

# UNESCO-WTA International Training Workshop

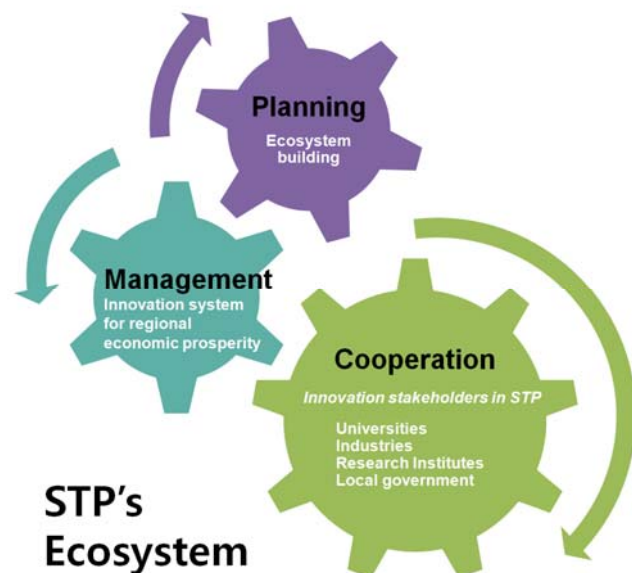
## Science & Technology Park - Innovation Ecosystem

16-19 November 2011, Daejeon Convention Center, Daejeon, Korea

### About the Workshop

The workshop, as a kind of capacity-building activity on science park governance, has been organized by international cooperation between WTA (World Technopolis Association) and UNESCO (United Nations Educational, Scientific and Cultural Organization) since 2005. Both organizations are dedicated to the provision of training for science park managers, particularly in the developing countries, with a view to promote science, technology and innovation for sustainable development.

During the workshop, invited speakers will give all trainee special lectures on “STP (Science and Technology Park)’s Ecosystem”, which consisting of planning, management, and university-industry-research cooperation. It will be also provided all participants with valuable time for sharing their successful experiences and discussing current issues on STP development.



**Within this framework, the 2011 workshop's objectives basically are:**

- ✓ Promoting the knowledge transfer between developing and developed countries
- ✓ Networking among science parks and innovation clusters in global context
- ✓ Establishing a cooperative regional network among science parks or technopolises
- ✓ Sharing the valuable information and experience in science park development
- ✓ Assisting managers or future managers of science park in creating the innovation through the partnership among government, academia and business

**UNESCO-WTA’s annual training program** focussing on capacity building has been intended for knowledge exchange between developing and developed countries. Since 2005, highly qualified **242 managers** have completed this program.

UNESCO in cooperation with the World Technopolis Association (WTA) and with the support of the Daejeon Metropolitan City Government has been organizing an annual training workshop on the development of science park and technology business incubator. This is a kind of capacity building program, which aims to regularly upgrade the knowledge of managers or future managers of science and technology parks in developing countries. It also can promote knowledge exchange and establish cooperation-network between developed and developing countries.

***Last Workshops (2005-2010)***

<i>Year</i>	<i>Main Topic (date &amp; venue)</i>	<i>Attendance</i>
<b>2005</b>	<b>“Science City Governance”</b> November 1-7, 2005 / Information and Communication University, Daejeon, Korea	<b><u>Total 54 persons attended</u></b> - 11 lecturers - <b>31 managers</b> in 17 countries
<b>2006</b>	<b>“High-tech Clusters in Global Context”</b> November 6-10, 2006 / Daejeon City Hall, Korea	<b><u>Total 78 persons attended</u></b> - 13 lecturers - <b>43 managers</b> in 22 countries
<b>2007</b>	<b>“Towards Sustainable Growth of Science and Technology Park: Role of Technology Business Incubation in Techno Park”</b> November 6-10, 2007 / Daedeok INNOPOLIS, Korea	<b><u>Total 123 persons attended</u></b> - 14 lecturers - <b>47 managers</b> in 23 countries
<b>2008</b>	<b>“Towards Creative Growth of Science Park and Innovative Cluster”</b> October 8-11, 2008 / Daejeon Convention Center, Korea	<b><u>Total 87 persons attended</u></b> - 12 lecturers - <b>39 managers</b> in 22 countries
<b>2009</b>	<b>“Green Growth based on the Science Park Initiatives”</b> November 10-14, 2009 / Daedeok INNOPOLIS, Korea	<b><u>Total 70 persons attended</u></b> - 10 lecturers - <b>31 managers</b> in 24 countries
<b>2010</b>	<b>“Triple Helix Model of Innovation: Government-Academia-Business Cooperation”</b> November 3-6, 2010 / Daedeok INNOPOLIS, Korea	<b><u>Total 88 persons attended</u></b> - 10 lecturers - <b>51 managers</b> in 37 countries



*Attending people in 2010 workshop*

## Draft Agenda

### 1. OVERVIEW

The workshop officially starts on **16<sup>th</sup> of November**. A unique feature of **the workshop's 4-day program** consists of 3-day training and 1-day post-tour. All participants are invited to the international conference of the 8<sup>th</sup> WTA Hi-tech Fair concurrently with this workshop.

- **Date.** 16<sup>th</sup> - 19<sup>th</sup> (four days) November 2011
- **Venue.** Conference room(No.204-205), Daejeon Convention Center, Daejeon, Korea
- **Main topic.** **Science & Technology Park - Innovation Ecosystem**

#### *Session's topics*

- Session 1** Planning for Ecosystem building in Science & Technology Park
- Session 2** Management of Science & Technology Park
- Session 3** Nurturing SMEs / University-Industry-Research cooperation in Science & Technology Park

- **Host Organizations:** World Technopolis Association (WTA), United Nations Educational, Scientific and Cultural Organization(UNESCO)
  - **Partners:** Korea International Cooperation Agency (KOICA), Korean National Commission for UNESCO, Daedeok Innopolis, Daejeon Techno Park, Asian Science Park Association (ASPA)
  - **Main Programs**
    - **Opening ceremony** (16<sup>th</sup> November 2011)
    - **Keynote lectures (2)**
    - **Session's lectures (9)** with panel discussions
    - **Country-presentations** by invited trainee(STP's managers)
    - **Post-tours** : technical visit & cultural tour
- \* *International Conference of the 8<sup>th</sup> WTA Hi-tech Fair (the parallel event)*



## 2. Training Program: Capacity Building program for STP managers

*In the workshop, the capacity building activities for the training are divided into **three parts**; **i) keynote lectures, ii) session lectures with panel speeches, iii) country presentations**. The invited lecturers are composed mainly of eminent scholars, intellectuals and international experts related to science and technology park development. They will provide all participants with scientific paper and presentations on above mentioned topics.*

### **PART 1. Keynote Lectures (50 minutes each)**

*Two Keynote lecturers will highlight **STP's innovation ecosystem** on firstly the cooperation between industry, university and research center in science and technology parks, secondly planning approaches related to the STP development.*

- I. **Prof. Peter Jeong** (Vice President for Technology and Professional Studies  
Bloomfield College, USA)
- II. **Prof. Deog-Seong Oh** (Secretary General of World Technopolis Association;  
Chungnam National University, Korea)

### **PART 2. Session Lectures (45 minutes each) & Panels (30 minutes each)**

*After the keynote lectures, session speakers and panelists will give one special lecture and two panel speeches on specific topics for sessions of approximately **105 minutes** each to upgrade the knowledge of managers and promote interactive discussion.*

#### **Session 1. Planning for Ecosystem Building in Science & Technology Park**

It deals with structure, network and system building in the process of the science and technology park development. This session will include overall planning approaches on ecosystem building for the STPs e.g. functional structure and components, operation model, physical planning process, business planning, development process etc.

#### **Session 2. Management of Science & Technology Park**

The management and operation of science and technology parks have the aim of establishing a "Regional Innovation System (RIS)" and promoting regional economic prosperity. This session will include all the activities of occupants or organization of the science and technology park to keep it in good condition and to achieve desired goals by efficiently utilizing necessary facilities.

#### **Session 3. Nurturing SMEs/ University-Industry-Research cooperation in STP**

The cooperation among university, Industry and research institutes in science and technology parks such as collaborative research, business activities, networked entrepreneurship, technology commercialization etc. promotes to connect R&D results directly to the real market in knowledge economy. In this session, it deals with strategic approaches for cooperation or networking between innovation stakeholders in STPs.

**2011 UNESCO-WTA International Training Workshop,**  
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<Invited session lecturers>

<b>Category</b>	<b>Lecturers</b> (45 minutes each)	<b>Panel Speakers</b> (30 minutes each)
<b>Session 1</b> (105 min.)	<b>1-1</b> <b>Prof. Fred Young Philips</b> Alliant International University, USA; Editor-in-Chief, Technological Forecasting & Social Change	<b>1-2</b> <b>Prof. Sangryong Cha</b> University of Nagasaki, Japan
		<b>1-3</b> <b>Prof. Shian-far Kung</b> Department of Urban Planning, National Cheng Kung University, Chinese Taipei
<b>Session 2</b> (105 min.)	<b>2-1</b> <b>Dr. Malcolm Parry</b> Managing Director, Surrey Research Park, UK	<b>2-2</b> <b>Prof. Jong-In Choi</b> Hanbat National University, Korea
		<b>2-3</b> <b>Dr. Herbert Chen</b> Deputy Director of Tsinghua Science Park, China
<b>Session 3</b> (105 min.)	<b>3-1</b> <b>Dr. Raimund Broechler</b> Vice President of International Network for SMEs; Senior Delivery Manager, INTRASOFT Communication Services	<b>3-2</b> <b>Dr. Hannu Juuso</b> Prgramme Manager Big Science Project, Tekes-Finnish Funding Agency for Technology and Innovation, Finland
		<b>3-3</b> <b>Prof. Avvari V. Mohan</b> Department of Strategic Management, Nottingham University Business School in Malaysia

**PART 3. Country Presentations (15 minutes each)**

*We plan to invite the managers and future managers of science and technology parks in developing countries as trainee. In particular, among invited trainee will give a presentation on development of science and technology parks in their regions, which focus on current status of STP development in developing countries.*

*After the presentation, we plan to have interaction discussion between lecturers and trainee, giving them an opportunity to promote knowledge exchange in important issues and global challenges being faced by STP development.*



### 3. SCHEDULE (tentative)

Daily schedule

	Pre-day 15 <sup>th</sup> Nov.	DAY 1 16 <sup>th</sup> November	DAY 2 17 <sup>th</sup> November	DAY 3 18 <sup>th</sup> November	DAY 4 19 <sup>th</sup> November
9:00 12:00		Opening Ceremony	<u>Session 2</u> Management of the STPs	<u>Session 3</u> University-Industry-Research cooperation	Post-tour : Technical visit : Cultural tour
12:00 14:00		Keynote Lectures	Lunch & Networking	Lunch & Networking	
		Lunch & Networking			
14:00 18:00	Arrival	<u>Session 1</u> Planning approach for the STP's ecosystem building	※Concurrent Event: WTA Hi-tech Fair's International Conference	Country Presentations	
18:30 20:00	Reception (informal)	Welcome Dinner	Workshop Dinner	Farewell Dinner	Departure

※ **Concurrent Event:** The 8<sup>th</sup> WTA Hi-tech Fair's International Conference on **Science and Technology Park Development in the Era of Fusion Technology** will be held in Daejeon Convention Center on 17<sup>th</sup> November 2011.

<b>DAY 1. Wednesday, 16 November 2011 - Room 204-205</b>	
9:00	<b>Registration</b>
10:30	<b>Opening Ceremony</b> - Opening Remarks by WTA President - Welcoming Remarks by UNESCO representative - Congratulatory Address by Int'l Partners
10:50	<b>Keynote lectures on Science &amp; Technology Park – Innovation Ecosystem</b> - Prof. Peter Jeong (50min.) - Prof. Deog-Seong Oh (50min.)
12:30	<b>Lunch and networking</b>
14:00	<b>Session Introduction by moderator</b>
14:05	<b>Session 1. Planning approach for ecosystem building in Science &amp; Technology Park</b> (Moderator: Prof. Byung-Joo Kang) 1-1. Prof. Fred Young Philips (45min.) 1-2. Prof. Sangryong Cha (30min.) 1-3. Prof. Shian-far Kung (30min.)
16:00	<i>Coffee break</i>
16:20	<b>Plenary discussion 1</b>
17:20	<b>Drinks and networking</b>
18:30	<b>Welcome Dinner</b> Hosted by WTA President (Mayor of Daejeon) Performance by

8<sup>th</sup> WTA  
Daejeon  
Hi-Tech Fair

**EXHIBITION (10:00-17:00)**  
DCC  
Exhibition hall (1<sup>st</sup> Floor),  
Daejeon Convention Center

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<b>DAY 2. Thursday, 17 November 2011 - Room 204-205</b>	
<b>9:00</b>	<b>Session Introduction by moderator</b>
<b>9:10</b>	<b>Session 2. Management of Science &amp; Technology Park</b> (Moderator: Prof.Byung-Su Kang) 2-1. Dr. Malcolm Parry (45min.) 2-2. Prof. Jong-In Choi (30min.) 2-3. Dr. Herbert Chen (30min.)
<b>11:00</b>	<i>Coffee break</i>
<b>11:20</b>	<b>Plenary discussion 2</b>
<b>12:00</b>	<b>Lunch and networking</b>
<b>14:00</b>	<b><u>WTA Hi-tech Fair "International Conference"</u></b> <b>on Science and Technology Park Development in the Era of Fusion Technology</b> - DCC Conference Hall(3rd floor)
<b>19:00</b>	<b>Workshop Dinner</b> Hosted by UNESCO and WTA

**8<sup>th</sup> WTA  
Daejeon  
Hi-Tech Fair**

**EXHIBITION  
(10:00-17:00)**  
DCC  
Exhibition hall  
(1<sup>st</sup> Floor),  
Daejeon  
Convention  
Center

<b>DAY 3. Friday, 18 November 2011 - Room 204-205</b>	
<b>9:00</b>	<b>Session Introduction by moderator</b>
<b>9:10</b>	<b>Session 3. Nurturing SMFs/ University-Industry-Research cooperation in Science &amp; Technology Park</b> (Moderator: Prof. Yasuo Miyakawa) 3-1. Dr. Raimund Broechler (45min.) 3-2. Dr. Hannu Juuso (30min.) 3-3. Prof. Avvari Mohan (30min.)
<b>11:00</b>	<i>Coffee break</i>
<b>11:20</b>	<b>Plenary discussion 3</b>
<b>12:00</b>	<b>Lunch and networking</b>
<b>14:00</b>	<b>Session Introduction by moderator</b>
<b>14:05</b>	<b>Session 4. Country Presentations</b> Presented by Invited trainee – STP managers from. : Costa Rica, Mongolia, Indonesia, Sri Lanka, Egypt, Kenya Tunisia, Nigeria, Malaysia etc. <b>(Group A)</b>
<b>15:30</b>	<i>Coffee break</i>
<b>16:00</b>	<b>(Group B)</b>
<b>17:30</b>	<b>Wrap-up session</b>
<b>18:30</b>	<b>Farewell Dinner</b> Hosted by WTA

**8<sup>th</sup> WTA  
Daejeon  
Hi-Tech Fair**

**EXHIBITION  
(10:00-16:00)**  
DCC  
Exhibition hall  
(1<sup>st</sup> Floor),  
Daejeon  
Convention  
Center

**DAY 4. Saturday, 19 November 2011**

- **Technical Tour:** Daejeon Techno Park, Daedeok Innopolis, Hoseo University
- **Cultural Tour:** Korean folk village 'Oeam-ri'

<b>9:00</b>	<b>Post-tour Introduction</b> Delegates depart for Post-tour to Daejeon and Asan Followed by bus tour	<p><b>8<sup>th</sup> WTA Daejeon Hi-Tech Fair</b></p> <p><b>EXHIBITION (10:00-17:00)</b> DCC Exhibition hall (1<sup>st</sup> Floor), Daejeon Convention Center</p>
<b>9:10</b>	<b>Technical tour 1 in Daejeon city</b> Daejeon Techno Park – Local Techno Park in Korea Daedeok Innopolis – Korean National Science Park	
<b>11:00</b>	Move from Daejeon city to Asan city	
<b>12:30</b>	<b>Lunch</b>	
<b>14:00</b>	<b>Technical tour 2 in Asan city</b> Hoseo University (Technology Business Incubator)	
<b>15:30</b>	<b>Cultural tour</b> Korean folk village 'Oeam-ri maeul'	
<b>16:30</b>	Delegates depart for restaurant around hotel Followed by bus tour	
<b>18:30</b>	<b>Dinner</b>	

**4. Main VENUE**

**Daejeon Convention Center (DCC)**

Address. 4-19 Doryong-dong, Yuseong-gu, Daejeon, Republic of KOREA

Telephone. +82 42 821 0114 / Fax. +82 42 821 0119





## 5. LECTURER Biographies

### Keynote lecturer 1

#### **Dr. Peter K. Jeong**

Vice President for Global Affairs and Professional Studies  
& Professor of Advanced Technology  
Bloomfield College  
Bloomfield, New Jersey, U.S.A.



Dr. Peter Jeong has been affiliated with Bloomfield College, New Jersey, USA since 1989, when he held the position of department chair and Assistant Professor in the Department of Computer Information Systems. He was Instructor of Computer Science at New York University from 1987 to 1989. He was appointed to his current position as Vice President in July 1996. As Computer Scientist, Dr. Jeong has done extensive research in database management, systems analysis and design, operating systems, data communications and networks, programming languages, webpage design, and Internet technologies. He is also proficient in many operating systems, hardware platforms, and software applications. Dr. Jeong is a Cisco Certified Instructor, Regional Academy Instructor, Networking Associate, and Networking Professional. He is also a Sun Certified Instructor, Microsoft Certified Instructor, and Oracle Certified Professional.

Since 2000, Dr. Jeong has developed the College's international programs in countries like Korea, China, Mongolia, Romania, Peru, Egypt, and Japan through the Institute for Technology and Professional Studies. He has provided global education outreach to international students and educators in conjunction with 130 international colleges, universities, and government agencies. Under his leadership, the College is currently offering a variety of global programs, from English language immersion classes to advanced technology courses, training about 900 international students from 25 countries annually.

Dr. Jeong received a B.A. in English from Yonsei University, Seoul, Korea; an M.S. in Computational Linguistics from MIT; an M. Phil. in Computational Linguistics from New York University; and a Ph.D. in Computer Science from New York University. Dr. Jeong completed Higher Educational Management program from graduate school of education at Harvard University. In 2005, he was awarded an honorary doctorate from the Universidad Inca Garcilaso de la Vega in Peru; in 2006 an honorary doctorate of philosophy from Mongolia International University in Mongolia; in 2005 was made an honorary professor at Richardo Palma University in Peru; and in 2006 an honorary professor at Universitate Transilvania din Brasov in Romania.

**Keynote lecturer 2**

**Prof. Deog-Seong Oh**

PhD, M.Sc, MUP(Master of Urban Planning), BSC  
General Secretary of WTA,  
Professor of Chungnam National University,  
Republic of Korea  
Email. ds\_oh@cnu.ac



Prof. Deog-Seong Oh is currently a professor of College of Engineering at Chungnam National University, Daejeon, Republic of Korea and Secretary General of World Technopolis Association (WTA), which consists of 75 member cities in 38 countries (August 2010). He has involved in WTA as a Chairman of the Academic Committee since 1997 and has been acting the role of General Secretary Since 2004. WTA is currently doing the cooperative projects of Science City governance with UNESCO. In 2009, as a world leader of the scientific organization, he was registered at “*the Marquis Who's Who in the World 2009*” by the Marquis Who's Who LLC, “*2000 Outstanding Intellectuals of 21st Century*” by the IBC (International Biographical Centre, Cambridge, ENGLAND) and ‘*Great Minds of the 21<sup>st</sup> Century*’ by American Biographical Institute (ABI)

He received a Master of Urban Planning in 1979 and a Master of Science in Architecture from Seoul National University, Korea in 1981. He got a PhD degree in Urban Planning from Hanover University, Germany in 1989. He did his post-doctoral research at University of Sheffield, UK in 1993. He joined the faculty of spatial planning at University of Dortmund as a visiting professor in 2002-2004.

He also acted the executive director of Regional Development Research Institute (RDRI) for 7 years from 1995, which did important role for regional innovation in Daejeon City and Chungnam province. In 2003, he was asked by the President Chungnam National University to do the management of whole university as provost (Dean of the Planning and Information). In academic society, he was vice president of KPA (Korean Planner Association) and KUMA (Korean Urban Management Association), and joined several domestic and international associations in field of town planning and regional planning. He is also the chief editor of APPR (Asian Pacific Planning Review) and WTR (World Technopolis Review).

His recent research interests are on sustainable development and urban regeneration, regional innovation with Technopolis and high-tech cluster etc. He has published about 250 papers at various international & national journals on urban planning and design, sustainable development and regional innovation (major paper: ‘Eco-Industrial Park Design: a Daedeok Techno Valley case study’, *Habitat International*, 2005, Elsevier Science Ltd, UK, ‘Technology-based Regional Development Policy: Case study of Daedeok Science Town, Daejeon Metropolitan City, Korea’, *Habitat International*, Vol.26, pp.213-228, 2002, Elsevier Science Ltd, UK, ‘High-Technology and Regional Development policy: An Evaluation of Korea's Technopolis Programme’, *International*, Vol.19, No.3, pp.253-267, 1995, Elsevier Science Ltd, UK). In addition, he has written 9 books including ‘Urban design’, ‘Theory and Practice of urban development’, ‘Technopolis Development in global context’.

He has been involved with several committees of central and local government as special

advisor or expert to the Presidential committee of National Balanced Development, Ministry of Industry and Resources, Ministry of Knowledge and Economy, Ministry of Education, Science and Technology, Daejeon Metropolitan City, Chungnam Province among others. In addition, he has done several important development projects of science and technology parks such as Daedeok Techno Valley, Chungnam Technopark, Kyungbuk Technopark, Seoul Business Incubator, and the master plan of Daedeok Science Town to mention a few.

## Session Lecturers

### S1-1. Prof. Fred Young Phillips

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[fredphillips2002@yahoo.com](mailto:fredphillips2002@yahoo.com) or [phillips@msm.nl](mailto:phillips@msm.nl)

Dr. FRED PHILLIPS joined Alliant International University in 2006 as Associate Provost for Research, and Professor of Management in the Marshall Goldsmith School of Management. He came to Alliant from Maastricht School of Management, in the Netherlands, where he was Associate Dean and where he remains, for part of each year, Professor of Marketing, Entrepreneurship, and Research Methods. He is also a Senior Fellow at the IC2 Institute of the University of Texas at Austin and Profesor Afiliado at CENTRUM, the business school of the Pontificia Universidad Católica de Lima.



In Texas, Oregon, and Holland, he has been a leader in developing graduate management curricula for employees of international and high-tech companies. His contributions in operations research include "Phillips' Law" of longitudinal sampling, and the first parallel computing experiments with Data Envelopment Analysis. He is co-recipient of grants totaling \$5 million from the Air Force Office of Scientific Research for the study of Japanese technology management practices. He brought many other grants to IC2, OGI, and MSM, and was recently coprincipal investigator on a \$1 million NSF project, developing advanced

information systems for the US Forest Service. He has won several awards for outstanding research.

Dr. Phillips is Senior Editor of Elsevier's international journal *Technological Forecasting & Social Change*. He authored the textbook *Market-Oriented Technology Management* (Springer 2001), the popular title *The Conscious Manager: Zen for Decision Makers* (General Informatics 2003), and most recently a book on high-tech economic development, *The Technopolis Columns* (Palgrave 2006).

In addition to current appointments, he has held teaching, research, and management positions at the Universities of Aston and Birmingham in England, General Motors Research Laboratories, Market Research Corporation of America, the University of Texas at Austin,

Oregon Graduate Institute of Science & Technology, SUNY Stony Brook, and Battelle-Pacific Northwest National Laboratories.

Dr. Phillips has been a consultant to such organizations as Intel, Texas Instruments, and Frito-Lay Inc., and has consulted worldwide on technology based regional development. He is a founder of the Austin Technology Council, and was also a Board member for the Software Association of Oregon. He is a popular op-ed columnist and panel member in forums dealing with trends in management, technology, higher education, and economic development.

Dr. Phillips attended The University of Texas and Tokyo Institute of Technology, earning the Ph.D. at Texas (1978) in mathematics and management science. Married to Sue Phillips since 1979 and with two grown daughters, Fred enjoys his mission as an educator. His avocational passions are aikido, Argentine tango, travel and writing.

### **S1-2. Prof. Sangryong Cha**

Associate Professor, University of Nagasaki, Japan  
123 Kawashimo-cho, Sasebo, Nagasaki, 858-8580, Japan  
Tel. +81 956-47-6378  
Email : [Chasangryong3791@yahoo.co.jp](mailto:Chasangryong3791@yahoo.co.jp)  
[chasr@nagasakiu.ac.jp](mailto:chasr@nagasakiu.ac.jp)



#### **Education:**

Department of Architecture Engineering, Chungnam National Univ. (BE)  
Graduate School of Architecture, Chungnam National Univ. (ME): A Study on the Planning Guidelines of Technopark (Korean, Chungnam National Univ., 2000)  
Graduate School of Social and Cultural Studies, Kyushu Univ. (Ph. D): A Study on the Policy for Regional Innovation Systems of High-tech Industrial Area (Japanese, Kyushu Univ., 2005)

#### **Occupational Career:**

Researcher, Regional Development and Research Institute in Chungnam Univ. (1999~2001)  
Assistant Organizer, The 1<sup>st</sup> WTA Daejeon Technomart International Symposium (1999)  
Assistant Organizer, The International Joint Seminar between Daejeon & Lyon (2000)  
Assistant Organizer, The 2<sup>nd</sup> WTA Daejeon Technomart International Symposium (2001)  
Special Research Fellow, Graduate School of Social and Cultural Studies, Kyushu Univ. (2005)  
Lecturer, Kyushu International University (2005)  
Lecturer, Faculty of Economics, Nagasaki Prefectural University (2006)  
Associate Professor, Faculty of Economics, University of Nagasaki (2007~ )  
Associate Professor, Graduate School of Economics, University of Nagasaki (2007~ )

#### **Book:**

- Cha, S.R. and Oh, D.S., 2002, "Critical Success Factors of Technopolis for Regional Innovation: Case Study of Daedeok Science Town", Lin, C.E., (ed), in *New Paradigm of Urban Planning*, Taipei: Archbook, pp.75-101 (Chinese)
- Cha, S.R. and Yamamoto, K., 2007, "Spatial Change of Industry and Planning for Industrial Localization", in Miyakawa, Y. and Yamashita, J., *Structure and Development of Region in Japan and Asia*, Tokyo: Kokonshoin, pp.30-37 (Japanese)
- Cha, S.R. et al., 2009, *Guideline & Manual of Science Park Development: a Study on the Science Park Development Strategy Based on Daedeok Innopolis*, Daejeon: Global Business Team of Daedeok Innopolis
- Cha, S.R. 2011, *Policy for High-tech Industrial Area and Regional Innovation System in Japan and Korea*, Fukuoka: Hanashoin (Japanese)

### S1-3. Prof. Shiann-Far Kung

Ph.D., Cantab.  
Department of Urban Planning, National Cheng Kung University  
No.1 Ta-Hsueh Road, Tainan, Taiwan  
Tel. +886 6 275 7575 ext.54239  
Fax. +886 6 236 4414  
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Citizenship: Taiwan, Republic of China  
Born: 15 June 1955  
Married with three children

#### Education:

PhD., Department of Geography, University of Cambridge, England, U.K. (1991-1996).  
M. S., Division of Human Settlement Development, Asian Institute of Technology, Bangkok (1985-1986).  
M. A., Graduate Institute of Urban and Regional Planning, Chinese Culture University (1977-1979).  
Department of Urban Planning, National Cheng Kung University (1973-1977).

#### Working experience:

Associate professor, Institute of Creative Industry Design, National Cheng Kung University (2006-).  
Director, National Land Development Research Center, National Cheng Kung University (2003-).  
Associate professor, Department of Urban Planning, National Cheng Kung University (1996-).  
Instructor, Department of Urban Planning, National Cheng Kung University (1987-1996).  
Researcher, Research, Development and Evaluation Committee, Taipei Municipality Government (1981-1985).

### **S2-1. Dr. Malcolm Parry OBE**

Dr Malcolm Parry trained as a scientist and secured his degrees from the University of London. He joined The University of Surrey in 1977, ran a successful commercially funded research group, was appointed as a senior industrial tutor during which time he established a network of contacts with industrial research laboratories.

He founded the Surrey Research Park in 1981 at the request of the then Vice Chancellor of the University of Surrey.



Malcolm has been involved with the WTA since it first started its activities in the late 1980s. He has also been a member of the International Association of Science Parks (IASP) for over 15 years, sat on their Board and until the end of 2007 worked on their Advisory Council. He is a consultant to UNESCO as an expert on Science Parks, and recently helped UN to prepare an innovation related plan for the Accession Countries in the EU. He has also edited two of the UK Science Park Association's (UKSPA) major publications on the planning, development and operation of science parks the most recent of which was published in 2006. Dr Parry was one of the founders of the UKSPA and is currently the Vice Chair of the organisation. He also acts as a consultant on the planning development and operation of science parks.

Malcolm also has commercial experience through three spin-out companies he built up and sold.

He received an OBE from the Queen in recognition of his contribution and services to education and business.

### **S2-2. Prof. Jong-In Choi**

Professor, Hanbat National University, S.Korea

### S2-3. Dr. Herbert Chen

(Deputy Director of Tsinghua Science Park  
Tsinghua University Science Park Co., Ltd, Beijing P. R. Chin  
Date of Birth: 1960 03 / Place of Birth: Beijing, P.R. China./  
Nationality: Australian

#### Current Position & Job description

President, Asian Pacific Division, IASP  
Deputy Director, Tsinghua Science Park Development Center  
Deputy Director, Tsinghua University Science Park Co., Ltd  
1. Daily operation of Tsinghua University Science Park Co., Ltd  
2. Brand & propaganda Management  
3. International Affairs

#### Education

B. Eng: 1979-1984 Tsinghua University, Beijing, P.R. China  
M. Eng: 1991-1992 Asian Institute of Technology, Bangkok, Thailand

#### Work Experience

Deputy Director(2001-Now), Tsinghua University Science Park Co., Ltd, Beijing P. R. China  
Senior Engineer(1996-2001), NEC Australia , Melbourne, Australia  
Deputy Factory Manager(1992-1995), T.M. Group of Companies, Bangkok, Thailand  
General Secretary of the Governor (1988-1990), The Government of the Shanxi Province,  
Shanxi, P. R. China  
Lecturer (1984-1988), Tsinghua University, Beijing, China.

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### S3-1. Dr. Raimund BROECHLER

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Dr. Raimund Bröchler has experience of more than 10 years in the Innovation and Technology Transfer field. After 4 years of research in Inorganic Chemistry at the University of Dortmund, Germany, he started 1997 as Alexander von Humboldt Post-Doc-Fellow at the University of British Columbia in Vancouver, Canada. In 1999 he joined the Institute of Micro technique in Mainz (IMM

GmbH) and was requested in 2000 to run the European Department of the Technology Foundation Hessen TSH GmbH, a regional Development Agency in the State of Hessen Germany.

Dr. Bröchler joined INTRASOFT International as Project Director of the Innovation Relay Centre (IRC) Network Secretariat in 2004. Since 2006 Dr. Bröchler is managing the Innovation Projects department of INTRASOFT International as Senior Delivery Manager, covering projects like IRE Network Secretariat (Innovative Regions in Europe), IRC Network Secretariat (Innovation Relay Centres), Russian Federation project “Support to Innovative Russian Export-oriented SMEs”, Euromed “Innovation and Technology Programme” and “Support to e-Ten National Contacts Points”. Since 2008 Dr. Bröchler additionally created and coordinates the USA-EU Technology- and Business-Cooperation gateway “<http://www.us-eu-match.com>”, a member of the Enterprise Europe Network. In 2008-2010 he provided -and is still delivering- consultancy services to Governments, National Developments Agencies or other Business Support Organisations in seven countries (Egypt, China, Brazil, Argentina, South Korea, Ukraine, Albania) in order to implement Innovation support, Technology Transfer and Business Cooperation Services within the country and connect them worldwide. In autumn 2009 he also took over the position as Project Director of two Europe Aid projects in Ukraine covering the area of technology transfer via “Support to knowledge based, innovative enterprises and technology transfer to business in Ukraine” and Innovation Policy via “Enhance Innovation Strategies, Policies and Regulation in Ukraine”. In autumn 2011 he took over the coordination and management of a FP-7 IP Research Project (IMAGINE; Budget 10.6 Mio EURO) Innovative End-to-End Management of Dynamic Manufacturing Networks. Because of his experience in the field of Innovation-Support, Mr Broechler is also the VICE-President of INSME ([www.isnme.org](http://www.isnme.org)) since July 2007.

### **S3-2. Mr. Hannu JUUSO**

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Mr Hannu K. Juuso joined Tekes, the Finnish Funding Agency for Technology and Innovation, as programme manager in 1998. More than ten years he was responsible for the management and development of IRC Finland, the Finnish part of the European Technology Transfer network (IRC) operating in 33 countries. Since 2008 Mr Juuso has been responsible for the activation of the Finnish industry to the large scale international science centres like Cern, ESRF, ESO



and ITER. Mr Juuso has more than 30 years experience in innovation, technology transfer and international co-operation with numerous countries in Europe, USA, China and The Republic of Korea.

### **3-3. Dr. Avvari V. Mohan**

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Avvari V. Mohan is an Associate Professor and Director of MA/MSc programmes at the Nottingham University Business School (NUBS) in the University of Nottingham - Malaysia Campus (UNMC). He received his doctorate in Management Studies from the Indian Institute of Science (IISc), Bangalore following which he visited South Korea on a Research Fellowship at the Korea Advanced Institute of Science and Technology (KAIST). Prior to joining UNMC, he served as a member of the Faculty of Management at Multimedia University, Cyberjaya, Malaysia - where he was also Chairman of the Center for Technology Management. At UNMC, he teaches courses related to Strategy, Management of Innovation and New Venture Creation in the Undergraduate programmes and Strategic Management courses in the MBA Programmes. His research interests are in the areas of Strategy and Innovation, particularly in Firm Collaborations / Networks for Innovation and CSR. In addition he does studies in the area of Cluster oriented Regional Developments and their impact on Firms' Collaboration strategies – currently focusing on the Multimedia Super Corridor and Penang Clusters in Malaysia. He served as a recourse person for the UNESCAP project on Sub-national Support Systems for Capacity Building among SMEs. He had served as a Council Member of the Consumer Forum (CFM) for the Malaysian Communications and Multimedia Industry and recently has been served as Innovation Auditor for MIGHT, Malaysia.