

Innovation Symposium 09: Mastering the Present and Securing the Future

CERIM Policy conference in Salzburg, 2009.09.21/22



MASTERING THE PRESENT AND SECURING THE FUTURE

The Innovation Symposium organised by the Innovation and Technology Transfer Company Ltd (ITG Salzburg) was held successfully on the Urstein Campus at the Salzburg University of Applied Sciences from 21 to 22 October 2009. The theme was “Mastering the Present and Securing the Future”. The two-day innovation symposium was held as part of the CERIM-project (Central Europe Research to Innovation Models) implemented through the CENTRAL EUROPE Programme and co-financed by the European Regional Development Fund. The CERIM project, aims at developing and validating a model to enhance the transfer of technology and innovation from public research institutions and universities to existing businesses or new companies, in Salzburg and nine other Central Europe regions

Crisis can foster innovation

During the Innovation Symposium, internationally renowned experts and outstanding companies from Salzburg illustrated how important it is to have innovative ideas and implement them even at a time of economic crisis. The opening speaker Dr. Wilfried Stadler, honorary professor at the Vienna University of Economics and Business and former board chairman of the Investkredit Bank AG, used the Innovation Symposium 09 of the ITG Salzburg as the occasion to present suggestions for a new order in finance which in future should have increasing obligations towards creating real economic values by for example making states foster and co-finance innovative projects.

Knowledge and innovation are the elementary raw materials of the future

“Innovations are created from enthusiasm and not from complacency”, was the message of Professor Heinz Trasch from the renowned Steinbeis Foundation, whose core competency lies in the economic exploitation of knowledge through research. Prof. Trasch went further and said that besides traditional material goods such as capital, land and work, knowledge is the elementary raw material of the future. Therefore Prof. Trasch appealed to the regional research institutions to “open their doors” and to make a greater effort to publicise their knowledge, since the greatest possible transparency increases the reputation of a region and the economic acceptance of local universities.

Prize ceremony for innovative companies

After the Innovation Symposium 09, the “Salzburg Business Prize for Innovation and Founding a Company” was awarded in the Salzburg University of Applied Sciences. The most innovative company in the category of micro companies was Mobilizy Ltd. with their completely new application for mobile equipment (Wikitude) which has pushed open a previously closed door for several application possibilities. The jury explained its decision as follows, “Wikitude has already caused a sensation worldwide, not only in the international press, but also major concerns have already been attracted to the start-up company Mobilizy from Salzburg.”



"Innovations are created from enthusiasm and not from complacency", was the message of Professor Heinz Trasch from the renowned Steinbeis Foundation. By Doris Wild



The audience at the Innovation Symposium on 21 to 22 October 2009 in Salzburg. By Doris Wild



Dr. Wilfried Stadler, honorary professor at the Vienna University of Economics and Business discussed his suggestions for a new order in finance. By Doris Wild



CERIM partner Christian Pricher, at the Innovation and Technology Transfer Company Ltd (ITG Salzburg) was responsible for the event. By Doris Wild