

**Thursday September 15<sup>th</sup> 2005**

(Paraninfo de la Universidad de Sevilla)

- 17.30 Attendees pick up their documentation
- 18.30 Opening Ceremony  
*Rector of the University of Seville*  
*Authorities from Seville Town Hall and the Junta de Andalucía*  
*Regional Government*  
*German Ambassador*  
*Alexander von Humboldt Foundation*  
*President of the Spanish Alexander von Humboldt Association*  
*President of the Organising Committee*
- 20.00 Music
- 21.00 Spanish Wine

**Friday September 16<sup>th</sup> 2005**

(Paraninfo de la Universidad de Sevilla)

- 09.30 Opening of the Humboldt Kolleg
- 10.00 "The *Max Planck Society* as an organisational model to promote the basic research"  
*Prof. Dr Manuel Cardona, Max-Planck-Institut für Festkörperforschung y*
- 10.30 "The role of Economic Research Institutes as the mediator between academic knowledge and economic implementation"  
*Dr. Gunnar Geyer, Director del HWWI de Kiel*
- 11.00 "Corporate and organisational demands for the efficient development of universities" (The Transformation Process of Universities)  
*Prof. Dr. Stephan Laske, Innsbruck University*
- 11.30 "Politics of promotion of innovation and transfer of knowledge in the system University-Business"  
*Prof. Dr. José Domínguez Abascal, General Secretary of University, Research and Technology*
- 12.00 Coffee Break
- 12.30 "The Transformation Process of Universities: an Example from the Business Sciences Ambit" A Proposal.  
*Prof. Dr. Manfred Perlit, Mannheim University*
- 13.00 The Alexander von Humboldt Foundation's Contribution to the Universalisation of Knowledge  
*Dr. Gisela Jametzke, Alexander von Humboldt Foundation (Bonn)*
- 13.45 Lunch

- 16.30 "New Spaces for Innovation Development from a Business Perspective" (What is demanded of Knowledge Institutions)  
*Mr. César Vohringer, Executive Vice president and Chief Technology Officer for Philips Electronic Consumer products*
- 17.15 "New Spaces for Innovation Development from a Business Perspective" (What is demanded of Knowledge Institutions)  
 ▪ *Department of I+D+i EADS CASA*
- 18.00 Round Table: "From Knowledge to Innovation" (Institutional and Organisational Demands – Cultural and Organisational Change in both People and Institutions)  
 ▪ *Dr. Jaime Conde Zurita; Ex-General Director from Cruz del Campo S.A.*  
 ▪ *Dr. Jaime Conde Zurita; Ex-General Director from Cruzcampo S.A.*  
 ▪ *Mr. César Vohringer, Executive Vice president and Chief Technology Officer for Philips Electronic Consumer products*  
 ▪ *Department of I+D+i EADS CASA*  
 ▪ *Antonio Castillo Hidalgo, Telefónica I+D*
- 19.30 Closing of the day's events
- 20.30 Reception and cocktail sponsored by the Cruzcampo Foundation

**Saturday September 17<sup>th</sup> 2005**(Colegio Mayor Sta. M<sup>a</sup> Buen Aire)

- 10.00 Real Alcázar de Sevilla  
*Prof. Dr. Rafael Manzano, Director of the Real Alcázar de Sevilla.*
- 11.00 Coffee Break
- 11.30 The Humboldt Association's 14<sup>th</sup> General Assembly
- 14.00 Lunch
- 19.45 Official Visit to the Reales Alcázares for the Alexander von Humboldt Association
- 21.30 Closing Dinner at the hotel Los Seises sponsored by EADS CASA and Sevilla Global

**Sunday September 18<sup>th</sup> 2005**

Optional visit to the roman city Munigua organised by the Instituto Arqueológico Alemán de Madrid

## VENUE

Paraninfo  
Real Fábrica de Tabacos  
Universidad de Sevilla  
C./ S. Fernando, 4  
41004- Sevilla

C.M. Sta. María del Buen Aire  
Real, 2.  
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## FOR FURTHER INFORMATION:

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## XIV ANNUAL MEETING OF THE ALEXANDER VON HUMBOLDT ASSOCIATION OF SPAIN

## UNIVERSITIES AS INSTITUTIONS FOR PROMOTING KNOWLEDGE AND INNOVATION

Seville, September 15th – 17th 2005