



Center for Strategic & International Studies
Washington, DC

EURO-ATLANTIC ACTION COMMISSION

September 20, 2004

**ROUNDTABLE SESSION ON INNOVATION AND HIGH
TECHNOLOGY COOPERATION BETWEEN HUNGARY AND THE
UNITED STATES**

**SEPTEMBER 21, 2004
9:30AM - 4:30 PM
WASHINGTON, DC**

PURPOSE: Share US experience in rapid commercialization of high technology products through an efficient innovation process and a reliance on private sector financing, in order to contribute to improved Hungarian innovation and identify new opportunities for high technology growth.

CIRCUMSTANCES: This conference is being convened in Washington, DC, and provides a framework for cooperation through the sharing of US best practices and the identifying of opportunities for high technology projects between the US and Hungary. Representatives of the business, investment, government, university and scientific communities are present, highlighting the importance of partnership among these groups. This session begins a 6 month project of continuing cooperation on selected issues, and will conclude with a session in Budapest. This project will also result in a White Paper that presents general lessons learned in the innovation process for consideration by the other new EU member countries from Central and Eastern Europe, and Bulgaria and Romania.

LOCATION: Center for Strategic and International Studies, B1-C Conference Room, 1800 K Street NW, Washington, DC 20006, Tel: +001-202-887-0200

AGENDA

September 21, 2004

9:00 am – 9:30 am

Opening Coffee/Reception

Outside B1-C Conference Room

SETTING THE PARAMETERS FOR A USEFUL EXCHANGE

- 9:30 am **Welcome and Introduction of Participants**
Mr. George W. Handy, Director, Euro-Atlantic Action Commission, CSIS (Moderator)
- 9:40 am **Discriminators Defining Development of High Technology – US Experience**
Dr. John H. Marburger, Director/Senior Advisor to the President, Office of Science and Technology Policy
- 9:55 am **Innovation Environment and Decision-Making for High Technology Development in Hungary**
Dr. Miklós Boda, President, National Office of Research and Technology
- 10:10 am **The Unique Strength of the Hungarian Science Base**
Dr. Nobert Kroó, Secretary General, Hungarian Academy of Sciences
- 10:25 am **Initial Roundtable Discussion**
 - US Strengths in High Technology Development
 - Hungarian Priorities for Improvement
- 10:45 am – 11:00 am **COFFEE BREAK**
- CHALLENGES IN THE INNOVATION PROCESS- US SIDE**
- 11:00 am **What is Required for Innovation from the Industry Perspective, Synergy of the Public and Private Sectors**
Dr. Gail Cassell, Vice President of Scientific Affairs, Eli Lilly
- 11:20 am **Mechanisms in Place at NIH to Stimulate Innovation; Translation from Lab to Private Sector and Attracting Industry Investment in Publicly-Funded Research**
Dr. Mark L. Rohrbaugh, Director, Office of Technology Transfer, National Institutes of Health
- 11:40 am **Questions and Comments from the Hungarian Participants**
- 12:00 pm – 13:30 pm **WORKING LUNCH**

CHALLENGES IN THE INNOVATION PROCESS- HUNGARIAN SIDE

- 12:20 pm **Observations on Hungarian-US Cooperation and High Technology Opportunities**
H.E. András Simonyi, Ambassador, Embassy of the Republic of Hungary to the United States
- 12:30 pm **Introduction of Hungarian Presentations and Overview of the Hungarian Information Technology Sector**
Mr. Mihály Jambrik, State Secretary, Ministry of Informatics and Communications
- 12:40 pm **Overview of the Hungarian Information Technology Sector (Further Observations)**
Dr. Balázs Szekfu, Director, Hungarian Association of IT Companies and Founder/Member of the Board, Carnation, Ltd.
- 12:50 pm **Overview of the Hungarian Biotechnology Sector**
Dr. Erno Duda, President, Hungarian Biotechnology Association
Dr. Ágnes Szmolenszky, Project Manager, Agricultural Biotechnology Center, Gödöllo
- 13:00 pm **Overview of the Hungarian Pharmaceutical Research Sector**
Dr. Ádám Vas, President, Science and Engineering Committee, Hungarian Association of Pharmaceutical Companies
Prof. Péter Mátyus, Head of Dept. of Organic Chemistry, Semmelweis University
President, Organic and Medicinal Chemistry Division, Hungarian Pharmaceutical Society
- 13:10 pm **Questions and Comments from US Participants**
- 13:30 pm **BREAK**
- MOVING FROM IDEA TO MARKET PLACE**
- 13:45 pm **Overview: Moving from Idea to Market Place**
Dr. George Atkinson, Science and Technology Adviser to the Secretary of State, US Department of State

14:00 pm	<p>Successful Innovation; Policies and Actions at the National Level</p> <p>Dr. Robert T. Sienkiewicz, Senior Advisor to the Director, Advanced Technology Program, National Institutes of Standards and Technology</p>
14:15 pm	<p>Regional Cooperation, Local Incentives and Market Know-How</p> <p>Open Discussion of US Experience</p>
14:30 pm	<p>INITIAL DISCUSSION ON MOVING IDEAS TO THE MARKET PLACE</p>
14:45 pm – 15:00 pm	<p>COFFEE BREAK</p>
15:00 pm	<p>The University Role in Shaping Innovation and as a Participant in the Innovation Process</p> <p>Dr. Gene Block, Vice President and Provost, University of Virginia</p>
15:15 pm	<p>Early Stage Project Funding and Conditions that Attract Venture Capital</p> <p>Ms. Linda Powers, Co-Founder/Managing Director, Toucan Capital Corporation</p>
15:30 pm	<p>Incentives and Conditions that Draw Private Investment into Research and Development Projects</p> <p>Mr. Thomas Weithman, Vice President Entrepreneurship and Investment Services, Virginia's Center for Innovative Technology</p>
15:45 pm	<p>FINAL DISCUSSION ON MOVING IDEAS TO THE MARKET PLACE</p> <p><u>CONFERENCE ASSESSMENT</u></p>
16:00	<p>Open Discussion of Conference Proceedings and Next Steps</p> <ul style="list-style-type: none"> ○ Agreement on the Next Meeting in Budapest ○ Initial Identification of Candidate Areas for Future US-Hungarian Cooperation ○ Identification of Organizations Interested in Supporting Further Cooperation
16:30	<p>ADJOURN</p>