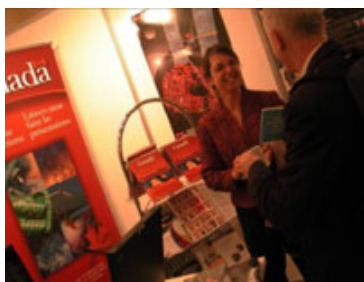


EXHIBITION PROGRAMME ABSTRACTS

06/05/2008



The ESOF2008 Research and Innovation Exhibition offers businesses, institutions, foundations and associations a privileged opportunity to reach the ESOF attendants and the general public. The exhibition will be held at the Fira de Barcelona, a centrally-located and high-traffic exhibition space and offer the exhibitors the possibility to be recognized as a science and technology leader, to connect with Europe's science community and to recruit leading researchers across disciplines and across Europe.

Session: The CSIC and 21st-century science: Scientific and social challenges

Organiser: *Lluís Calvo i Calvo*, Institució Milà i Fontanals-CSIC.

Abstract: Scientific researchers are facing at the turn of the new millennium major challenges. Indeed, from their studies' results new chances will emerge to face up a number of scientific issues for which society is now requesting urgent answers. On this subject, the Spanish Council for Scientific Research (CSIC), the greatest public research organisation in Spain is entirely persuaded that science is essential to provide knowledge and technologies to solve biomedical, environmental and many other problems. The round table the CSIC proposes for the ESOF is a significant sample on this subject: three internationally prestigious CSIC research professors will provide us with overviews on three outstanding research areas, namely water and contamination, neurodegenerative diseases, and plant genetics.

Session: 2Communicate: Experience Science!

Organiser: *Jordi Mas*, European Science Events Association (EUSCEA)

Abstract: Science festivals are one way of facilitating the necessary dialogue between science and society. Science cannot develop if society is unable to grasp its objectives, methodology, and output. Taxpayers deserve to be informed about why it is worth spending money on science, as without scientific advancement there can be no modern society. Without two-way communication people will be afraid of genetically modified tomatoes and of atomic energy, they will ignore the warnings and recommendations of ecologists. They will fear and reject new advances – in short they will simply act like ignorant people. And in Europe, a menial job is all that awaits an ignorant person.

Session: The great challenges for science in the developing world

Organiser: *Jens Degett*, EAGLES European Action on Global Life Science

Abstract: The most urgent and serious humanitarian challenges for science lie in the developing world, while the greatest power to meet them lies in the hands of the scientists of the developed world. How can we solve these problems together and strengthen the role of research for the benefit of humankind? These are the reasons why a number of prominent life scientists from Europe and the developing world have created a network called European Action on Global Life Sciences (EAGLES).

EAGLES is part of the European Federation of Biotechnology and two projects on Health and Food are supported by the European Commission.

Session: Presentation of the ICREA programme

Organiser: *Jaume Bertranpetit*, Institució Catalana de Recerca i Estudis Avançats (ICREA)

Abstract: ICREA is a foundation jointly promoted by the Catalan Government through the Ministry of Innovation, Universities and Enterprise, and the Catalan Foundation for Research and Innovation (FCRI).

ICREA emerged in response to the need to seek new hiring formulas that would make it possible to compete with other research systems on a similar if not an equal footing.

Its aim is to recruit top scientist for the Catalan R&D system, scientists capable of leading research groups, supporting existing ones and setting new lines of research. To achieve its objectives it works closely with Catalan universities and research centres based in Catalonia by means of long-term agreements that allow ICREA researchers to integrate in research groups within these universities and centres.

In its six years of activity, ICREA has hired a total of 193 researches in different areas of research. Cooperation, international openness and excellence are ICREA's hallmark.

Session: Introduction to Nanyang Technological University (NTU), Singapore

Organiser: *Tony Mayer*, Nanyang Technological University

Abstract: The title echoes the title of a major work by Jean-Jacques Servan - Schreiber when he identified the challenge faced by Europe arising from the gap between Europe and the USA, as the latter increased the resources that it spent on research driving it towards the knowledge economy. While there have been many leading researchers coming from Asia in the recent past, one is now faced with a new phenomenon. That is, based on the rising Asian economies, there has been a parallel investment in education and research in Asia and we are no longer operating in a bipolar world of Europe and North America but in a multi-polar world and the increasing globalisation of research. Singapore, a city state with a global hinterland, has been one of the most single minded in the drive towards embracing a knowledge based economy and it has achieved a very rapid and impressive growth in its research base. Singapore prides itself in being "ahead of the game" so that there are lessons for Europe in the way in which this has been achieved.

Session: Science = communication, The mass media care for research - If you care

Organiser: *Idw – Informationsdienst Wissenschaft / Information Service Science (Germany) - Expertanswer (Sweden)*

Abstract: Science is part of every day life. But it takes the combined effort of journalists and researchers to communicate science with the public. Scientists are professionals in their field of research. They can be experts in communicating their research to the public as well - if they are familiar with the media's functioning.

Journalists are trained to communicate: But in order to find out about new research topics, to understand the results and to be able to make them understandable for the public journalists need the direct contact to the scientists. We are interconnecting scientists, journalists, and the public! The online-science-services „idw“ from Germany and „Expertanswer“ from Sweden are working in the field of science communications since 1995 and 2000. They have been constantly active in communicating research with the public, the journalists and newly to politicians.

Session: Constructive engagement between science and humanities

Organiser: *Christine Heller del Riego*, Sophia-Iberia, Comillas University Madrid

Abstract: The need for constructive engagement of the sciences with the humanities is often felt in debates on science policy in Europe. Although the science is often seen as universal, the cultural differences are considered in the humanities. In particular, there is a new focus on issues at the intersection of science and religion that have had a higher impact in the media in the United States than in Europe. The way that different organizations promote interdisciplinary, inter-institutional, international, and interreligious collaboration when addressing the most profound questions and challenges facing the world will be presented during this session. These pioneering groups are laying the groundwork for reconsidering long-held assumptions and beliefs, helping to establish the preconditions for paradigm shifts and intellectual breakthroughs. The main objective is to better articulate the “really big questions” and collaboratively develop methods and approaches for addressing them.

Session: KIM'S Model of Technology Valuation

Organiser: *KimBCN*

Abstract: The Kimbcn Private Foundation (Knowledge Innovation Market Barcelona) is a joint initiative between the Barcelona Chamber of Commerce and the Leitat Technological Center, established with the aim of improving the competitiveness of companies through the transfer of technology. The purpose of this foundation is to promote research and development in ICT through collaboration between the public and private sectors, working to detect any newly emerging technology that can be exploited commercially, whether it be by selling the technology itself, by selling the exploitation rights under licence, or by setting up a technology-based company. In this way Kimbcn aspires to become the foremost Catalan organism capable of encouraging the conversion of the capital represented by scientific and technological knowledge into marketable products so as to boost companies competitiveness and stimulate their creative capacities.

Session: Introduction to RIKEN

Organiser: *RIKEN*

Abstract: RIKEN is one of Japan's largest and most comprehensive research organizations. RIKEN carries out advanced basic and applied research in a wide range of fields, including physics, chemistry, medical science, biology, and engineering. RIKEN has five institutes with 12 research centers within Japan, and three research facilities and two offices overseas.

RIKEN also manages a number of large-scale shared research facilities available to researchers from around the world. These include SPring-8, the most sophisticated synchrotron radiation facility in the world, and a large X-ray free electron laser (XFEL) facility now under construction at RIKEN's Harima Institute. Another RIKEN highlight is a next-generation 10-petaflop supercomputer facility in Kobe scheduled to be ready for operation in 2012.

RIKEN has sent some of its most promising young researchers to give their first-hand descriptions of these and other features of RIKEN and its research activities.

Session: More than just a pill: why recognition of drug delivery is vital

Organiser: *Christine Heller del Riego/Jens Degett*, Euroscience

Abstract: Recognition of a research field is not only a question of terminology. It is extremely important for researchers to be able to define their field and have it recognized as a specific field of research otherwise they may be forgotten when research funding programmes, scientific magazines and conferences are setting their priorities of the next call for proposals. An example of a field which is in search of recognition is "Drug delivery". This is a major field in development of new medicine, but not fully recognised yet as such.

Session: Compagnia San Paolo

Organiser:

Abstract:

Session: Bizkaia:Xede

Organiser:

Abstract:

Session: Galician research, development and innovation system: opportunities for the future

Organiser: **Ministry of Innovation and Industry, Government of Galicia**

Abstract: A new framework for the Galician RTD policy is in place since 2006: the Galician Research, Development and Technological Innovation Plan. The aim of this Plan, also called Plan Incite (INnovation, sClence, TEchnology), is to structure a Galician system of innovation which allows Galicia to approach the most European dynamic regions. Even when there is a long way to walk, the Galician innovation profile is constantly increasing because the RTD indicators are growing above the European average. This growing is based on the financial impulse that the Plan is giving to the core elements of the Galician system of innovation:

- Human capital: people are a great value, without them it is not possible to innovate. The Galician system is committed to offer better conditions for a research career, showing it as a valuable

professional option, therefore increasing opportunities for young researchers. This goal will be complemented with the attraction of high quality research capital to the Galician system through the Iman Programme.

- Infrastructure: the second core element is the renewal, setting up and articulation of the needed structures to carry out research and innovation. Galicia has bet on the setting up of Technological Centres (21), Platforms (14) and Parks (4) in Galician key industrial sectors.

- Businesses: it represents the last step in the innovation process. The Galician entrepreneurial sector is mostly composed by SMEs which have not been very receptive to the RTD needs, usually. The aim of the Galician innovation policy is to increase the businesses involvement in RTD actions, for that reason the Business Innovation Programme was created. This presentation will show the new trends and opportunities that are present in the Galician RTD system. A new policy which goal is to put Galicia within the European innovative regions group.

Session: Tapas – making the right choice for you?

Organiser: CommNet

Abstract: What should we eat? What should we look like? World-wide television programmes and media bombard the public with the latest advice on what to eat or not eat for the best of health and looks. An alliance of EU projects will present around hot topics in food quality and safety for lifelong health and well-being using the Spanish nation's favourite food – Tapas - to entertain, inform and influence. Two top scientists representing Europe's food and nutrition research, supported by communications colleagues, will help you to choose the right Tapas. Consumers and media take note! Video broadcasts combined with interactive audience voting and Q and A will guarantee a lively session.

Session: Science, energy of the future. Towards a participative research.

Organiser: CIEMAT

Abstract: Mankind faces up to one of the most formidable challenges in its history, the sustainability of the development model in a world of limited resources. The present energetic schema, mainly based on fossil fuels, is clearly reaching its peak and new long-term alternatives should be found. Science provides the suitable tools to implement this model change, searching new methods to assure a sustainable energy production and defining adequate strategies to optimize its usage. In this sense, a widespread dissemination of basic concepts and technologies related to energy becomes a public priority.

Here we intend to open a debate about the diffusion of these aspects and how the society can assimilate and apply them to the daily life. Several ways to achieve this will be explored, analyzing topics such as the popularization of science or the contribution of amateur researchers to the "official science".

Session: Catalan Agreement on Research and Innovation: Commitment for the future

Organiser: Ministry of Innovation, Universities and Enterprise. Government of Catalonia

Speaker: Jordi Cartanyà

Abstract: During last year Catalonia has developed a process to reach an agreement between socioeconomic actors on research and innovation vision, policies, strategic actions and changes on governance to be introduced, in order to improve performance for the forthcoming years. A wider scope of research and innovation concepts and impact has emerged from this process, together with five identified keys for the future: talent as a priority, strong basic research, innovation as a basis for economic and public activity, internationalisation and engagement of society. Also, focus of research and innovation driven by social and environmental issues, the need of a “low-tech”-“high-tech” sector symbiosis and the introduction of a service oriented strategy have been proposed as important for the vision. Finally, ecosystems of research and innovation that enlarge added value interactions among actors and a better policy cycle instrumentation have been targeted as important clues for the future.

Session: Research in Catalonia: opportunities and future challenges (to be confirmed)

Organiser: Generalitat de Catalunya Direcció General de Recerca (Directorate General for Research)

Speaker: Ramon Moreno Amich

Abstract: The Government of Catalonia is implementing a strong policy aimed at fostering research, in order to make it possible for our society to successfully face social and economic challenges of the future. The Catalan scientific scenario is rich and diverse, shared by universities, research centers driven by the Generalitat de Catalunya, state funded research centers, hospital institutions, science parks, and other research institutions and companies. But which are the strategic lines deployed by the Directorate General for Research meant to increase the potential of this scenario? Where will the scientific policy of our country go to? What are the opportunities that the system can offer us? Through a walk by the situation of research in Catalonia, describing the model of a country with special territorial characteristics and particular competences, we will go into and discover the new challenges of research and the opportunities that scientific community has within reach.
