

# ENTREPRENEURSHIP SKILLS AND TRAINING FOR SMES

## WHERE DOES IP FIT?

European Parliament

### Agenda

Europe's talented entrepreneurs are the key to driving economic growth. At a private dinner hosted by Maria Da Graça Carvalho, and organised by Science|Business and the Ideas Matter consortium, attendees will discuss the role and value of intellectual property training and management for entrepreneurs and SMEs to prosper. As part of the discussion, Science|Business will preview original research on the value of IP for European entrepreneurs, and three successful entrepreneurs will share their personal stories.

<b>19:00</b>	Start
<b>Welcome</b>	Maria Da Graça Carvalho, Member, European Parliament
<b>Presentation of survey</b>	Richard L. Hudson, CEO & Editor, Science Business Thomas Tindemans, Managing Director, Ideas Matter
<b>Personal accounts of three entrepreneurs</b>	Daniela Couto, Co-founder, Vice-President and Chief Executive Officer, Cell2B Quentin Pankhurst, Founder and CTO, Endomagnetics Ltd Alexander Wulff, CMO and Co-founder, ABEO
<b>Open discussion</b>	
<b>21:30</b>	Dinner Ends

### Featured guests

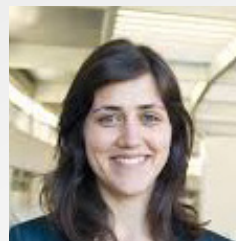


#### Maria Da Graça Carvalho

*Member,  
European Parliament*

Maria Da Graça Carvalho has been a member of the European Parliament (EPP group) since 2009. She sits on the ITRE-Industry, Research and Energy Committee and is Co-President of the Economic Development, Finance and Trade Committee of ACP-EU Joint Parliamentary Assembly.

She was a principal adviser of President Barroso in the areas of science, higher education, innovation, research policy, energy, environment and climate change from 2006 to 2009, and is a full professor at Technical University of Lisbon.



#### Daniela Couto

*Co-Founder, Vice-President and  
Chief Executive Officer, Cell2B*

Daniela is currently CEO at Cell2B, a biotechnology start-up dedicated to the development of a new line of healthcare therapies to treat organ rejection in patients undergoing transplants. She has been awarded several research grants and entrepreneurial awards, namely the Women Entrepreneur Award 2011. Cell2B was a finalist at the European Academic Enterprise Awards 2012 and awarded the €40,000 Everis Award (ACES) 2012.

Daniela S. Couto graduated with the highest honors in Bioengineering in 2011 from Instituto Superior Técnico – Technical University of Lisbon, as part of the MIT-Portugal Program. Daniela developed her studies in technological innovation at Massachusetts Institute Technology for a total of 2 years.

In collaboration with

**IDEAS  
MATTER.**

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**Vicky Ford**  
*Member,  
European Parliament*

Vicky Ford was elected as Conservative Party Member of the European Parliament for East of England in the 2009 European Parliament election. She is the UK Conservative spokesman for Industry and Research, sitting on the Committee on Industry, Research and Energy and also has seats on the Committee on the Environment, Public Health and Food Safety and the Committee on Economic and Monetary Affairs.

Before entering politics, Ford spent 14 years in Finance, mostly at JP Morgan, specialising in infrastructure and project financing. She studied maths and economics at Trinity College, Cambridge.



**Danuta Hübner**  
*Member,  
European Parliament*

Danuta Hübner has been a member of the European Parliament Delegation for Relations with the United States, and the Delegation for Relations with Switzerland, Iceland, Norway and to the EEA Joint Parliamentary Committee, and she works closely with the Baltic-Europe Intergroup, the Climate Change, Biodiversity and Sustainable Development Intergroup, the Federalist Intergroup and the URBAN Intergroup.

She is a prominent Polish economist and was instrumental in leading Poland toward membership in the European Union and the OECD. She became the first Minister for European Affairs in the Polish government, as well as the first Polish EU Commissioner. In her work as Commissioner, she was responsible for Regional Policy.

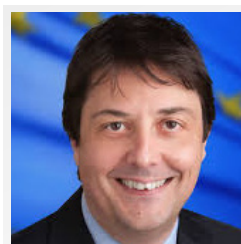


**Quentin Pankhurst**  
*Founder and CTO,  
Endomagnetics Ltd*

Quentin Pankhurst is the Director of the Institute of Biomedical Engineering at University College London. The IBME acts as a bridge between 7 medical and science/engineering faculties, and is a consortium of 150 principal investigators across 35 different centres, departments and institutes.

He is also the Director of the Davy-Faraday Research Laboratory and Wolfson Professor of Natural Philosophy – a post once held by Lord Ernest Rutherford – at the Royal Institution of Great Britain, in London.

He is a founder and CTO of Endomagnetics Ltd, a spin-out company which is commercialising the SentiMag™, an intra-operative device for breast cancer surgery.



**Salvador Sedó i Alabart**  
*Member,  
European Parliament*

Since joining the European Parliament in 2011, Salvador Sedó sees his main task as promoting research and innovation on behalf of SMEs. In order to best serve this role, vice-president of SME Europe since October 2012. SME Europe is the official business association of the European People's Party with the aim of defending the interests of small and medium sized enterprises at European level.

Salvador's active interest in SME began when he finished studying Technical Industrial Engineering in Barcelona, and founded a small firm (NISIROS SL) devoted to engineering consulting and support to international business. His other passion is international relations.

## Featured Guests



**Thomas Tindemans**  
*Managing Director,  
Ideas Matter*

Thomas Tindemans is Managing Director of IdeasMatter, an initiative that highlights the value of IP to society through the dissemination of stories about innovation and creativity. Thomas leads the Brussels office of Hill+Knowlton Strategies and is co-head of the global public affairs practice. He is a Belgian national with 20 years experience in EU Public Affairs and communications.

He has a proven track record of advising corporate, government and NGO clients on their public and corporate affairs strategies, including legislative procedures and political developments in the EU institutions and Member States.



**Alexander Wulff**  
*CMO and Co-founder,  
ABEO*

Alexander Wulff is the Chief Marketing Officer of Abeo, which he co-founded with two classmates from Copenhagen Business School (CBS) and a professor from the Technical University of Denmark in 2010.

Alexander holds a bachelors degree in International Business and is currently taking a master in Finance and Accounting. Parallel with his studies at CBS, he has been an active entrepreneur involved in several projects. Among his most impressive results are his work with Abeo and the publication of two best-selling books in Denmark, which he wrote at the age of 19 and 21. Furthermore, Alexander regularly speaks on topics like entrepreneurship and personal finances.



**Richard L. Hudson**  
*CEO & Editor, Science | Business*

Richard co-founded Science|Business in 2004 with Peter Wrobel and Malcolm Laws. He has been a leading science and technology journalist in Europe for more than 30 years.

As Managing Editor of The Wall Street Journal Europe from 1997 to 2003, he helped lead a redesign of the title in 2000. He is a graduate of Harvard, and a former Knight Fellow at MIT. In 2004 he co-authored a book with Yale/IBM "fractal" mathematician Benoit Mandelbrot: The (mis)Behavior of Markets: A fractal view of risk, ruin & reward. Basic Books 2004.

**IDEAS  
MATTER.**

Ideas Matter is a consortium of cross-sector enterprises, small and medium-sized businesses and trade associations that aims to expand awareness and promote the benefits of intellectual property (IP).

We firmly believe that ideas are important to the economy, important to society, important to companies both large and small. In other words, Ideas Matter.

The world's largest and most entrepreneurial economies have been built on strong IP, creating cultures of open innovation, knowledge sharing and co-creation. In the words of President Barack Obama: "Our single greatest asset is the innovation and the ingenuity and creativity of the people... It is essential to our prosperity and it will only become more so in this century. But it is only a competitive advantage if our companies know that someone else just can't steal that idea and duplicate it with cheaper inputs and labor."

Ideas Matter was founded by Philips, Microsoft and DSM. If you'd like to know more about Ideas Matter, or want to become a member of the consortium, then please get in touch: [info@ideasmatter.com](mailto:info@ideasmatter.com)



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### List of participants

**Michael Browne**, Head of European Research and Innovation, University College London

**Mário Campolargo**, Director, Net Future, DG Communications Networks, Content and Technology, European Commission

**Maria Da Graça Carvalho**, Member, European Parliament

**Wim de Clercq**, Head of IP, KU Leuven

**Fabrice Comptour**, Member of Cabinet of Commissioner Androulla Vassiliou, European Commission

**Massimo Corsi**, European Parliament Expert, European Patent Office

**Daniela Couto**, Co-Founder, Vice-President and Chief Executive Officer, Cell2B

**Arthur Forbes**, Member of Cabinet of Máire Geoghegan-Quinn, European Commission

**Vicky Ford**, Member, European Parliament

**Luis Galveias**, Director of Secretariat, European Trade Association for Business Angels (EBAN)

**Nigel Gibbons**, CEO, Unitech

**Daria Gołębiowska-Tataj**, Member of the Governing Board, European Institute of Innovation and Technology (EIT)

**Danuta Hübner**, Member, European Parliament

**Richard L. Hudson**, CEO and Editor, Science|Business

**Mark Lange**, Board Member, Ideas Matter

**Samuel Maenhout**, Policy Officer, SMEs, DG Research and Innovation, European Commission

**Shane McCollam**, Project Manager, Science|Business

**Ross Melzer**, Director, Science|Business

**Brian More**, Director of IP Services, Coventry University

**Nuala Moran**, Managing Editor, Science|Business

**Quentin Pankhurst**, Founder and CTO, Endomagnetics Ltd

**Fabien Petitcolas**, Director for Innovation, Microsoft Europe

**Laura Pontiggia**, Policy Adviser, European Research Council

**Bernd Reichert**, Head of Unit, SMEs in Horizon 2020, European Agency for Small and Medium Enterprises

**Salvador Sedó i Alabart**, Member, European Parliament

**Thomas Tindemans**, Managing Director, Ideas Matter

**Lise Lotte Toft**, Minister Councillor, Danish Permanent Representation, Brussels

**Bruno Wattenbergh**, Chief Operational Officer and Founder, impulse.brussels

**Alexander Wulff**, CMO and Co-founder, ABEO

**Esther Van Zimmeren**, Professor, Universiteit Antwerpen

**SCIENCE|BUSINESS**

197, rue Belliard, box 12  
B-1040 Brussels, Belgium  
Email: [info@sciencebusiness.net](mailto:info@sciencebusiness.net)  
Tel: +32 2 304 7577  
Fax: +32 2 304 7572

[WWW.SCIENCEBUSINESS.NET](http://WWW.SCIENCEBUSINESS.NET)