

**Programme for ASTP-Proton Site Visit to High Tech Campus, Eindhoven and Philips –  
Wednesday 25<sup>th</sup> October 2017**

**Programme**

**0900** Arrival with coffee

**0930** High Tech Campus Eindhoven, the smartest square km in Europe

**Cees Admiraal, Business Development Director, HTCE Site Management**

High Tech Campus Eindhoven has transformed from the corporate Philips Research site into a thriving open innovation ecosystem of over 140 high-tech companies and research institutes. It is now one of the world's main high-tech hubs.

**1000** HighTechXL, incubating, accelerating and scaling up high-tech start-ups

**Speaker from HighTechXL**

HighTechXL is a 6-month accelerator programme to transform innovative high-tech ideas into successful businesses. Via the Eindhoven Start-up Alliance, the CEOs of large corporates have committed themselves to actively support and accelerate the growth of these high-tech start-ups that have the potential to become the next industry giants.

**1030** Partnership NLC and Philips HealthWorks

**Joost Kruytzer, Partner and COO, NLC & Speaker from Philips HealthWorks**

NLC a Health Tech Incubator and Philips Healthworks have joined forces to use NLC's network to scout, select and validate health-tech innovations that will ultimately fill the pipeline of the Philips Healthworks corporate accelerator programme.

**1115** Coffee Break

**1145** Tour of High Tech Campus Eindhoven

**1245** Lunch

**1345** Working with Philips IP&S

**Francois Drapeau-Paquin, Senior IP Counsel, Philips IP&S**

An inside view of how Philips looks at IP and deals with Technology Transfer Offices for IP and licensing.

**1430** Strategic Alliance Philips and Eindhoven University of Technology

**Steeff Blok, Director, TU/e Innovation Lab & Ton Flaman, Europartners Philips Research**

In 2013, Eindhoven University of Technology (TU/e) launched its *Impuls* programme to boost collaboration with industry. Companies such as Philips were invited to submit proposals for long-term research collaborations to be part-funded by the company and by the university. With Philips this led to a strategic alliance for a total of 72 PhD students, 36 funded by Philips and clinical partners and 36 funded by TU/e around the three Flagship themes of Health, Lighting and Datasciences. The initiative was met with great enthusiasm from both the university and Philips and has significantly boosted the collaboration and relationship between both parties. Both parties will share their perspectives, experiences and the incentives for establishing this strategic partnership.

**1530** Discussion and drinks

**1630** End of Programme