
2. Identifying optimal survey methods and metrics which mirror the above conceptual framework and which help assess knowledge transfer activities and outcomes. A standardized set of metrics for assessing national or institutional performance relevant to both high- and middle-income countries will be developed. These metrics will be compared to data that are currently available for a selected number of countries in order to determine critical data gaps and to provide suggestions on how to fill them.
3. Applying different analytical methods to test the relationship between policies and practices on both knowledge transfer activities - for instance, the number of licenses - and downstream economic outcomes. If sufficient data are available, analytical methods will be applied to identify "what works best" under different conditions.

A fuller description of this project is available in the project proposal.