

**Thursday, Sept. 7, 2006**  
**Radiology Building**

- 12:00 noon    **Luncheon Buffet - Atrium**
- 1:00 p.m.    **Welcome and Opening Remarks**  
E. James Potchen, MD / Michigan State University
- 1:15 p.m.    **Comments on the Framework for Understanding the Synergy between  
Business and Academia**
- Southeast Asia perspective - Bryan Ritchie, PhD / Michigan State University  
East Asia perspective - Gary Gereffi, PhD / Duke University  
Texas perspective - Eliza Evans, PhD / University of Texas at Austin  
Arts & Culture: An Economic Engine - Mike Brand / Michigan State University
- 2:15 p.m.    **Discussion**  
Moderator: Ross Emmett, PhD / Michigan State University
- 3:00 p.m.    **Coffee Break**
- 3:30 p.m.    **A Tribute to David Hollister**
- Virg Bernaro / Mayor City of Lansing  
Jerry Hollister /  
E. James Potchen, MD / Michigan State University  
Glenn Granger / Granger Construction Company  
David Hollister / Prima Civitas
- 5:00 p.m.    **Closing Remarks**  
Ross Emmett, PhD / Michigan State University
- 5:10 p.m.    **Group Picture – Radiology Gardens**
- 5:30 p.m.    **Reception – Radiology Building South Entrance & Gardens**
- 6:30 p.m.    **Banquet & Award Presentation – Radiology Building Atrium**

**Friday, Sept 8, 2006**

## **N100 – Broad College of Business Complex**

Economic development has always been about improving the prosperity of people. Whether through job creation, wage growth, and/or productivity increases, the objective has always been to increase wealth. Those countries, states, and communities that have become wealthy have been classified as developed, while those that have not met predetermined levels are classified as underdeveloped.

But what we are now recognizing is that economic prosperity is not a static goal that once achieved remains indefinitely. Instead, it is a constantly shifting dunescape where previous successes do not guarantee future prosperity. This dynamism can be seen in the example of previously poor countries like Japan, Korea, Taiwan, Singapore, India, and China that are now competing with long-developed countries in Europe and North America. Nor are the states within developed regions equally or continually prosperous. Take Michigan for example. Over the last 100 years Michigan has led the United States in job creation, wage standards, and employment benefits. As a result, it was one of the wealthiest states, per capita, in the nation. Yet over the last 15-20 years Michigan has struggled to upgrade from “second-stage” heavy manufacturing, primarily in automobiles, to “third-stage” technology and knowledge-intensive industries. The result is that Michigan now has the highest unemployment rates in the U.S., declining job creation, and falling living standards.

The purpose of today’s symposium is to explore the models for technological upgrading and economic development that exist in other parts of the world and the United States to understand how Michigan might successfully re-develop its economy in areas of high-technology and knowledge intensive industries. In particular, how might universities, business, labor, and government cooperate to create conditions in which “technopreneurism” can thrive?

### **Models of Business and Academia Synergies**

- 9:00 a.m.      **Welcome & Opening Remarks**  
Bryan Ritchie, PhD / Michigan State University
  
- 9:20 a.m.      **Singapore Model**  
Bryan Ritchie, PhD / Michigan State University
  
- 9:50 a.m.      **European Models**  
Bo Carlsson, PhD / Case Western Reserve University
  
- 10:20 a.m.     **Break**
  
- 10:40 a.m.     **Ireland Model**  
Fergus McMahon / IDA Ireland

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- 11:00 a.m.     **Keynote Address: “Developing Research Synergies between Academia and Business: The North Carolina in the Global Economy Project at Duke University”**  
Gary Gereffi, PhD / Duke University
- 12:00 noon    **Lunch Break**
- 1:30 p.m.     **Texas Model**  
Eliza Evans, PhD / University of Texas at Austin
- 2:00 p.m.     **Chile Model**  
Constanza Donoso / CORFO – Chilean Economic Development Agency
- 2:30 p.m.     **Break**
- 2:50 p.m.     **Round Table Discussion**  
Moderator: Ross Emmett, PhD / Michigan State University
- 4:00 p.m.     **Conclusion**  
Ross Emmett, PhD / Michigan State University