The US and the UK have long been recognised for the strength of their research base and the ability of their universities to work with industry to drive innovation.

However, as large multinational firms increasingly look to invest in more strategic, longer term partnerships with a selective group of universities globally, it is critical that the UK and US find ways of remaining competitive for these types of larger scale and higher value investments.

The workshop will bring together senior thought leaders from UK and US universities to engage with their counterparts from leading multinational firms with partnership investments in different countries to discuss what needs to be done to strengthen the ability of universities and industry to develop mutually beneficial and effective strategic partnerships. The workshop will explore:

- The key elements of strategic partnerships and emerging models
- The role and value of strategic partnerships for firms and their value chains, and for universities
- Why strategic partnerships might work better in some countries than others
- How strategic partnerships emerge and what partners should consider when deciding whether to form one
- How strategic partnerships change over time and what challenges are faced at different points
- Contemporary university approaches for developing effective strategic partnerships
- What role government programmes can play in initiating and/or facilitating strategic partnerships

Speakers from the University of Cambridge; University of Oxford; Coventry University; University College London; Georgia Institute of Technology; University of California, Berkeley; Harvard University; GlaxoSmithKline; BP; Boeing; Pfizer; P&G; US National Science Foundation; UK based PraxisUnico and the US based UIDP, will provide their thoughts, experiences and lessons learned to inspire active discussions in group breakout sessions.

**Partners and supporters:**

PraxisUnico

Impact through innovation

www.praxisunico.org.uk

UIDP

University-Industry Demonstration Partnership

www.uidp.org
Workshop overview

The workshop will draw upon the extensive experience and learning of US and UK research universities, and the international insights provided by key multinational firms, to explore the role and value of strategic partnerships; emerging and effective models and practices for developing them; what works better in some countries; and what role government can play.

The workshop aims to develop key ‘guiding principles’ for UK and US universities seeking to develop strategic partnerships, and inform government agencies looking to develop policies in this area.

Key sessions will focus on:

Keynotes
- US/UK perspectives on trends, challenges and opportunities for developing strategic partnerships

Role and value of strategic partnerships
- Key elements and different types
- The role and value for firms and their value chains, and for universities
- Potential challenges and opportunity costs
- Role of government programmes in realising mutual value
- What types of strategic partnerships work better in some countries and why

Initiating strategic partnerships
- Origins and initiation – what partners need to know
- Key challenges and success factors for initiating strategic partnerships
- University practices and capabilities for supporting their emergence
- Role of government programmes
- International perspective: what works better in some countries and why

Nurturing strategic partnerships and dealing with major change
- Practices and capabilities for managing strategic partnerships to ensure mutual value realised
- Key challenges and success factors for nurturing strategic partnerships
- Major disruptions to strategic partnerships and dealing with change
- Role of governments in causing and/or supporting change
- International perspective: what works better in some countries and why

Closing: Emerging lessons and key messages

Active group breakout discussions will follow panel presentations by thought leaders from leading universities and firms with global portfolios of strategic partnerships. These will explore issues in more detail and facilitate the sharing of ideas, practices and experiences with the aim of shaping the key lessons for developing strategic partnerships including the role of government.

Why you should attend?
- Help to shape a set of core guiding principles and lessons for developing strategic partnerships
- Contribute to the debate over the role of government
- Network with UK and US universities, and leading multinationals
- Benefit from, and help build on, a recent UIDP event exploring ways of catalyzing high value, high return U-I collaborations
- Support the activity of the UIDP and PraxisUnico in this area

Who should attend?
Individuals with responsibility for developing approaches and policies for nurturing strategic partnerships with industry, for example:
- Universities: Pro-Vice-Chancellors/Vice Presidents for Research & Enterprise; Directors of Industrial Research or Corporate Relations; Directors of Enterprise
- Industry: Chief Research Officers; Directors/Managers of University Relations; External R&D; Corporate R&D
- Government: Senior decision makers developing policies supporting university-industry partnerships

Location
The workshop will be held at Clare College (Gillespie Conference Centre), Cambridge, UK

Registration and buffet lunch will be available from 1pm

A workshop networking reception will be held at Kings College at 7pm on 3rd March

Cost
Conference fee: £150 incl. VAT
Places are limited, so book early to ensure your place.

Information and booking
For further information and to book your place at the workshop, please visit:
ifm.eng.cam.ac.uk/events/csti-conf

For further information regarding the workshop themes, objectives, and dissemination activities, or our wider research activity in this area, please contact the Lead Investigator and Workshop Director, Tomas Ulrichsen
tc267@cam.ac.uk

For any other queries, please contact Event Manager, Ella Whellams
erd30@cam.ac.uk

Institute for Manufacturing, 17 Charles Babbage Road, Cambridge, CB3 0FS
Phone +44 (0)1223 766141

The Centre for Science, Technology & Innovation Policy (CSTI) at the University of Cambridge carries out applied research into the programmes, processes and practices for translating publically-funded R&D (in particular science and engineering research) into new technologies, industries and economic wealth. The centre is generously funded by the Gatsby Charitable Foundation.