

## Conference Facts

9th International Conference on Science-to-Business Marketing and Successful Research Commercialisation

Conference Topic:  
Science-to-Business Marketing & Partner Management at Universities

Date:  
12th April 2010 from 09:30 am to 04:00 pm

Venue:  
Pachuca, Mexico – Aula Virtual, ICSHu

Conference Languages:  
The official conference languages will be English and Spanish.

## Conference Hosts



**Münster University of Applied Sciences**  
Hüfferstraße 27 · 48149 Münster · Germany  
www.fh-muenster.de



**Science-to-Business Marketing Research Centre**  
**Münster University of Applied Sciences**  
Corrensstraße 25 · 48149 Münster · Germany  
www.science-marketing.com



**Universidad Autónoma del Estado de Hidalgo**  
Pachuca Hidalgo · México  
www.uaeh.edu.mx

# Science-to-Business Marketing & Partner Management at Universities



**Science Marketing**  
Science-to-Business Research Centre Germany

## German-Mexican Conference



**Science-to-Business Marketing Research Centre**  
**Münster University of Applied Sciences**  
Corrensstraße 25  
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Fachhochschule  
Münster University of Applied Sciences



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Pachuca, Mexico – 12th April 2010

### Introduction

Science-to-Business Marketing and Partnering are the key factors for future University-Industry Interaction and IP Commercialisation. Applying modern concepts to support those processes will lead a University to new dimensions in success.

**Science-to-Business Marketing** is one of those concepts, but it has to be adapted to the University system. Also **Partnering** in University-Industry Interaction is becoming a major success factor for the future.

### Features of the Conference

- Presentations and moderated discussions will get the participants and delegates introduced to innovative concepts.
- Industry will be involved and provide a partnering view from real world practice.
- Proceedings documentation and photos will be provided after the Conference.

### Program

- 09:30 am Registration & Coffee
- 10:00 am Welcome –  
M.en D. Adolfo Pontigo L. & Dr. Thomas Baaken  
“The importance of Technology Transfer”
- 10:30 am Introduction – Dr. Thomas Baaken  
“Technology Transfer in Germany and Europe”
- 11:00 am Introduction – Dr. Klaus Rother  
“¿Cómo conquistar el mercado de la Unión Europea?”
- 11:30 am Introduction – Ing. Marivel Solís  
“Technology Transfer in Mexico (La vinculación de las universidades y empresas- el caso de la incubadora universitaria de la UAEH)”
- 12:00 pm Coffee break**
- 12:15 pm Deepening – Friederike von Hagen  
“Research Customer Surveys:  
Image and Customer Satisfaction”
- 12:45 pm Deepening – Dr. Ramón Corona & Dr. Oscar Armenta  
“Los parques científicos y tecnológicos de México-una revisión crítica”
- 01:15 pm Break for lunch**
- 02:00 pm Specialisation – Dra. Silvia Mendoza  
“La formación de recursos humanos para el desarrollo de la ciencia”
- 02:30 pm Specialisation – Felix Baaken  
“The usage of the Value Chain Concept in Knowledge Transfer”
- 03:00 pm Coffee break**
- 03:15 pm Industry view – BASF, Motorola  
Mod. Dr. Thomas Baaken  
“Concepts of Partnering with Academia of Multinational Companies”
- 03:45 pm Wrap up | Fare well –  
Dr. Thomas Baaken & Dra. Silvia Mendoza  
“Lessons learned and future activities”
- 04:00 pm End of Conference**

### Presenter Germany

- **Prof. Dr. Thomas Baaken**  
Professor in Technology Marketing  
Director of S-to-B Marketing Research Centre
- **Prof. Dr. Klaus Rother**  
Professor in International Business  
Expert of DAAD and GTZ
- **Friederike von Hagen**  
S-to-B Marketing Research Centre
- **Felix Baaken**  
München University of Technology

### Presenter Mexico

- **Mtro. Adolfo Pontigo Loyola**  
Director del Instituto de Ciencias Sociales y Humanidades (ICSHu) de la Universidad Autónoma del Estado de Hidalgo
- **Dra. Silvia Mendoza**  
Profesora investigadora del Área Académica de Sociología y Demografía, Responsable del proyecto de investigación sobre la creación de parques científicos –tecnológicos
- **Dr. Ramón Corona & Dr. Oscar Armenta**  
Profesores investigadores del Área Académica de Sociología y Demografía, Colaboradores del proyecto de investigación sobre la creación de parques científicos –tecnológicos
- **Ing. Marivel Solís**  
Directora de vinculación con el sector social y productivo de la UAEH, Colaboradora del proyecto de investigación sobre la creación de parques científicos –tecnológicos
- **Delegates announced from**  
Motorola de México, S.A. and  
Grupo BASF Mexicana S.A. de C.V.

