



# innovative higher education

## REGIONAL DEVELOPMENT AND NETWORKS

HEINNOVATE HUNGARY – Launch of the review report OECD/EU (2017) Supporting Entrepreneurship and Innovation in Hungary and follow-up

29 November 2017, Budapest

## PRESENTERS

### Welcome and opening address

Dr. András NEMESLAKI  
President,  
Tempus Public Foundation

**DR. ANDRÁS NEMESLAKI** – as a graduate of the Technical University of Budapest – his field of expertise and research interest is organizational use and value of information communication technologies, ICT innovations in business and public organizations. His interest in developing international collaboration and educational capacities has been also longstanding. Since 2014 Professor Nemeslaki is the president of the Tempus Public Foundation in which capacity he further pursues his devotion to enhance the internationalization of Hungarian higher education.



### Keynote speech Ministry of Human Capacities

Dr. László PALKOVICS  
Minister of State for  
Education, Ministry of  
Human Capacities

**DR. LÁSZLÓ PALKOVICS** – has been holding the title Secretary of State Responsible for Education since 2016 (2014–2016: State Secretary Responsible for Higher Education) at the Ministry of Human Capacities. University professor, former head of the Department of Automobiles and Vehicle Manufacturing at the Technical University of Budapest, a regular member of the technical department of the Hungarian Academy of Sciences. He also accumulated a wide range of experience in the corporate sector as the Development Director of Knorr-Bremse's Hungarian subsidiary, inter alia. The creation of the mid-term higher education strategy, as well as the launch of dual programmes in higher education is linked with his name.



### Keynote speech European Commission

Jens NYMAND CHRISTENSEN  
Deputy Director General,  
DG EAC, European Commission

**JENS NYMAND CHRISTENSEN** is a Danish national and has worked in the European Institutions since 1979; amongst others appointments he was Member of the cabinet of Vice-President Henning Christophersen, Head of Unit of an office dealing with International Food, Veterinary and Phytosanitary questions and Advisor at the Danish Permanent EU Representation dealing with the Convention and the preparations of the Intergovernmental Conference drafting a Constitutional Treaty for the European Union. Since September 2014 he has been the Deputy Director-General in the Directorate General for Education and Culture.



### Keynote speech – OECD

Sylvain GIGUERE  
Head of Division,  
Local Employment,  
Skills and Social Innovation,  
and Head of the Local Economic  
and Employment Development  
Programme (LEED), OECD

**SYLVAIN GIGUERE** is a Canadian citizen and has worked for the more than two decades for the Organisation of Economic Co-operation and Development. He is the Head of the Local Employment, Skills and Social Innovation Division in the Centre for Entrepreneurship, SMEs, Local Development and Tourism, and Head of the Local Economic and Employment Development Programme (LEED).



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## OECD-EC HEInnovate presentation of the report publication

Dr. Andrea-Rosalinde HOFER  
Policy analyst, OECD

**ANDREA-ROSALINDE HOFER** has abandoned the idea of an academic career in 2002 when she moved from her researcher post at the University of Munich first to the United Nations and then to the OECD. The work on HEInnovate has thus been a very rewarding continued connection with the principles of engaged academia. Andrea has been leading the HEInnovate country reviews in Bulgaria, Ireland, the Netherlands and Hungary, and the OECD's predecessor work with Germany on strengthening entrepreneurship support in eastern German higher education institutions.



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Peter BAUR  
Policy Officer, DG EAC,  
European Commission

**PETER BAUR** has been one of the main initiators of the University Business Forum, which the Directorate General for Education and Culture of the European Commission organises regularly in all member states. This was also where in 2011 the idea of HEInnovate was born. Peter is leading the work on HEInnovate in the European Commission, and it was mainly thanks to his great initiative and commitment that HEInnovate is a partnership initiative between the European Commission and the OECD. A mathematician by training, Peter often comes up with creative combinations à la Goedel, Escher, Bach.



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## Ministry of Human Capacities – Action Plan – policy document for institutions

Dr. István SZABÓ  
Head of Department,  
Ministry of Human Capacities

**DR. ISTVÁN SZABÓ** Head of the Department for Higher Education & Research Strategy at the Ministry for Human Capacities since January 2017. Main tasks include: professional planning and monitoring of support schemes for higher education within HRDOP; implementation of the New National Excellence Scholarship Programme that supports students, teachers and young researchers in starting their researcher career path; policy measures related to dual higher education; as well as the development and implementation of sectoral strategies. In the previous five years, he worked for the National Research, Development and Innovation Office (and its predecessor).

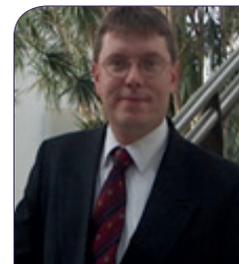


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## Engagement and Higher Education Impact

Dr. Ruaidhri NEAVYN  
Higher Education Authority,  
Ireland

**DR. RUADHRI NEAVYN** is currently employed as an advisor on Higher Education Policy with the Higher Education Authority and the Department of Education and Skills in Ireland. Prior to this he served as president for over 11 years with two Institutes of Technology in Ireland, namely the Waterford Institute of Technology and the Institute of Technology Carlow. He has also served as an expert advisor for the OECD and EU and is currently a member of the Portuguese advisory council on higher education.



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## Engagement and knowledge exchange – HEI 3<sup>rd</sup> mission in FIEK (HEI-industry Cooperation Centres)

Round table with  
Hungarian HEI representa-  
tives, moderated by  
Istvan Vilmos KOVACS  
Corvinus University,  
Budapest

Dr. Ildikó CSÓKA  
University of Szeged  
Dr. László LENGYEL  
University of Technology  
Budapest  
Attila MOLNÁR  
Széchenyi University  
Dr. Béla VISKOLCZ  
University of Miskolc

**ISTVÁN VILMOS KOVÁCS** director, Directorate of international relations and innovation. National expert of OECD HEInnovate country review. István Vilmos KOVÁCS has more than 25 years of experience in education. He pursued a career as Head of Department for EU and Strategic Planning in the Hungarian Ministry of Education, was involved in drafting educational policies and development programmes. He has been involved in various education and training related assignments of European organisations. His research and development work is related to the innovation and knowledge management practices of HEIs and of the entire education system.



**DR. ILDIKÓ CSÓKA** is Director-General for Strategy at the Directorate-General for Quality Management and Strategy of the University of Szeged, and Head of Institute at the Institute of Pharmaceutical Technology and Regulatory Affairs of the Faculty of Pharmacy, University of Szeged, Hungary. She was also Vice-Dean for Educational Affairs at the Faculty of Pharmacy, and Head of the Office for Postgraduate Studies (2010–2012). From 2012 to 2017, she was Director for Strategy at the Office of the Rector of the University of Szeged, and since 2017, she has been Director-General for Strategy of the Institution.



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**DR. LÁSZLÓ LENGYEL** is a researcher, team coordinator, participated in several R&D projects, has more than 12 years of teaching experience at Budapest University of Technology and Economics. He is the director of the BME Center for University-Industry Cooperation.



**MR. ATTILA MOLNÁR** Head Of Centre for Cooperation Between Higher Education and Industry, Széchenyi István University. He has served various research and management positions at multinational and sme companies in the last 15 years.



**PROF. DR. BÉLA VISKOLCZ** Head of department, University of Miskolc. He has experience in the field of elemental reactions and thermodynamics of complex systems. The molecular networks can be also use to design new molecular libraries, and optimized industrial processes.



# GOOD PRACTICES BY HUNGARIAN HEIS

## 1. Technology transfer, Joint R+D+I projects

Moderated by Istvan Szabó – Ministry of Human Capacities

Dr. László ÁBRAHÁM  
National Instruments

**How a couple of students from Debrecen measured one of the coldest places of the Universe – National Instruments' Innovation Program**



**How a couple of students from Debrecen measured one of the coldest places of the Universe – National Instruments' Innovation Program**

With over 40 years of supporting innovation at over 35000 customers National Instruments brought to life an Innovation Program in Hungary three years ago. As a measurement and automation hardware and software provider NI feels the need for prototyping measurement systems and also feels that there is a lack of technology available for startups and university research groups in these fields as well. The innovation program provides technology, knowledge and technological support for these groups and during the presentation the audience will get a peek behind the scenes showcasing some of the success stories of the program members. We will have close focus on one particular project in which three students of the University of Debrecen created a temperature measurement system for CERN used to measure the cryo-temperature of the LCH superconducting magnets.

**DR. LÁSZLÓ ÁBRAHÁM** Electrical engineer specialized in communication technologies, general manager of NI Hungary. Mentor of the future STEM expert intellectuals. Graduated at the Budapest University of Technology, employed at Videoton, biggest electronical manufacturer of the socialist era of Hungary, climbed the corporate ladder from development engineer all the way to acting CEO. Managed multiple corporates and now he is the general manager of NI Hungary since day one in 2001, the measurement and automation company's first overseas production facility. His personal mission is nurturing the future generation of engineers who should be introduced to the practical challenges of reality and not to plain and boring formulas only. Being an engineer for him means creating more than anything, the creative excitement is what he wants to pass down to the next generation.

Prof. Dr. Béla VISKOLCZ  
University of Miskolc  
Dr. Attila BÉRES  
BorsodChem Wanhua

**Research 2.0: Joint research from basic science to industry development**



**Research 2.0: Joint research from basic science to industry development**

The industry problems solved by tools of basic research. New bio friendly materials are developing by rational molecular design, based on present industrial products. Connecting the fundamental research to novel products development and testing on the full scale from laboratory to industrial applications and production processes.

**PROF. DR. BÉLA VISKOLCZ** – Head of Department, University of Miskolc. He has experience in the field of elemental reactions and thermodynamics of complex systems. The molecular networks can be also use to design new molecular libraries, and optimized industrial processes.

**DR. ATTILA BÉRES** Director Business Management MDI and Specialty, Borsodchem Wanhua  
He holds a Ph.D. degree in chemistry and started his career in the oil industry, then moved to the specialty chemicals and services sector. After working at MOL Hungarian Oil & Gas, he joined Baker Hughes (Baker Petrolite) in 1998, leading different business units of the company in Europe. He joined BorsodChem in 2007 as Marketing Manager for Adhesive, Coatings and Elastomers. He was responsible for PU New Business Development from 2009. In 2010, the general management of the company's TS&D Center has been added to his role. In 2011 he became responsible for PU Specialty Business. In 2017 he was promoted to lead the combined MDI and Specialty Business of the company.

András Zoltán BALOGH  
Semmelweis University  
**Semmelweis innovation – On the way of more success**



**Semmelweis innovation – On the way of more success**

Since the set-up of the Innovation Directorate in 2013, the Semmelweis University has had its dedicated team of experts conducting technology transfer transactions. The first few years have brought many problems to the surface, which need long-term solutions. While avoiding the mistakes of the past and learning from the best on a global scale, the Semmelweis Directorate has now come to a turning point, renewing its strategies to become even more successful.

**ANDRÁS ZOLTÁN BALOGH** is the head of the Innovation Directorate at the Semmelweis University. Prior to his current position at the university, which he took up in August 2016, he worked both in the public and private sectors. He is an economist with recognized qualifications in foreign trade, EU foreign affairs and banking investment.

# GOOD PRACTICES BY HUNGARIAN HEIS

## 1. Technology transfer, Joint R+D+I projects

Moderated by Istvan Szabó – Ministry of Human Capacities

Dr. István SZABÓ

Szent István University

### Innovation and strategic development at SZIU



#### Innovation and strategic development at SZIU

Szent István University was one among the 5 universities participated in the OECD/EU HEInnovate country review. It represents good practices in innovation and strategic development.

**DR. ISTVÁN SZABÓ**

– is acting as vice rector of Szent Istvan University responsible for external and company relations. He has been active in the field of internationalization of higher education and integrating innovative solutions for practice oriented higher education programmes. He has been heading the mechanical engineering BSc/MSc programmes at Szent István University for years.

Enikő PITŐ

University of Szeged

### Business relations and startup mentorship at the University of Szeged. Best practises and future plans



#### Business relations and startup mentorship at the University of Szeged. Best practises and future plans

Purposes of the Startup program is to disseminate entrepreneurial culture among researchers and students and to catalyze the innovation ecosystem.

Further aims are:

- increase the number of spin-outs, spin-offs and startups around the University of Szeged
- cooperate with venture capital firms.

Our main goal is to strengthen and deepen entrepreneurial thinking at the University of Szeged.

**ENIKŐ PITŐ**

is the director of innovation at the University of Szeged and the leading expert of the Start-up Mentorship programme. She has extended knowledge on business relationship management, project – and innovation management.

Tamás BENE

University of Debrecen

### New perspectives in technology transfer at the University of Debrecen



#### New perspectives in technology transfer at the University of Debrecen

An important mission of the University of Debrecen (UD) is to help transform discoveries and technologies originating at the University into useful products and services that benefit society. One challenge to technology commercialization is the early stage funding “gap” that exists for many discoveries. To bridge this commercialization gap, the UD Innovation Fund is launching a Proof of Concept Program to help support commercialization of new university technologies.

**TAMÁS BENE**

currently serves as the head of the Technology Transfer Center of the University of Debrecen. In addition to his work at the TTO, he regularly teaches intellectual property and gives presentations on university IP management. Dr. Bene is an active member of the TTO network of Hungarian universities and he represents this network in the National Association Advisory Committee of ASTP-Proton.

# GOOD PRACTICES BY HUNGARIAN HEIS

## 2. HEI's regional cooperations, 3rd mission of HEIs, town-university cooperation projects

Moderated by Dr. Andrea-Rosalinde HOFER – OECD, Peter BAUR – European Commission

Márton FRITS  
Pannon University

### Development of Smart city solutions by the University of Pannonia in cooperation with IBM Hungary

#### Development of Smart city solutions by the University of Pannonia in cooperation with IBM Hungary

The IBM project is focusing on developing smart city solutions for business analytics and mobile workforce management. We have developed a cloud based system (ORENBI) that is able to dynamically design, run and optimize processes. ORENBI has been integrated with IBM Maximo and system developed by Libra Software Zrt.

**MÁRTON FRITS** – Professional leader, started his work as a developer at the university. During the first few years he participated in several research and development project. After starting his PhD studies, took a bigger part in the research project, where he mainly deal with optimization and scheduling. In the IBM project he had the opportunity to direct the development and research in such a way that a useful product was created.

Katalin ERDŐS,  
Ágnes NAGY  
University of Pécs

### University-based social Entrepreneurship development

#### University-based social Entrepreneurship development

**KATALIN ERDŐS** is Assistant Professor at the Faculty of Business and Economics of the University of Pécs and Research Fellow at the MTA-PTE Innovation and Economic Growth Research Group. Her research focuses on the role of universities in regional social and economic development. She tries to explore various aspects of the entrepreneurial turn of universities, ranging from entrepreneurial education to spin-offs. She was involved in many projects related to regional development and academic entrepreneurship. She also serves as a mentor at the Simonyi Business and Economic Development Center. She is a member of the Triple-Helix Association, the Hungarian Regional Science Association, and of the Working Committee for Spatial- and Settlement Sciences of the Pécs Academic Committee of the Hungarian Academy of Sciences.



**ÁGNES NAGY** Leader of Y Community Center, Pécs (2016 – present)

Always worked in the social sector: helped people as a labour market advisor, debt managing advisor, school social worker or professional social service manager. Her tasks consist of : Cooperation with the whole project-team, maintaining relationships with citizens, NGOs, enterprises, partner organizations, involvement of the planning and testing of Y Community Center's services (social, community and competence and capacity development), directing, organizing and coordinating of Y Community Center's tasks and the community workers. She took part of writing and implementing projects funded by EU or Norway Grants. As a regional project coordinator, gave professional support for civil organizations and social cooperatives (in the South-Western region of Hungary) of project generation and implementation for tenders TÁMOP 2.6.2-12/1 and TÁMOP 2.4.3.D1 and D2.

# GOOD PRACTICES BY HUNGARIAN HEIS

## 2. HEI's regional cooperations, 3rd mission of HEIs, town-university cooperation projects

Moderated by Dr. Andrea-Rosalinde HOFER – OECD, Peter BAUR – European Commission

Judit FEKETE

Corvinus University,  
Budapest,  
Katalin VÉG

Salva Vita Foundation

### The ProAbility Project: Equal Opportunity can be Learnt



#### The ProAbility Project: Equal Opportunity can be Learnt

The proAbility project was launched in 2015 with the aim to increase the employment opportunities of people with reduced working capacity on the open labour market. This was meant to be achieved through awareness raising among present and future company leaders.

As a result of the project, new and up-to-date teaching materials were elaborated, filling an important gap in the business studies curricula.

**JUDIT FEKETE** – works for the Observatory Center for Educational Development at Corvinus University of Budapest where she was responsible as project manager for the implementation of the EEA grant project called “proAbility – the promotion of the employment of people with reduced work capacity”.

**KATALIN VÉG** is the director of Salva Vita Foundation, a renowned Hungarian NGO that represents the interests of disabled people in Hungary, and has more than 20 years of experience in linking businesses and people with reduced work capacities.



Dr. Tibor DÓRY

Széchenyi University

### Third mission activities of Széchenyi István University in collabora- tion with Mobilis Interactive Science Centre



#### Third mission activities of Széchenyi István University in collaboration with Mobilis Interactive Science Centre

Mobilis Interactive Science Centre located on the campus of SZE provides regular visits and thematic programmes for local schools in order to wake interest for natural sciences and engineering studies.

The Centre is a focal point for local, regional stakeholders in questions regarding carries path orientation and supply of graduates.

The Centre provides personal assistance, mentoring and training to young job seekers.

**DR. TIBOR DÓRY** is head of department of the AUDI Hungaria-sponsored Department of Leadership and Organisational Communication of Széchenyi István University and managing director of Mobilis Interactive Science Centre. His main focus is on the development of the third mission activities of SZE as well as carrier path orientation activities in collaboration with local, regional stakeholders.

Dr. Dénes MÁTYÁS

University of Szeged

### Examples of Social Engagement at the University of Szeged



#### Examples of Social Engagement at the University of Szeged

One of the four pillars the operation, vision and quality policy of the University of Szeged are built on is “Third Mission”. The institution’s third mission activities and initiatives include various programs (Open University, Alma Mater Alumni Mentor Program etc.) fostering social engagement by which the USz intends to play an active role in the region’s social and cultural shaping.

**DÉNES MÁTYÁS** earned his Master’s degrees (2006) and PhD (2014) at the University of Szeged, Szeged, Hungary. From 2012 to 2015, he worked as an International Senior Officer at the Directorate for Foreign Affairs and Public Relations at the Office of the Rector of the University of Szeged. During the academic year 2015–16, he was a Fulbright Visiting Scholar at Cleveland State University, Cleveland, OH, USA. Since 2016, he has worked at the Directorate for Quality Management and Strategic Planning at the University of Szeged.

# GOOD PRACTICES BY HUNGARIAN HEIS

## 2. HEI's regional cooperations, 3<sup>rd</sup> mission of HEIs, town-university cooperation projects

Moderated by Dr. Andrea-Rosalinde HOFER – OECD, Peter BAUR – European Commission

Kornélia LAZÁNYI PhD  
Óbuda University

### Enticing future entrepreneurs



#### Enticing future entrepreneurs

The Entrepreneurship Development Center initiates meetings with successful entrepreneurs and with those who have already failed, but had the power to restart to provide them with the necessary information. We create opportunities where the students can test their creativity – such as brain storming sessions with immediate corporate feedback – or market analysis, planning competences – by initiating business simulations. What is more, we offer meetings with business angels, access to the companies within the university's business cluster and counselling on strategic, legal, financial and marketing issues.

**KORNÉLIA LAZÁNYI PHD** Vice-Dean for Research, Senior lecturer. Experiencing the scale and scope of changes in the expectations of companies as a trainer while knowing the legislative constraints of higher education systems as a lecturer, she dedicated her researches to studying the discrepancies between the labour market demand and the competences of young labour market entrants and exploring how the necessary competences can be developed in an academic setting. As a vice dean of the Keleti Faculty of Business and Management at Obuda University she is striving to effectuate her research findings and involve companies in defining, creating and delivering relevant knowledge to the students.

## PITCH PRESENTATIONS

Szent István University, Széchenyi University, University of Technology, Budapest, Eötvös Loránd University

Moderated by István Vilmos KOVÁCS – Corvinus University, Budapest

Dr. habil. Csaba Fogarassy – Szent István University, Marcell Tóth – Széchenyi University,

Dr. Anikó Kálmán, University of Technology, Budapest, László Horváth – Eötvös Loránd University