



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*

Delegates from Tunisia, Egypt, Lebanon, Libya and other countries:

Morocco: Mr Omar El Yazghi, Director MedZ, the experience of the first Science and Technology Parks in Morocco

Egypt: Mr Adel Danish, CEO Smart Villages Co.

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*

Delegates from Tunisia, Egypt, Lebanon, Libya and other countries

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-Halasaah, 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-Halasaah
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

Dr Jacques van der Meer

Managerial advisor (EIB)
Program leader for “Innovation capacities (CMI)
Projects Directorate
Department Innovation and Competitiveness
European Investment Bank
Luxembourg
Office number: (+352) 4379 88624

Dr Maha Merezak

Program Specialist
Human & Social Sciences
Science Directorate
ISESCO Headquarters
Office number: (+212) 537566052

Ms Jihane Hakimi

Consultant
“Innovation capacities” program
Projects Directorate
Department Innovation and Competitiveness
European Investment Bank
Luxembourg
Office number: (+352) 4379 70441

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
