

ICT Conference in Szczecin, 5-6 may 2010

"Industry and University Collaboration in the Baltic Sea Region

In this special edition of the CWMC newsletter we will inform you about the International ICT conference held in Szczecin, Poland, May 5-6 2010. The organizing of this conference was a successful collaboration between Copenhagen Wireless and Mobile Consortium CWMC, CMI- Aalborg University and Szczecin University, Faculty of Management and Economics of Services.

This edition will focus on the research findings, the positive feedback and new ideas regarding future cooperation between universities and enterprises in the Baltic Sea Region within the area of Wireless and Mobile Technologies.

The conference, which was a great success, have laid the foundation for a new dialogue and research collaboration which will make a unique contribution to enhance and strengthen the region position as an innovative Centre for Wireless and Mobile Communication.

Prior to the conference the event was announced in several of the Danish media - see one of the articles here. [Article - Danish](#), [Article- English](#)

Over 200 of IT-telecom companies and research institutions within the Baltic area were invited to the conference and there was a huge interest in the conference subject "Industry and University Collaboration in the Baltic Sea Region".

From the industry side Motorola, Nokia, The Confederation of Danish Industries (DI), The Network Partnership and Litepoint Europe made presentations and from the research institutions, CMI - Aalborg University Denmark, Szczecin University, Poland and Kaunas University of technology, Lithuania contributed with presentations.

Opening of the Conference - May 5 2010

On the first day of the conference participants from the Baltic Sea region arrived at Szczecin University in Poland.

A panel comprising of the Vice-Rector for Finance and Development, Szczecin University - prof. dr hab. Jozef Perenc, the Dean of the faculty of Management and Economics of services, Professor Piotr Niedzielski; Head of the Department of Economics and Telecommunication Organization Professor Henryk Barbis and Knud Erik Skouby, professor, Director, Center for Communication, media and information technologies, Aalborg University all gave a welcome speech and thereby opened the conference.



Picture :“ *prof. dr hab. Jozef Perenc Vice-Rector for Finance and Development, Szczecin University - welcomes all*

Introduction

Initially Knud Erik Skouby, professor, Director, Center for Communication, media and information technologies, Aalborg University introduced the framework and vision for the conference. With the slogan "ICT everywhere" he outlined the conference focus areas to be: mapping immediate research collaboration potentials in software development processes between universities/ research institutions and industry; Identifying possibilities for outsourcing within the Baltic Sea Region and focus on factors that attract and retain highly skilled IT specialists. The Professor also spoke about the Danish government vision and the special ICT challenges that Denmark face in becoming a true high-speed society, where citizens and private and public companies anywhere, anytime get access to internet speeds, which can handle the most advanced broadband services. Finally he spoke about the project consortium Copenhagen Wireless and Mobile Consortium (CWMC), that has initiated and organized the conference and also about the consortiums goals.

He wished all participants a fruitful conference.

You can download the professor's presentation [here](#)



Picture: "Knud Erik Skouby, professor, Director, Center for Communication, Media and Information technologies, Aalborg University opens the conference"

The investment climate in the Szczecin Region

Next on the program was Malgorzata Saar, Mgr, Marshal's office of the West Pomeranian Region who spoke about the Investment climate in the Szczecin region. Her emphasis was on the regions investment climate and the regions politics regarding attracting foreign investors. She also spoke about the workforce profile in the region. Especially on the investment climate concerning ICT where the Marshalls office had a plan and a vision on developing specified areas where ICT companies from the Baltic region could establish themselves. See the presentation [here](#) (in polish)



Picture: "Malgorzata Saar, Mgr, Marshal's office of the West Pomeranian Region"

Establishing a National Emergency Network Operator

Motorola participated with delegates from Warsaw, Brussels and Copenhagen. The title of the presentation was “Establishing a National Emergency Network Operator”, Jeppe Jepsen, Director Mission Critical Systems, Motorola A/S did the excellent speech on the subject. Besides a short presentation of the Motorola world presence he focused on the special Mission Critical Needs when establishing a national emergency network operator.



Picture:” Jeppe Jepsen, Director Mission Critical Systems, Motorola A/S

He spoke about the requirements of the operators in Mission critical situations and about the special equipment and technology needed in emergency situations.

You can download his presentation [here](#)

Globalization Readiness in the Nordic Baltic Region

Globalization readiness in the Nordic Baltic Region was the topic of Managing Director, Litepoint Europe Karsten Vandrup speech. Topics were among others how to secure the Baltic Region as a prominent future player in global ICT development. Goals and requirements for educational system and goals that assures a future platform for a new ICT industry in the Baltic region were discussed. You can download the presentation [here](#)



Picture:” Managing Director, Litepoint Europe Karsten Vandrup

Public Private Potential Partnership



Picture:” John Kristensen, senior advisor from the Confederation of the Danish Industries in Denmark

Next on the speakers list was John Kristensen, senior advisor from the Confederation of the Danish Industries in Denmark. He talked about the Danish government politics regarding future focus investments areas and brought to the point the need to develop innovation-skills in Denmark to be "best in class" in some areas - like the wind energy, hospitals sector, competences in the school system and inside ITS-solutions witch at the same time meant that Denmark need "innovations-collaboration" between Universities and the private ICT industry - and cross boarder to achieve this political goals. See the presentation [here](#)

Commercialization of intellectual Property rights

Gert Skov Petersen from the Network Partnership Aps, Denmark talked about how to make Intellectual property in to business. He stated that The Baltic region has a valuable resource in terms of intellectual Property rights within information and communications technologies (ICT). According to World Economic Forum the human capital the intellectual infrastructure are at a relatively high level in the Baltic region. Gert Skov Petersen stated that the IP is not being sufficient commercially utilized by merit and turned into interesting business potential – this problem needs to be addressed. See his presentation [here](#)



Picture:” Gert Skov Petersen from the Network Partnership Aps, Denmark



Picture: Stepien, Grzegorz, Senior business Consultant from Nokia Siemens Network, Poland.

Key trends on telecom markets and what's the future ahead?

Last on the speakers list was Stepien, Grzegorz, Senior business Consultant from Nokia Siemens Network in Poland. Stepien talked about the Telecom market trends; the first is that Mobile Broadband is surpassing fixed broadband connections in 2009, the next that there is a tremendous traffic growth, also that Data tariffs price war is cooling down and at last that End-user behavior is changing from internet to "evernet". This causes changes in the business model evolution drivers. Stepien talked about the Communication Ecosystem Framework of Nokia Siemens Networks and gave a Polish market analysis example. At last the talked about the future of telecom industry and the key industry challenges. You can download his presentation [here](#).

May 6 2010 – the final day of the conference

Panel discussions

On May the 6th the conference started out with a panel discussion on the topics that was raised in the presentations the day before. The panel discussion that was lead by professor Anders Henten, CMI Aalborg University and consisted of Managing Director, Litepoint Europe, Karsten Vandrup, John Kristensen, senior advisor from the Confederation of the Danish Industries in Denmark, the Vice-Rector for Finance and Development - prof. dr hab. Jozef Perenc , Knud Erik Skouby, professor, Director, center for Communication, Media and Information technologies, Aalborg University and Professor, Brunonas Dekeris, Head of Telecommunication department, Kaunas University of Technology.

Topics of the discussions were such as how collaborations between universities and industries within the Baltic area in the future could be established. One element was on creating a bridge between the enterprises and their demand for future employee profiles and the education profile deriving from the universities programs. The vice- rector was very much interested in how this collaboration in Denmark functioned.



Picture: "Panel discussions on May 6 2010"

Szczecin and Kaunas University, as many other universities in the Baltic areas, faces problems with a declining number of students and thereby looks for alternative ways to solve both the financial issues and how to attract students to the universities. It was therefore of big interest how CMI and Aalborg University has established an education based on participation and payment from part foreign students, and part Danish students and thereby solved some of the problems. Agreements on future collaboration in this area were established.

Presentations from the Universities

First the Vice-Rector for Finance and Development - prof. dr hab. Jozef Perenc presented the overall history of the rather young university, about the numbers of students, the organizational structure and the whole support structure of the university with its own printing, library and so on. One of the key issues was again the lack of funding and the fierce competition regarding the EU tendering process that Szczecin University faces.

After that vice dean dr. hab. Prof. US Wojciech Downar made a presentation about the the Faculty of Management and Economics of Services. He told about the Faculty's amount of students, the research programs and also about the visions for the faculty and the future goal of extending the existing buildings with a new Center of Knowledge and Innovation Transfer for the Service Sector SERVICE INTER-LAB. See presentation [here](#).

Next was Professor Reza Tadayoni, CMI, Aalborg University. He spoke about the new education Master in Information and Communication Technologies (MICT), which has just been established and also emphasized that there in the future was a possibility to establish collaboration with other countries, including countries in the Baltic Sea Region. See presentation [here](#).

Last on the speakers list was Saulius Japertas, Associate Professor, Telecommunication department, Kaunas University of Technology Lithuania. He spoke about Kaunas University, its history, about the numbers of students, the organizational structure and also about the problem of getting enough students to enroll which also is a problem at the Kaunas University. You can download the presentation [here](#)

The conference ended with a summary from Knud Erik Skouby, professor, Director, Center for Communication, media and information technologies, Aalborg University, who thanked all the participants and organizers of this conference. He also expressed the wish of many of the conferences participants to organize a similar conference in the Baltic Sea region in 2011.



Picture: " Professor Knud Erik Skouby thanks Professor Henryk Barbis for a successful conference".



Copenhagen Wireless and Mobile Consortium

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