

## CESAER 19th General Assembly & Seminar

Hosted by the Politecnico di Milano

13 – 14 November 2008

### The Theme

#### The role of engineering schools in fostering European competitiveness

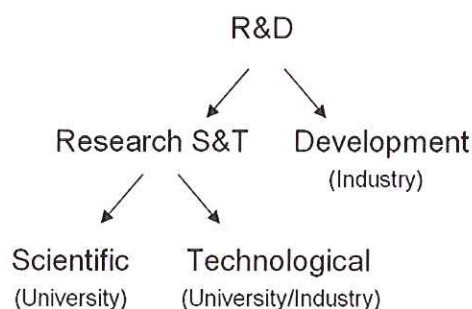
Main objectives: Europe is one of the world economy based on industrial development.

The challenge of the next decades is to be able to maintain a role for Europe as a world-leading economy. The questions are: are the engineering schools able to define their role for this challenge? Are the governments able to give the engineering schools the tools to play their role? Are the other actors, enterprises and financial bodies, conscious of the role of the engineering school in the European future? The answer to these and other possible questions may be found in the responsible partnership of different actors.

The seminar will define why and how the first-class engineering school are playing their role for the European competitiveness.

Why: because they are involved in the education of part of the future European ruling class; because the engineers are involved in many strategic processes of the industrial and economic development; because the engineers are the link between scientific knowledge and market opportunities.

How: defining new and better curricula which give strong scientific and technological education; promoting and addressing the role of scientific knowledge and research; involving the industrial and economic actors; pressing the governments to strategically invest in engineering education.



The responsible partnership: we are used to consider R&D as a single activity. They are three: Research that should be divided in Scientific and Technological, and Development. Scientific Research is done in Universities and should be funded by the government, Technological Research is done both in Universities and Industries and should be funded in part by Industries and/or financial bodies, development is done in Industries. They are, in a linear process, in sequence.



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Education in a world-class engineering school, in research universities, is based on scientific knowledge, which drives the innovation processes, and on cutting-edge technology. Relevant public investments are the key to obtain this goal.

The open question is whether Europe wants to be a driver or a follower in the future. Excellence in engineering education can help in being drivers.

## The Programme

### Wednesday, 12 November 2008

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19:00 **Welcome Reception** at Galleria Meravigli  
for CESAER members and partners and PoliMi guests  
Venue: Via Meravigli 3, 20123 Milano  
Location and map on <http://www.galleriameravigli.it/>

### Thursday, 13 November 2008

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**Seminar: The role of engineering schools in fostering European competitiveness**  
(open to CESAER members and PoliMi guests)

Venue: Politecnico di Milano  
Lecture Hall (Main building)  
Piazza Leonardo da Vinci 32, 20133 Milano

Chair: Hervé Biauxser, CESAER President

08:30 *Registrations and coffee*

09:00 Welcome address and Introduction to the Seminar  
R. Pietrabissa

**09:20** First part: from the university side (3 competences)

09:20 The role of science in the technological trends (scientist)  
Prof. Alfio Quarteroni, Applied mathematics (Politecnico di Milano and EPFL)

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- 09:40 The technological drivers (Technologist)  
Prof. Bart De Moor, K.U./Leuven  
Info and cv on <http://homes.esat.kuleuven.be/~demoor/index.html>
- 10:10 *Coffee break*
- 10:30 **Economist**, Professor of Industrial Economics: The engineering in a country strategy  
Proposal: Prof. Quadrio Curzio, professor of applied economy from the Catholic University in Milano  
or  
Proposal: Prof. Paul Zagamé, Research Group System's Analysis and MacroEconomics Modelling (ERASME)
- 11:00 Round table discussion: researchers of private research centres, entrepreneurs, managers, politicians, bankers.  
Proposal: 3 speakers mentioned above and/or
- Local politicians (Lombardia region) – G. Spinelli to contact
  - Mr. Madelin, = Robert Madelin, Director General of DG Health and Consumers??? – H. Biauxser to contact
  - Mr. François Goulard, former French Minister of Higher Education and research [www.fgoulard.fr](http://www.fgoulard.fr) – H. Biauxser to contact
- 12:00 *Lunch*
- 13:15 Second part: from the other side
- 13:15 From research to market: the role of the engineer (CEO of a large company)  
Proposal: Mr. Marchionne, Managing Director of FIAT – to be confirmed, contact Prof. Spinelli.
- 13:45 The investment in human assets to be competitive (Entrepreneur, SME)  
Proposal: Charles Beigbeder, CEO of Poweo (<http://groupe.poweo.com/>)  
H. Biauxser to contact  
or  
Proposal: reasonably successful SME – J. Sjöberg to contact TKK
- 14:30 **Politician**: Europe and the technological challenge  
Janez Potocnik, Commissioner for Science and Research – not available (see attach)  
Proposal: Prof Giovanni Colombo, Adjunct Professor, Politecnico di Torino  
Former CTO, Telecom Italia LAB and Head of long-term research, Telecom Italia. Member of

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the European Commission's Strategic Advisory Board on Competitiveness and Innovation and  
member of the *EIT's first Governing Board* - G. Spinelli to contact.

15:00 Round table discussion: deans of engineering school, rectors, professors

15:30 Conclusion: The European strategy and the responsible partnership  
Rector G. Ballio – to be confirmed, contact Prof. Spinelli.

16:00 End of Meeting

16:30 Management Committee Meeting

17:30 Board of Directors Meeting

20:00 Gala dinner

## **Friday, 14 November 2008**

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Venue: Politecnico di Milano room XXX

09:00 General Assembly

11:30 Buffet Style Lunch for all CESAER members and partners and PoliMi guests

13:00 Social programme: visit to Lecco Campus