

The Technology Management Network



Meeting Details

Project: The Technology Management Network - Meeting no. 13
Meeting type: **Optimising links with universities and research institutes**
Date: Thursday 10 October – Friday 11 October 2002
Venue: Statoil, Arkitekt Ebbells vei 10, Rotvoll, Trondheim N-7005, Norway.
Local contact: Terje Totland, Statoil, phone: [47] 975 86 113, fax: [47] 73 58 45 32
Coordinator: Chris Dudgeon, OTM, phone (mobile): +44 7810 544495, phone (office): +44 1483 598000, fax: +44 1483 598010, chris.dudgeon@otmnet.com
Hotel: Radisson SAS Royal Garden, Kjøpmannsgt 73, N-7001, Trondheim, Norway, phone: +47 7380 3000, fax: +47 7380 3050, room rate: 850 NOK/ night (inclusive of breakfast). Please confirm hotel requirements to Chris Dudgeon at OTM.
Dinner: At a traditional Norwegian fish restaurant in the centre of Trondheim (Havfruen), on the evening of Thursday 10 October (it also serves meat (reindeer/ venison))
Travel/ Maps: By taxi it is ~20 minutes from Trondheim airport Vaernes to Statoil's offices (cost: 250 NOK each way if ordered in advance at +47 7390 9050) or 25 minutes to the hotel (cost: 250 NOK each way if ordered in advance). The hotel is a 10 minute taxi ride from Statoil's offices (cost: ~ 100 NOK). From airport to the hotel I recommend using the airport bus (only 50 NOK, leaves every 15 minutes and stops in front of the hotel). See map attached.

Proposed Agenda

Day 1 (Thursday)

	<i>Coffee</i>		from 08.00
1.	Welcome and introductions		08.15
2.	Framework and objectives for the meeting		08.30
3.	Optimising links with universities and research institutes – a university perspective	Prof. Dr. Per Morten Schiefloe, NTNU	08.45
4.	Optimising links with universities and research institutes – a research institute perspective	Unni Steinsmo, VP Research, Sintef	09.30
	<i>Coffee</i>		10.15
5.	Round table sharing of case histories/ issues/ problems/ processes and solutions related to optimising links with universities and research institutes & how this affects/ is affected by a company's technology strategy	All, ~15-20 minutes each	10.30
	<i>Lunch</i>		12.00
6.	Round table sharing (<i>continued</i>)	All	13.00
	<i>Tea/ coffee</i>		14.45
7.	Business needs: Technology challenges in Statoil's Halten/ Nordland area	Svenn Utengen, VP bus. dev., Statoil	15:00
8.	Tour of Statoil labs at Rotvoll		16.00
	<i>Return to hotel</i>		17.00
	<i>Depart hotel for dinner in Trondheim</i>		19.30

Day 2 (Friday)

	<i>Coffee</i>		from 08.00
9.	Round table sharing (<i>continued</i>)		08.30
	<i>Coffee</i>		09.45
10.	Discussion and conclusions regarding lessons learnt, best practices and critical success factors		10.00
11.	Project management issues: 2003 programme, membership, etc		11.30
12.	AOB		12.15
	<i>Meeting ends</i>		12.30

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Optimising links with universities and research institutes

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members will each present about 5-6 overheads/ slides on their company's experiences/ lessons learnt/ best practices relating to the meeting topic, to ensure consistency and clear items for subsequent discussion. It is also proposed that one or two 'case studies' are included within these slides to bring the lessons learnt and best practices to life more effectively.

The topic for this meeting is 'Optimising links with universities and research institutes'. Therefore some initial points are set out below which some of you have indicated you would like to discuss, and it would be very helpful if you could all try to cover most - if not all - these points in your slides (as well as any other points you wish to include).

Proposed points are as follows:

- What are the **OBJECTIVES** of your company with regards to links with universities and research institutes? What do you see as the real opportunities?
- What **CURRENT LINKS** does your company actually have with universities and research institutes?
 - Which universities and research institutes?
 - What types of relationships – and why?
 - How has your company initiated these relationships?
 - What does your company do to develop these relationships and optimise benefits?
- If you had a blank sheet of paper, what would **IDEAL FUTURE RELATIONSHIPS** with universities and research institutes look like for your company in 5 years time?
 - What is your vision?
 - How will you get to this point?
 - Do universities and research institutes themselves need to do something to help bring this about?
- What has worked well in your relationships with universities and research institutes – can you give some **EXAMPLES OF SUCCESSFUL STRATEGIES**?
 - Which key strategies have been most successful?
 - Can you give one or two case studies?
 - What critical success factors can you identify?
- How does your company **MEASURE THE BENEFITS** of the approach taken?
 - What is your performance measurement system?
 - Is this system useful?
 - Do you carry out cost/ benefit analyses? If so, how?
- Are there any ways in which you think industry should be **WORKING TOGETHER** to help everybody to realise the maximum benefits and opportunities from universities and research institutes?



Maps and Directions



From the airport to the hotel, bus is the most convenient means of transportation. The bus follows the E6 highway and stops in front of the hotel (first stop once you have passed the river Nidelven).

Trondheim in October might be chilly (down to zero degrees centigrade and cold winds, so please bring some warm clothes if you intend to walk around). A weather forecast will be provided a few days in advance.