



Kyoto 11 December 2013

The Hague University of Applied Science

Knowledge Transfer Desk



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RegioRegisseur

Knowledge Transfer Desk

Linking pin between educational institutes, SME's, profit and nonprofit organizations.

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"Welcome to Holland"

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The Hague University of Applied Science



- > 25.000 students
- > 1932 employees
- > Focus = Professional education!
- > Applied science
- > Broad program:
- > Business, Social Works, Nursing, Marketing, Law, Industrial Design, Engineering, Sports
- > European Studies

Explicit international outlook!

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Focus on professional skills



- > Hands-on experience
- > Theory + practical skills = applied science
- > Internships
- > Group Projects, real-life scenarios with professional partners
- > Guest Speakers

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- > The Hague – 2nd UN capital after New York
- > ICC, OPCW, International Court of Justice
- > City of Peace and Justice
- > Seat of Dutch Government
- > Greenhouses
- > 35.000 Companies/SME's and organisations.

The Hague Economic Region



An effective player in the regional economy...



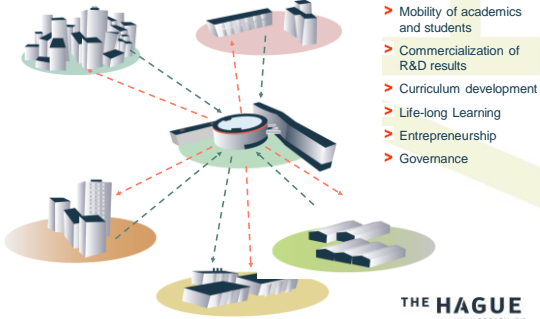
An effective player in the regional economy...



An effective player in the regional economy...



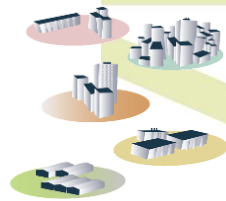
Indicators for effective cooperation



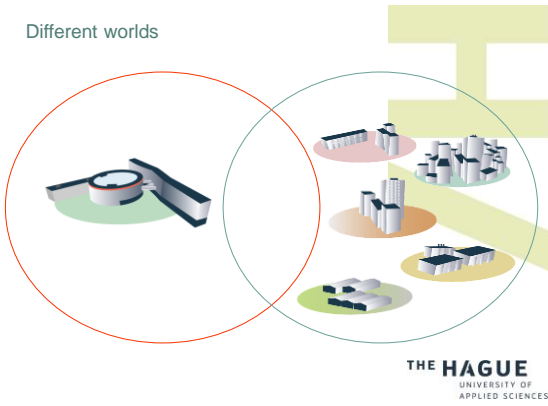
- > Collaboration in research and development
- > Mobility of academics and students
- > Commercialization of R&D results
- > Curriculum development
- > Life-long Learning
- > Entrepreneurship
- > Governance



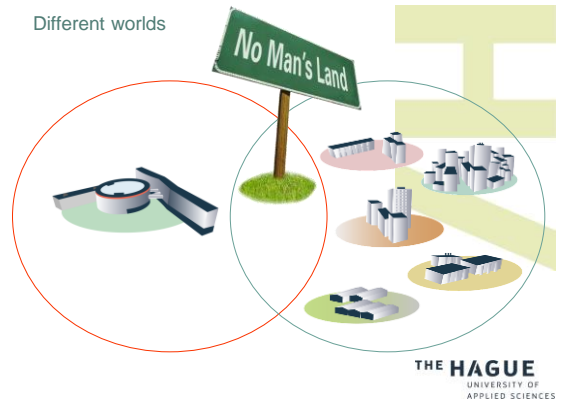
Different worlds



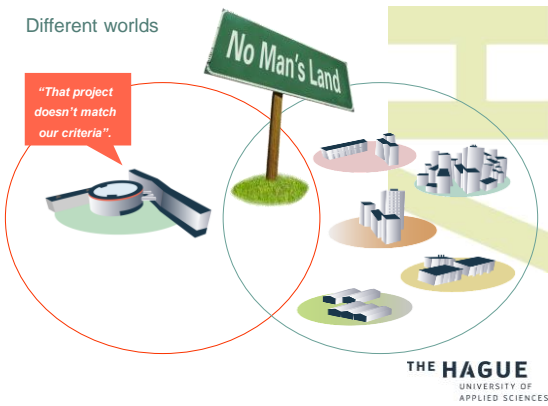
Different worlds



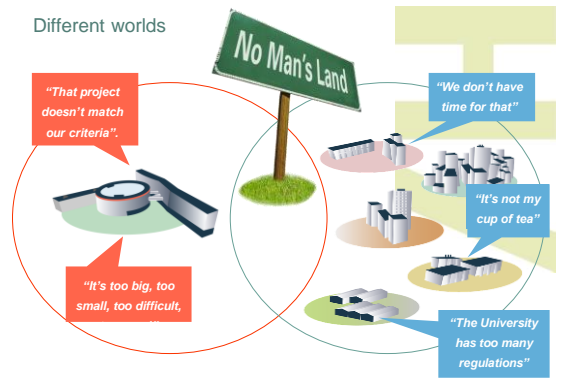
Different worlds



Different worlds



Different worlds



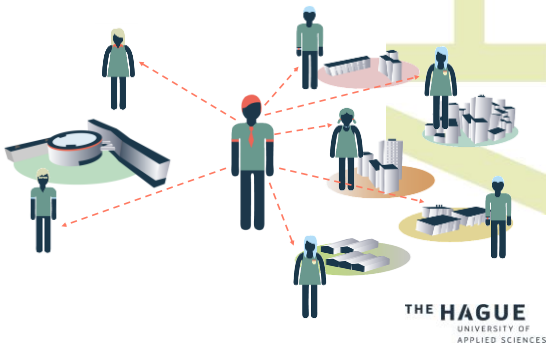
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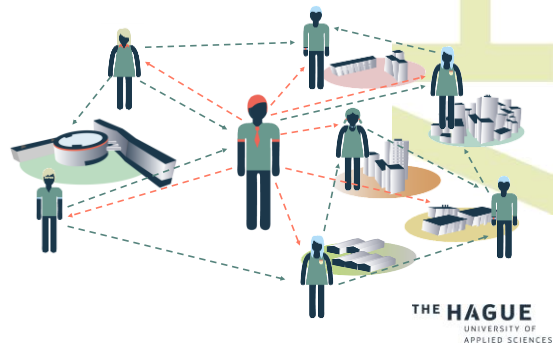
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Open for business | But how can we make it work?



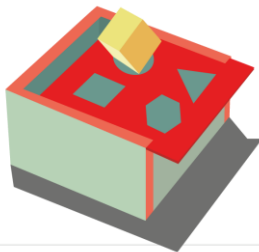
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Open for business | But how can we make it work?



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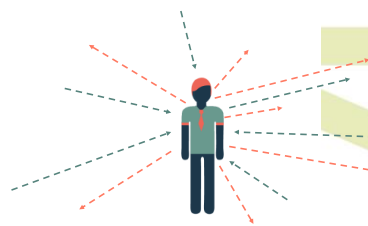
Demands from businesses usually don't match!



- > Intermediary role is crucial
- > No standard answers
- > More than a reception desk
- > Projects and assignments must be 'made to fit'

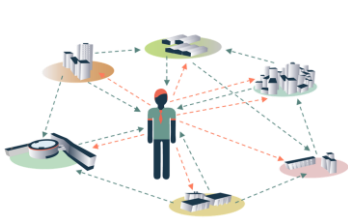
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Leaving a clear role for the Knowledge Transfer Desk



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Which leads to clear results



- > 800 requests per year
- > Leading to projects internships, guest speakers ...
- > ... and a productive regional network.

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Results

'Real-life' projects



Research projects

Sector projects



Internships

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Quote from a student

"It's a real life project..".

Quote from a lecturer

"I learn from the input of the company..".

Quote from a business partner

"This project brought me a new business model..".

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One example: the Mexx project



Video MEXX - MICM
The Hague University

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Our main learnings sofar

Many obstacles to creating synergy and cooperation

- > Difficult fit between university schedule and client needs
- > Resistance to compromise leads to cancellations
- > Funding and bureaucracy

Key to success

- > Defining the mutual goal, mutual benefits, mutual trust
- > Active direction and relationship management

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Goseicho arigato gozaimashita



Thank you very much

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