AGENDA
REGIONAL WORKSHOP
GOVERNANCE AND MANAGEMENT OF SCIENCE AND TECHNOLOGY PARKS IN THE MENA REGION

4th and 5th November, 2013
Mundiapolis University Casablanca
Casablanca, Morocco

ORGANISED BY
MARSEILLE CENTER FOR MEDITERRANEAN INTEGRATION/ EUROPEAN INVESTMENT BANK
THE ISLAMIC EDUCATIONAL, SCIENTIFIQUE AND CULTURAL ORGANISATION (ISESCO)
Monday, November 4th, 2013

9:00-9:20  WELCOME NOTES
Mr Jacques van der Meer, EIB/CMI
Mrs Maha Merezak, ISESCO
Mr Amine Bensaid, UMC

9:20-9:50  SESSION 1: SCIENCE AND TECHNOLOGY PARKS (STP): MAIN CONCEPTS, BUILDING BLOCKS, AND STRATEGIC MODELS
Keynote address: Mr Luis Sanz, General Director, International Association of Science and Technology Parks and Areas of Innovation (IASP)

9:50-10:30  Question/Answer session

10:30-10:45  Coffee Break

10:45-11:50  SESSION 2: GOVERNANCE, OWNERSHIP AND INSTITUTIONAL ARCHITECTURE
10:45-11:15  Turkey: Mr Ufuk Batum, Vice-president, Metu-Tech Ankara
11:15-11:50  Poland: Mr Kazimierz Murzyn, Director, Lifescience Krakow Klaster

11:50-13:00  STP Governance - Discussion & Country Roundtable
Moderated by: Mr Luis Sanz, IASP

13.00 - 14:00  Lunch

14:00 - 14:30  SESSION 3: SUCCESSFUL MANAGEMENT OF SCIENCE AND TECHNOLOGY PARKS
United Kingdom: Ms Jane Davies, Chief Executive (2000-2012), Manchester Science Park

14:30 – 15:00  Italy: Mr Enzo Moi, Managing Director, Area Science Park Trieste

15:00 - 16:00  STP Management - Discussion & Country Roundtable
Moderated by: Mr Adel Danish, CEO, Smart Villages

16:00 - 16:20  Tea Break

16:20-16:45  SESSION 4: BUSINESS MODELS AND MANAGEMENT STRUCTURES
Introduction of Assignment: “Business Model Canvas” applied to STP (for STP managers only)
Ms Jihane Hakimi

16:45 - 18:00  Group work
Tuesday, November 5th, 2013

9:00 - 10:30  SESSION 5: BUSINESS MODELS AND MANAGEMENT STRUCTURES
Presentation of assignment and discussion
Moderated by: Ms Jane Davies

10:30 - 10:45  Coffee Break

10:45 - 11:15  Mr Nizar Al-Halasah, UNESCWA Technology Center: UNESCWA study on "Landscape mapping for regional incubation system: database and benchmarking of selected business incubators in MENA region"

11:15 – 11:30  SESSION 6: KEY PERFORMANCE INDICATORS AND HOW TO MEASURE STP SUCCESS
Ms Jane Davies, President of IASP’s Advisory Council
Methodology used to measure the Manchester Science Park success

11:30 - 12:30  KPIs and how to Measure STP Success - Discussion & Country Roundtable
Moderated by Mohammad Allam Al-Qaed, General Coordinator MENAInc
Delegates from Tunisia, Egypt, Lebanon, Libya and other countries.

12:30 - 13:30  Lunch

13:30 - 14:30  SESSION 7: EXPERTS PANEL RECOMMENDATIONS
Ms Jane Davies
Mr Luis Sanz
Mr Ufuk Batum
Mr Enzo Moi
Mr Kazimierz Murzyn
Mr Nizar Al-Halasah
Mr Zile Soilihi
Mr Jacques Van Der Meer

14:30 – 15:30  CONCLUSIONS
STP managers feedback and lessons learnt
Agenda for follow-up, Mr Jacques van der Meer
Role of CMI, IASP, ISESCO, and ETC

15.30 – 17.30  VISITS TO:
Casablanca Nearshore Park
Tecknopark Casablanca
Contacts

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Websites

The Center for Mediterranean Integration: www.cmimarseille.org

The European Investment Bank: www.eib.org

The Islamic Educational, Scientific and Cultural Organization: www.isesco.org.ma