

2018 Edition

The European Sport Ecosystem



# Sports Tech

## Transfer And R&D Summit

Connecting Science, Policy  
Business & Practise in Sport

Dates: **Thursday 25th & Friday 26th October 2018**

Venue: **NH Belfort Hotel**  
Ghent, Belgium

## CONFERENCE PROGRAMME

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## ABOUT THE EVENT

**Sports Tech Transfer and R&D Summit** aims to promote knowledge exchange between governing bodies, public authorities, academia and industry, to strengthen the cooperation and transfer of innovations from research labs into industrial exploitation in the field of sports. It will encourage commercialization of innovative technologies developed at public and private research organizations and promote cooperation between research organizations and development groups in the sports sector. It will also explore how entrepreneurship possibilities and good practices in research organizations combined with European, national and regional administrations initiatives/ funding streams can boost the economy as well as the impact these innovations have on sporting performance and operations.

The conference will feature cutting-edge presentations, contributions and attendees from sports research institutions, public authorities, venture capitalists, industry, inventors, solution providers, regulators, advisors and sporting organizations.

### The main conference goals are:

1. Understanding the political landscape for the sport sector and asses how it can facilitate technology transfer  
Boosting innovation ideas supported by public private financial partnerships
2. Facilitating cooperation and transfer of knowledge between universities, businesses and sports organizations
3. Defining strategies for the development of evidence-based sports technologies
4. Stimulating cross-industry / cross regional sport innovation
5. Improving networks among academic researchers, R&D managers, civil servants and sports scientific staff members in teams

# SPORTS TECH TRANSFER AND R&D SUMMIT

## CONFERENCE AGENDA DAY ONE 25 October 2018

- 08.00** Registration and Coffee
- 09.00** Chairperson's Introduction
- Dr Kristof De Mey, Sports Technology, Innovation & Business Developer, Ghent University**
- Alberto Bichi Executive Director EPSI**
- 09.10** **Opening Keynote: Connecting Sport, Economics & Innovation**
- Federico Eichberg, Advisor Trade Policy Unit - Permanent Representation of Italy to the EU & Senior Vice President, SS Lazio09.50**
- 9.40** **Interactive Panel: Understanding the Sport Innovation Ecosystem**
- Moderator: Dr Kristof De Mey, Sports Technology, Innovation & Business Developer, Ghent University**
- Alberto Bichi, Executive Director, European Platform for Sport Innovation**
- Philippe Paquay, General Manager, Sport Vlaanderen**
- Benjamin Kinsky, Entrepreneurship and Innovation in Sport Expert & PhD Candidate, Bundeswehr University Munich**
- 10.10** **Next Generation Material & Product Testing to Gain Competitive Advantage in the Sports Market**
- Tom Bitsky Jr, Vice President, Automated Design Corp.**
- 10.40** Morning Coffee Break & Networking
- 11.10** **Research Impact in the Sports Tech Industry**
- Esther De Smet, Senior Research Policy Advisor, Ghent University**
- 11.40** **The Commercialisation of Academic Science in Sport - Performance and Financial Management Strategies**
- Assoc. Prof Martin Carlsson-Wall, Director, Center for Sports & Business, Stockholm School of Economics**
- 12.10** **Technology Transfer: What it is and how it Applies to Sports**
- Dr Kristof De Mey, Sports Technology, Innovation & Business Developer, Ghent University**
- 12.40** Networking Lunch
- 13.40** **INTERACTIVE PANEL: (brief presentations and discussion): Opportunities for Sports Collaboration in Europe: an EU Perspective - New Realities on Sports innovation in European collaboration -**
- Moderator: Alberto Bichi, Executive Director EPSI**
- Strengthening Sports in Public Private Collaboration (Inno4Sport interreg Europe) - Rene Wijlens, General Manager Cluster Sports & Technology, Exec. Director EPSI**

**Smart Specialization in Sports and Physical activity (ClusSport),  
Kristiina Jokelainen, Director of International Relations and S3  
Implementation, Regional Council of Lapland, Finland**

**Cluster Collaboration for Business (EU4Sports Cluster Alliance), Indescat –  
Alex Rivera Molins, Cluster Manager, INDESCAT- Catalan Sports Cluster**

**14.10**

**Early Stage Innovation and Industry-Academia Collaboration**

**Dr Mark King, Associate Dean for Enterprise of the School of Sport,  
Exercise and Health Sciences, Loughborough University**

**14.40**

**Interactive Panel: Collaborative Research in Sports**

**Moderator: Dr Kristof De Mey, Sports Technology, Innovation & Business  
Developer, Ghent University**

**Anoek Van Vlaardingen, Innovation Manager, TU Delft, Sports Engineering Institute**

**Prof Wim Derave, Professor, Department of Movement and Sports Sciences,  
Ghent University (speaking on UGent, Manchester United,  
Toshiba collaboration)**

**Philippe Vermaelen, Senior Consultant, Runners Service Lab**

**15.10**

Afternoon Coffee Break & Networking

**15.40**

**Startups Acceleration, Incubation and Mentorship – Sports Industry Perspective**

**Benjamin Penkert, Founder, SportsTechX & Head of Consulting at leAD  
Sports Accelerator**

**16.10**

**Innovative Entrepreneurship in 21st Century Sports Business - Achieving  
Your Entrepreneurial Dream**

**Steven Belen, Sports Tech Consultant, InspireX  
(Member of the Cronos Group)**

**16.40**

**The Innovation Challenge in Sports: Leveraging the Power of Data & Digital  
Content**

**Dr Malte Siegle, Innovation and Business Development,  
Head of University & Research Program, Sportradar AG**

**17.10**

**An in-depth view of the European Sports Tech Scaleup Ecosystem**

**Prof Omar Mohout, Entrepreneurship Fellow, Sirris**

**17.40**

**Women Sports and Women's Empowerment - a Key for the Future of  
Innovation in the Sports Industry?**

**Bruno Lalande, VP International, Sporsora**

**Magali Tézenas du Montcel, General Delegate, Sporsora**

**17.55**

Closing Remarks & Networking Reception

## CONFERENCE AGENDA DAY TWO 26 October 2018

- 08.00** Registration & Coffee
- 09.00** Chairperson's Opening Remarks  
**Rene Wijlens, General Manager Cluster Sports & Technology, Executive. Director, European Platform for Sport Innovation (EPSI)**
- 09.10** **An Investment Viewpoint - Sports Technology Transfer**  
**João Gonçalo Cunha, CEO, KickUP Sports Innovation and Sports Business Investor**
- 09.40** **How to Invest in Startups & Make Money!**  
**Stephan Morais, Managing General Partner, Indico Capital Partners**
- 10.10** **Keynote Address: Open Innovation in Sports**  
**Prof Wim Vanhaverbeke, Professor Innovation Management & Strategy, Hasselt University**
- 10.40** Morning Coffee Break & Networking
- 11.10** **INTERACTIVE PANEL: Results Analysis of EU Sports Industry Collaboration Sharing the Results of EU Collaboration and Lessons Learned**  
**Moderator: Rene Wijlens, General Manager Cluster Sports & Technology, Executive. Director, European Platform for Sport Innovation (EPSI)**  
**Nano4Sports: Tine van Lommel, Innovation Manager Life Sciences, KU Leuven R&D**  
**Vital Cities - Steve Rose, Director of Insight & Knowledge, The Active Wellbeing Society**  
**Vitality Living Lab - Marc van der Zande, Senior Manager, Sports & Technology**
- 11.40** **Featured Speaker: Can Sports Innovations Impact the Prevention of Injuries?**  
**Prof Erik Witvrouw, Sports Physical Therapy Researcher – Ghent University (former: Aspetar)**
- 12.10** **INTERACTIVE PANEL: Strategies for Sports Tech Startup Acceleration in Flanders and beyond**  
**Moderator: Dr Kristof De Mey, Sports Technology, Innovation & Business Developer, Ghent University**  
**Roger Lemmens, Director Digital Innovation Services at imec.**  
**Wouter Remmerie, Founder of Airshaper**  
**Dr Martin Schlegel, Board Member, Australian Sports Technologies Network**
- 12.40** **Networking Lunch**
- 13.40** **Scale-up Strategies – From Startup to Scaleup?**  
**Iris Cordoba Mondejar, General Manager, Global Sports Innovation Center powered by Microsoft**

14.10

**Platformization Boosts the Next Generation of Wearables**

**Terho Lahtinen, Senior Manager, Future Concepts, Suunto Movesense**

14.40

Afternoon Coffee Break & Networking

15.10

**Interactive Panel: Innovation Hubs Enabled by Sporting Clubs & Organisations**

**Moderator: Rene Wijlens, General Manager Cluster Sports & Technology, Executive Director, European Platform for Sport Innovation (EPSI)**

**Ruud Van Elk, First Team Sport Scientist, PSV Eindhoven**

**Roel Vaeyens, Coordinator Sport at Club Brugge**

**Philippe Rosier, Health & Performance Manager, RBFA (Royal Belgian Football Association)**

15.40

**Closing Address: Analysing the Economic Returns from Investment in Sports Scientific Research**

**Prof Mikael Bäckström, Head of Sports Tech Research Centre, Mid Sweden University**

16.10

**Q&A and Round Up of the Summit's Discussions / Closing Remarks**

16.30

End of Summit

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