



Azienda Ospedaliera  
Ospedale Niguarda Ca' Granda



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Regione Lombardia

### Venue of the meeting

AULA MAGNA  
Niguarda Ca' Granda Hospital  
Piazza Ospedale Maggiore 3  
20162 Milano (Italy)

### Organizing committee

Dario Maggioni  
Carlo Ferrari  
Stefano Di Lernia  
Andrea Costanzi

### Organizing secretary

Sabina Fusiello  
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## What does it take?

From knowledge transfer  
to the identification  
of the competitive values  
for the creation of start up  
companies

Friday 6 February 2009

**President**  
Raffaele Pugliese

**Scientific Director**  
Antonello Forgione

**Chairman**  
Luigi Ballerini

### Under the Auspices

Health Minister of Regione Lombardia  
Research and Development Minister of Regione Lombardia



Regione Lombardia

## What does it take?

From knowledge transfer to the identification of the competitive values for the creation of start up companies

Milan Friday 6 February 2009

### FROM 15.00 TO 18.30

#### Welcoming

Raffaele Pugliese

#### AN INTERNATIONAL SUCCESS MODEL: IRCAD/EITS (VIDEOCONFERENCE)

Jacques Marescaux

Strasbourg, France

(20 min)

#### I WORK FOR AN INSTITUTION AND I HAVE AN IDEA:

#### CAN I PATENT IT, HOW I COLLABORATE WITH INDUSTRIAL PARTNERS, HOW I CREATE MY OWN COMPANY?

Lee Swanstrom

Legacy Health System – Portland

USA

Christopher Thompson

Harvard Medical University – Boston

USA

Daniel Scott

South Western Medical Center – Dallas

USA

Brian Dunkin

The Methodist Hospital – Houston

USA

*Discussion with all the faculty 30 minutes*

#### HOW TO MOVE FROM AN IDEA > PROTOTYPE > INDUSTRIAL PRODUCT

The experience of the start up companies in the Bay Area of San Francisco

Amir Belson

San Jose, CALIFORNIA

USA

(15min)

#### THE SUCCESSFUL MODEL OF THE ISRAEL TECHNOLOGICAL "INCUBATORS"

Amir Szold

Tel Aviv Medical Center

ISRAEL

(15min)

#### THE CHINESE MODEL OF INNOVATION AND TECHNOLOGICAL DEVELOPMENT

Jiang Fan Zhu

University of Shanghai

CHINA

(15min)

#### THE CELL CULTURE CENTER OF NIGUARDA CÀ GRANDA HOSPITAL: A NEW BUSINESS MODEL FOR PRIVATE/PUBLIC COOPERATION

Massimo Costa

ITA

(10min)

#### "LESSONS AND OPPORTUNITIES IN TRANSLATING UNIVERSITY MEDICAL DEVICE TECHNOLOGIES (VIDEOCONFERENCE)

Sandra J Miller

Ewing Marion Kauffman Foundation

USA

(15min)

### COFFEE BREAK

16.45 – 17.00

### ROUND TABLE FROM 17.00 TO 18.30

#### Chairmen

Raffaele Pugliese, Antonello Forgione, Luigi Ballerini

#### THE ROLE OF THE UNIVERSITY

Representative of the Engineering Faculty – Politecnico di Milano

*Riccardo Pietrabissa*

#### THE PERSPECTIVE OF THE MULTINATIONAL INDUSTRIAL PARTNER

*Industrial partners representatives*

#### THE POTENTIALS FOR BANKS AND INVESTORS

From donation to venture capital: which is the place in the Italian / European market?

*CARIPLO Foundation representatives*

The legislative aspect and regulation: a word from the lawyer!

*Fabio Marazzi*

#### THE ROLE OF THE POLITICIANS

General Director of Regione Lombardia hospitals

*Carlo Lucchina*

Health Minister of Regione Lombardia

*Luciano Bresciani*

*Simultaneous translation will be available*