

CIP FORUM

GÖTEBORG 2016  
25 - 27 SEPT



CONVERGENCE

SUMMARY



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# CONVERGENCE

THE THEME OF CIP FORUM 2016

We are in the midst of a convergent world where the storms of disruptive change are brewing. Industries, universities, and nations alike will need to take heed. Some actors will define the future and others will have the future define them.

Which one will you be?



## CIP FORUM 2016

**THANK YOU ALL PARTICIPANTS WHO CAME TO GÖTEBORG FOR THE SEVENTH EDITION OF CIP FORUM**

CIP FORUM 2016 has come to an end after three inspiring days where our CIP community of academics, executives, policy-makers, professionals, students, and alumni gathered around the common goal of transforming knowledge into wealth and welfare. We sincerely thank all participants for your intriguing input and active contribution to the discussions on convergence and the changing role of IP and IP management in a convergent world. In particular, we give our warmest thanks to our partners for making the event possible.

Together the participants have shared innovative ideas, research, and practical experiences from a global perspective, and it has been our delight to see them interact with our students, who have gained valuable insight into the current topics in focus in the field. We are grateful to you all for contributing to an open environment where all participants had an opportunity to partake in the dialogue and exchange of ideas.

It was evident during the event that success and failure in an increasingly convergent world most certainly hinges on our wisdom and ability to collaborate and find joint solutions to new challenges that lack familiar solutions. We are pleased that the activities of CIP FORUM created a common ground for continued discussions and acted as a positive catalyst in this development process.

We look forward to seeing you all again in 2018.

A handwritten signature in dark ink, reading 'Margareta Wallin Peterson'.

Margareta Wallin Peterson  
Chairman, CIP  
Professor, University of Gothenburg



# CIP FORUM – WE'RE BACK

*A lot has happened in the world during the five years since the last CIP FORUM in 2011 and we knew that our CIP community of executives, academics, professionals, policy-makers, students and alumni were ready to once again gather around the common goal of transforming knowledge into wealth and welfare. Our hope was to reward their patience since the last event with another impressive program whose theme of convergence focused on a new set of opportunities and challenges on the winding road to economic growth and prosperity in the knowledge economy. This seventh edition of CIP FORUM once again offered a unique atmosphere for open discussion among interdisciplinary actors of multiple generations - and it sure felt good to be back!*

## CIP FORUM IS CIP'S FLAGSHIP EVENT

where partners, colleagues, alumni and invited guests gather in Göteborg to address the key industry, university and policy challenges of the transformation to a knowledge economy. CIP FORUM 2016 was the seventh edition since the start in 2001. The event focuses on sharing innovative ideas, research, and practical experiences among global actors. A blend of theory and practice is employed to bridge the gap between strategy and policy and encourage critical reflection in a world where business and public policy are both in transition.

The inclusion of local graduate students from Chalmers and University of Gothenburg in the event allows the next generation to voice their opinions through the unfiltered lens of the beginner's mind. A key goal of CIP FORUM is to transform dialogue into action through new initiatives together with industry partners, academia, and policy makers that will be carried out and presented in the next event. CIP FORUM 2016 has resulted in a wide range of new activities and collaborations that CIP will manage, develop and facilitate in an international perspective.

### THREE FOCAL AREAS

CIP FORUM 2016 will focus on the theme of convergence from both an industry and university perspective through three interrelated, convergent focal areas:

#### Industry Focus

Digitization and the Internet of Things: The Convergence of Technology and Business Models

#### University Focus

Beyond Tech Transfer: The Convergence of Research and Innovation

#### Industry-University Focus

Building Professional Partnerships: The Convergence of Industrial and Academic Capabilities

**CIP FORUM 2016 DISCUSSED** challenges, trends, and specific management and policy issues that characterize the difficulties of convergence for industry and universities through plenary, break-out, workshop, and roundtable sessions at different levels of focus, including policy, strategy, and operational levels. In particular, a specific emphasis was placed on addressing the challenges of increased digitalization of products and globalization of markets.



**DURING THREE DAYS** close to 400 participants from over 20 nations worldwide gathered in Göteborg to share practical experience, research, and innovative ideas. They represented a wide range of industry and academia fields, which led to highly interdisciplinary and varied discussions on convergence issues and opportunities in a transforming knowledge economy, in more than 30 speaker sessions and student activities.

New projects and collaborations with both industry and academia, such as Volvo Cars, Carestream Health, Saab Avionics, as well as UC Berkeley and Stanford Hoover Institute, were initiated during the days. The increased understanding of the challenges faced by industry, academia and society in convergence of technology fields, and in the transformation to the knowledge economy, generated during CIP FORUM 2016 has resulted in several new activities, such as the Vinnova project "Intellectual Asset Management in the Knowledge Economy" and the planning of a CIP conference in New Delhi, India in fall 2017.

CIP FORUM also served as a catalyst in relation to IP and technology development in industry and academia, for example through establishing a Nordic CTO network where Volvo, Ericsson, SCA, Sandvik, Saab, Norsk Hydro, SKF, ABB, Atlas

Copco, Mölnlycke Health Care, Husqvarna and Scania, amongst other is partaking. The connection between industry and students also strengthened through the many student related activities of CIP FORUM, which resulted in new and continued internship collaborations with Carestream Health, Saab Avionics, Intertrust, PARC, Ericsson, Volvo and Philips, amongst others.

**INCREASED EQUALITY** in the IP and technology field was also in focus and CIP actively worked to bring forward female participants in the activities of CIP FORUM 2016. The students in many regards also represented a new generation moving towards increased gender equality in the field, also actively voicing their interest in the matter. This work has continued after the event, with focus on connecting with female professionals in the field. Integration was also a topic of interest, where the ambition is to increase representation from for example Asia and Africa to partake in the discussions of IP, technology development and the transformation to a knowledge economy.

We look forward to spreading the knowledge and insights of CIP FORUM 2016 with industry and academia through our activities and communication channels in the year to come.

# COLLABORATION PARTNERS

THANKYOU FOR SUPPORTING CIP FORUM 2016

## INDUSTRY PARTNERS



## DEVELOPMENT PARTNERS



## ANALYTICS PARTNERS



# CIP ...AND THEN THERE WERE THREE

*Center for Intellectual Property (CIP) is a development center at the intersection of industry and academia with an overarching aim to generate sustainability in the emerging knowledge-based society. CIP was initially founded in a joint effort among University of Gothenburg, Chalmers University of Technology, and industry, and now welcomes Norwegian University of Science and Technology (NTNU) as our third foundational academic institution. CIP's mission is to facilitate the transformation of knowledge into wealth and welfare for the benefit of industry, academia and society as a whole.*

**CIP ACTS IN A COORDINATING ROLE** to facilitate innovation in general, and particularly focuses on the role of intellectual asset management as a critical process to manage openness and create sustainable value. In this role, CIP's position at the interface of academia and the public and private spheres enables promotion of research, education and practical initiatives employing a truly multi-disciplinary approach. Since a knowledge-based society knows no geographical boundaries and the infrastructure for knowledge-based business is global, CIP operates on an international scale building collaborations in US, Europe, and Asia.

Moreover, building a sustainable knowledge economy requires a new set of skills at the intersection of management, economics, law, technology, and sociology combined with experience of the challenges for industry, academia, and society at large. CIP also believes that challenging international issues requiring an open-minded approach are best addressed by working towards practical results. By promoting an action-based approach

anchored in real-life projects for education and research activities, CIP is thus combining theory with practice while fostering development of new tools to shape knowledge-based business.

Importantly, the facilitation of innovation across disciplines, stakeholder boundaries and national borders means a constant balancing act between the interests of actors from industry, academia and the public sector. It also implies a responsibility to promote a constructive, sustainable and not least moral development. As an independent academic development center CIP is therefore always committed to actively anchor its activities in firm ethical standards.

**CIP BELIEVES THAT KNOWLEDGE IS THE ULTIMATE RENEWABLE RESOURCE** from which to build sustainable wealth and welfare for the future. However, we acknowledge that the creation, control, and utilization of knowledge required to generate wealth and welfare is far from a simple task – this is why we created CIP.



# STUDENT PARTICIPATION



**PARTICIPATION OF CURRENT STUDENTS** and alumni made CIP FORUM 2016 a unique event. Students were an integrated part of the event, supporting the development of the sessions, pitching their innovation projects, and participating as general sounding boards for discussions about knowledge-based business. We also take great pride in the fact that several of our alumni participated as expert speakers in this year's event.

*"In an evaluation by the Swedish National Agency for Higher Education, the entrepreneurship programs in Gothenburg were ranked as the best in Sweden."*

**THE EDUCATIONAL BACKGROUNDS** of the participating students differed, but can broadly be categorized as originally stemming from business, biomedicine, law and/or technology. The students are enrolled as graduate students at both Chalmers University of Technology and University

of Gothenburg and linked to Sahlgrenska School of Innovation and Entrepreneurship (SSIE) and Chalmers School of Entrepreneurship (CSE). The ICM education is nowadays a track existing at both SSIE and CSE. These educations offer a wide array of learning within the fields of knowledge-based business development, innovation management and entrepreneurship.

**THE CORE VISION OF ICM** is to educate a new generation of highly talented engineers, scientists, lawyers, and business developers with specific capabilities to engage in innovation and entrepreneurship in the knowledge economy. The ICM track at both the SSIE and CSE platforms is centered on an award-winning pedagogy consisting of advanced theoretical tools, simulated business environments and real life innovation projects, each designed to increase the understanding of the construction of knowledge-based business.



**THROUGHOUT THE EDUCATION** students actively learn to analyze, identify and assess valuable intellectual assets in knowledge intensive firms, organizations and universities, as well as develop strategies to maximize the utilization of these assets within the knowledge based society. The education's learning modules emphasize critical thinking and problem solving in the context of intellectual property strategies, technology-based entrepreneurship, brand management, and open innovation, among others on both the theoretical and practical level.

Historically, the students have been able to test their skills and capabilities through summer and master thesis internships across the world at firms in the CIP community, such as Philips, Ericsson, Volvo, PARC, Novartis, Electrolux, Nestlé, Nokia, Unilever, Pieris, Tessenlo, SKF, WIPO, Rambus, ROL Group, Mannheimer Swartling, and Vinge, among others. We are delighted that several new internship positions with new collaborators were created as a result of CIP FORUM 2016.

**CSE AND SSIE ARE ACTION-BASED EDUCATIONAL PLATFORMS** with dedicated incubation and acceleration functions that are actively involved in driving innovation and entrepreneurship projects in different stages of development. Both SSIE and CSE mix students with various backgrounds and experiences in cross-disciplinary teams. The first year consists of shared courses, as well as specialized innovation and entrepreneurship courses. The second year consists of real-life innovation projects selected from university research, industry, and the healthcare system. Students work in groups of 2-4 in collaboration with researchers, entrepreneurs, healthcare professionals, and industry managers. Each project has the potential for future participation by the students after graduation. To date the two platforms have created more than 70 ventures and conducted more than 50 innovation projects.

# THANK YOU



**THANK YOU AGAIN TO ALL PARTICIPANTS** of CIP FORUM 2016 for making the event a success. All partners, academia and industry representatives, students, colleagues and collaborators - your contribution was crucial and greatly valued, as always.

We are very grateful to all students who worked extra hard together with us to handle all arrangements of the event and above all the logistics - you transported close to 200 people night and day, and no one was lost (as far as we know!). Good job. Your dedication and ambition did not go unnoticed.

Finally, a grateful note to all staff at the conference venues at the School of Business, Economics and Law, Wallenberg Conference Center and at Universeum, for your service and aid.

# CIP FORUM – WE’LL BE BACK

THE NEXT CIP FORUM WILL BE IN **2018**.

WE LOOK FORWARD TO SEEING YOU ALL THEN.

