



HIGHER EDUCATION AT THE HEART OF GROWTH

Conference
Programme
2012

PARTNERS



Ministerie van Buitenlandse Zaken



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FOREWORD

The Dutch and the British have long understood the need to support and promote higher education, science and research in order to build successful, dynamic and innovative societies, fit for 21st century challenges.

Given the enormous scale of the difficulties currently facing European economies, it is now more important than ever to get it right when it comes to preparing our talented young people for employment in today's globalised market.

The economic crisis in Europe has also underscored the need for sustainable economic growth to help safeguard our current and future prosperity, and highlighted the pivotal role that education and innovation must play in transforming our economies into the dynamic and resilient economies of the future.

The 2012 **Apeldoorn: British-Dutch Dialogue Conference** will explore the path towards an innovation-driven economy, supported by a flexible, highly-skilled labour market, world-class research and international knowledge transfer. Apeldoorn delegates, selected from the worlds of higher education, business, politics and government, media and civil society will share their ideas, experiences and solutions as to the vital role higher education can play.

It would not make sense to discuss the contribution higher education can make to economic growth without acknowledging the serious pressures that universities are currently facing in both countries. In both the UK and the Netherlands, new funding structures have been introduced or are being considered which have begun to radically alter the student-institution relationship. The number of students enrolled in undergraduate and postgraduate courses continues to grow apace. Meanwhile, universities are experiencing increasingly fierce competition from institutions from across the globe.



Paul Arkwright

Paul Arkwright
British Ambassador to the
Netherlands



Pim Waldeck

Pim Waldeck
Ambassador of the
Netherlands to the UK

If we are to succeed in pushing through the transformations our economies need, we must find a way to harness the opportunities provided by these radical shifts in the world economic order. We can start by ensuring that our higher education institutions remain at the cutting edge of research, innovation and science, fully plugged into business needs and expectations, and able to produce the employable graduates, knowledge and ideas to turn educational excellence into prosperity for all our citizens. How this ideal can be turned into a reality is for the experts to discuss in Manchester over the next few days.

There is certainly no better time to bring our freshest thinkers together to discuss **Higher Education at the Heart of Growth**. For this eleventh edition of the Apeldoorn: British-Dutch Dialogue Conference Series, we are once again delighted to welcome an impressive line-up of distinguished speakers and delegates from The Netherlands and the UK. We encourage a full and frank exchange of views from all participants – after all, scientific and academic advancement has always been based on the need to question and challenge the accepted norms.

We could have chosen no better city than Manchester, home to not one, but several world-renowned universities and to the largest student community in the UK, to host our conference. The vibrant city we see around us, and in particular the impressive collaborative relationship between higher education institutions, the city council, and local business is an excellent example of the importance of involving higher education institutions in regional economic planning in order to help secure prosperity for future generations.

The Apeldoorn Conference Series would of course not be possible without the generous support of our sponsors, some of whom have been involved from the very first Conference in 1999. Our most sincere thanks go to Abellio, AkzoNobel, BP, DoubleTree by Hilton, ING, Marsh Nederland, Royal Bank of Scotland, Royal Dutch Shell, Unilever and Urenco (UK) Ltd for their support.

We are confident that this year's Conference programme will once again encourage debate, challenge assumptions and inspire new ideas, networks and connections.

We bid you all a very warm welcome to Manchester and wish you an enjoyable and productive conference!

CONFERENCE THEME

It is no great secret that European economies are currently struggling through one of the most turbulent periods in their history.

In their search for a light at the end of the tunnel, policy makers across the EU are increasingly waking up to the true potential of higher education institutions as incubators for future innovation and economic growth.

Meanwhile, higher education institutions are themselves grappling with unprecedented challenges: radical changes to funding structures, steadily rising student numbers, both from home and abroad, higher student expectations of a measurable "return on investment" from their degrees, and growing competition from the emerging global economies, seeking to attract talented students, lucrative research opportunities and potential partnerships with business.

How can higher education institutions in Europe remain competitive, innovative and strategically agile in a time of economic uncertainty? What should they do to align themselves better with national growth strategies? And what can the Dutch and the British learn from their respective different experiences?

CONFERENCE MODERATORS



CHARLES CLARKE
Visiting Professor
University of East Anglia



LOUSEWIES VAN DER LAAN
Vice-President
European Liberal Democrats

REPORT WRITER



LIZ SHUTT
Head of Policy
University Alliance

APELDOORN 2012

Higher Education at the Heart of Growth

This will be the eleventh high-level British-Dutch conference in the Apeldoorn Conference Series, where the most influential commentators, policy makers, politicians, business leaders, academics and civil society representatives from both sides of the North Sea come together to pool ideas, expertise and best practice, and create new relationships, alliances and networks.

Apeldoorn delegates have been invited to select one of the four related sub-themes outlined below (Education and Employability; Enterprise and Exploration; Engaging with the Regional Economy; and The EU... and Elsewhere). During the conference, delegates will attend thematic workshops and a relevant site visit, as well as wider plenary sessions, social events and networking opportunities.

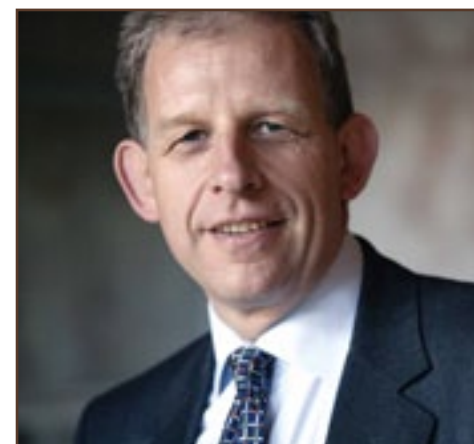
PLENARY SPEAKERS



SIMON ANHOLT
Independent Policy Advisor



BABS VAN DEN BERGH
Director Research and Science Policy
Ministry of Education, Culture and Science



PROFESSOR ROD COOMBS
Deputy President and Deputy Vice-Chancellor
University of Manchester



SYBRAND VAN HAERSMA BUMA
Chairman of the Christian Democratic Party



WILL HUTTON
Principle of Hertford College, Oxford
and Chair of the Big Innovation Centre



DAME JUDITH MAYHEW JONAS DBE
Chair, London and Partners



PAULINE VAN DER MEER MOHR
President Executive Board
Erasmus University Rotterdam



COUNCILLOR SUE MURPHY
Deputy Leader of Manchester City Council



DR ALEXANDER RINNOOY KAN
Chairman, Social and Economic Council
of the Netherlands



BERNARD WIENTJES
President, Confederation of Netherlands Industry and
Employers



RT HON DAVID WILLETTS MP
Minister of State for Universities and Science



CONFERENCE PROGRAMME

SUNDAY 11 MARCH

- 1600 Registration at the Midland Hotel
- 1830 Drinks reception Manchester Town Hall

Dame Judith Mayhew Jonas
Chair, London and Partners, will formally open the Conference
- 1900 Speed-dating
- 1930 Opening Dinner in the Great Hall
Welcome address by

Councillor Sue Murphy
Deputy Leader of Manchester City Council

SPEAKERS
Rt Hon David Willetts MP
Minister of State for Universities and Science
Pauline van der Meer Mohr
President Executive Board Erasmus University Rotterdam
- 2200 Close

MONDAY 12 MARCH

- 0815 Delegates depart Midland Hotel on foot
- 0830 Arrival at MOSI, coffee
- 0900 Opening Plenary (MOSI Garratt Suite)

SPEAKERS
Dr Alexander Rinnooy Kan
Chairman, Social and Economic Council of the Netherlands
Professor Rod Coombs
Deputy President and Deputy Vice-Chancellor, University of Manchester
Bernard Wientjes
President, Confederation of Netherlands Industry and Employers
- 1000 Refreshments
- 1030 Workshop Session 1
- 1230 Lunch

MONDAY 12 MARCH CONT.

- 1400 Site visits in and around Manchester

Education and Employability
University of Salford, MediaCityUK
Enterprise and Exploration
Manchester Metropolitan University
Engaging with the Regional Economy
Manchester Corridor Project
The EU...and Elsewhere
University of Manchester
- 1700 Free time
- 1800 Coaches depart Midland Hotel
- 1830 Dinner at MediaCityUK, Salford

SPEAKERS
Will Hutton
Principle of Hertford College, Oxford
Chair of the Big Innovation Centre
Sybrand van Haersma Buma
Chairman of the Christian Democratic Party
Simon Anholt
Independent Policy Advisor
- 2130 Optional drinks in Manchester

TUESDAY 13 MARCH

- 0815 Delegates depart Midland Hotel on foot
- 0830 Arrival at MOSI, coffee
- 0900 Workshop Session 2
- 1100 Refreshments
- 1130 Closing Plenary, MOSI Garratt Suite

SPEAKERS
Rapporteurs from the four workshops
Dame Judith Mayhew Jonas
Chair, London and Partners
Babs van den Bergh
Director Research and Science Policy, Ministry of Education, Culture and Science
- 1300 Lunch
- 1400 Close and departure



Museum of Science and Industry

EDUCATION AND EMPLOYABILITY

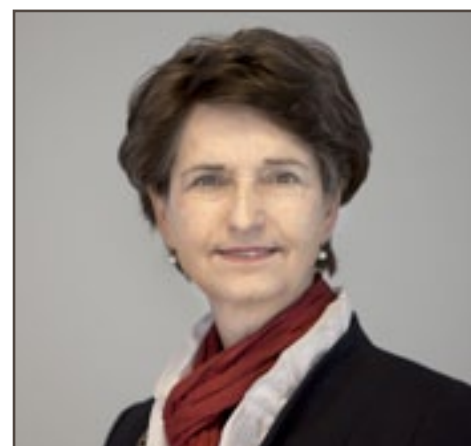
For the UK and the Netherlands to remain leading world economies into the 21st century, our higher education institutions (HEIs) will be expected to produce increasing numbers of highly-skilled graduates with a clear understanding of the working world.

Institutions will need to step up efforts to recruit students with the most promise while continuing to widen participation, reduce drop-out rates, and offer better support and careers guidance to students throughout their university experience. Despite the pressure to find efficiencies, HEIs will have to constantly strive to provide an excellent teaching offer in order to compete with rival institutions, provide “fit for purpose” education which meets the exacting expectations of employers, and improve employability rates, thereby delivering “value for money” to increasingly discerning students.

- How can HEIs develop high-quality courses which match both student expectations and real business needs?
- What professional skills will tomorrow’s graduates need to be genuinely “employable” in the crowded global jobs market?
- How do structural differences between the British and Dutch higher education systems (e.g. the Dutch “binary” system and British university rankings) shape the supply of employable graduates?



CHAIR
DR DAVID DOCHERTY
 Chief Executive
 Council for Industry and Higher Education



NL EXPERT SPEAKER
YVONNE VAN ROOIJ
 President of the Executive Board
 Utrecht University



UK EXPERT SPEAKER
LIBBY HACKETT
 Director
 University Alliance



RAPPORTEUR
MARLIES KROMJONG
 HR Director R&D
 Unilever

ENTERPRISE AND EXPLORATION

Investment into research and innovation and economic growth are intrinsically linked. Knowledge transfer between HEIs and industry could be a major potential catalyst for new growth.

Combining excellence in research and the commercialisation of innovative new concepts and products, HEIs will also need to develop a more entrepreneurial culture among their staff and students, nurture and retain their best researchers, and remove potential barriers to collaboration with the private sector (including SMEs) and international partners.

- How can HEIs improve dialogue and collaboration with the private sector in order to commercialise valuable research and innovation?
- How should HEIs best approach funding research and how do the British and Dutch funding structures differ?
- How can HEIs encourage and cultivate an entrepreneurial culture among their staff and students?



CHAIR
PAUL MILLIKEN
Vice-President Human Resources
UK, Ireland and Nordics, Shell



NL EXPERT SPEAKER
FRANCINE HOUBEN
Founding Partner and Creative Director
Mecanoo Architecten



UK EXPERT SPEAKER
PROFESSOR WENDY PURCELL
Vice-Chancellor and Chief Executive
University of Plymouth



RAPPORTEUR
ROEL KAMERLING
Cluster Manager
Medical Delta, Delft University of Technology

ENGAGING WITH THE REGIONAL ECONOMY

Universities are a vital element of the regional economy they inhabit.

As “anchor institutions” embedded for the long term in their cities and regions, they drive economic growth as a major local employer, act as a hub for inward investment, and engage with local communities and businesses. They can also play a useful role in social mobility by widening participation, extending lifelong learning opportunities to residents, creating local jobs, and inspiring their graduates to settle and work in the region after completion of their studies.

- What are the current obstacles to cooperation between HEIs, business and government in support of regional development? What are possible solutions?
- How can HEIs retain their best graduates for the benefit of the regional economy?
- How do regional economic structures in the UK and the Netherlands differ and where do HEIs fit in?



CHAIR

DAME JUDITH MAYHEW JONAS DBE

Chair

London and Partners



NL EXPERT SPEAKER

DR LODEWIJK ASSCHER

Deputy Mayor and Alderman for Finance, Economic Affairs, Youth Affairs and Education
Amsterdam City Council



UK EXPERT SPEAKER

DR NEIL LEE

Head of Cities Programme
The Work Foundation



RAPPORTEUR

ANTONIA MOCHAN

Head of Communication, Partnerships and Networks
European Commission Representation in the UK

THE EU... AND ELSEWHERE

The push for the harmonisation of higher education across the European Higher Education Area has made it easier to build consortia of like minded HEIs, sharing best practice, swapping researchers and pooling resources and equipment.

However, while international students continue to flock to the EU for a world-class education, universities in emerging economies such as China and India are fast catching up, producing bright new graduates of their own at a rapid rate. European HEIs must think strategically about how to adapt to the changing playing field of global higher education in order to stay ahead of the game.

- Should our HEIs be looking to the EU or worldwide for future inspiration, cooperation and growth?
- How can cooperation between European universities be improved to avoid duplication and maximize the EU's competitive advantage?
- How should we promote European higher education both inside and outside the EU?



CHAIR
LORD ANDREW ADONIS
Member of the House of Lords



NL EXPERT SPEAKER
PROFESSOR DR MARIJK VAN DER WENDE
Dean, Amsterdam University College
Professor in Higher Education
Vrije Universiteit Amsterdam



UK EXPERT SPEAKER
DR JO BEALL
Director, Education and Society
British Council



RAPPORTEUR
PAUL O'HAGAN
Deputy Director
Business for New Europe

SITE VISITS

EDUCATION AND EMPLOYABILITY UNIVERSITY OF SALFORD AT MEDIACITYUK

Host: Dr Andrew Cooper
Academic Director MediaCityUK
University of Salford

Tour of new University of Salford building which opened in 2011, followed by a panel discussion and Q+A with University of Salford staff, students and employers which will include:

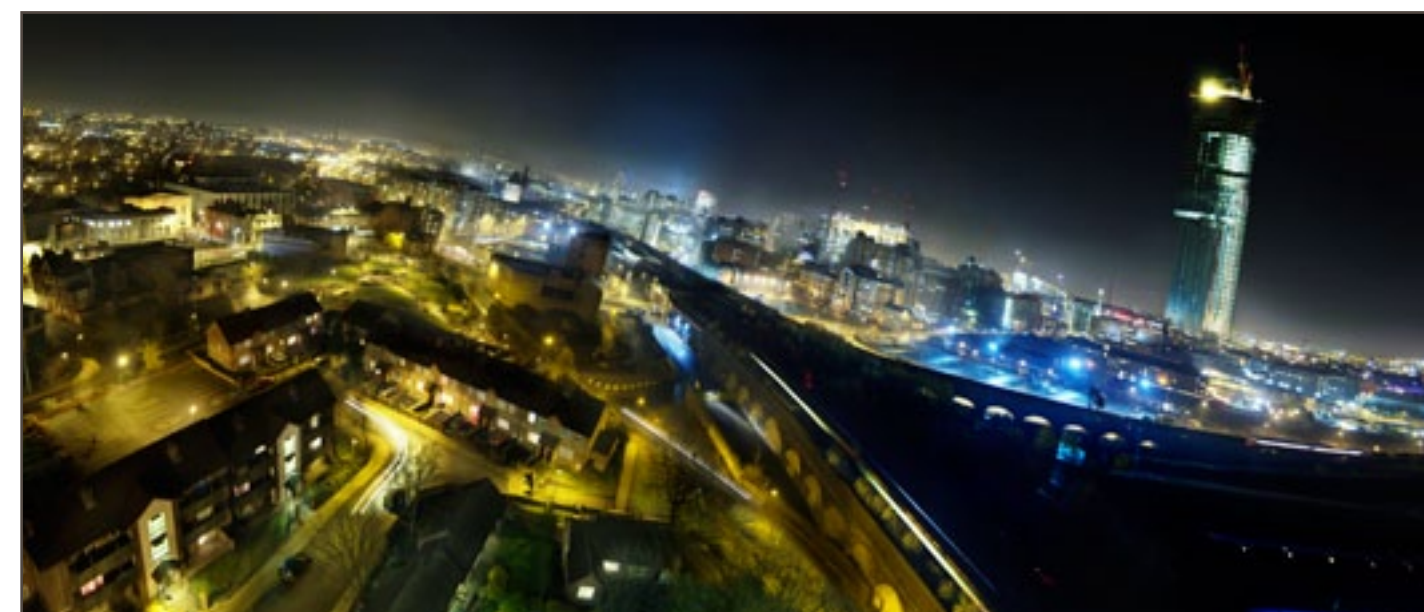
- The University of Salford's mission and approach at MediaCityUK
- Dialogue with potential future employers of University of Salford graduates
- Student and graduate testimonials

ENTERPRISE AND EXPLORATION MANCHESTER METROPOLITAN UNIVERSITY (MMU)

Host: Paula Turner
Deputy Director
MMU Centre for Enterprise

Tour of Innospace, a graduate Incubation centre, and chance to meet a number of 'tenants', followed by a panel discussion with academic staff, exploring entrepreneurship at MMU, which will cover

- Dialogue and collaboration with the private sector
- What makes an entrepreneurial staff culture at a university?
- Developing enterprising students at MMU



Beetham Tower 2008

ENGAGING WITH THE REGIONAL ECONOMY CORRIDOR MANCHESTER

Host: Peter Fell
Director of Regional and Economic Affairs
University of Manchester

Corridor Manchester is a unique partnership based on long-standing collaboration between Manchester City Council, the University of Manchester, Manchester Metropolitan University (MMU), Central Manchester University Hospitals NHS Foundation Trust, The Cornerhouse, Bruntwood, ARUP and Manchester Science Park Ltd.

The visit will start with a coach tour visiting the major locations situated along the Corridor Manchester, followed by a round-table discussion led by Professor Gerry Kelleher, Deputy Vice-Chancellor, MMU, which will look at:

- Regional skills and employment
- Health and the biomedical sector
- Culture on the corridor

THE EU... AND ELSEWHERE INTERNATIONAL OFFICE, UNIVERSITY OF MANCHESTER

Host: Tanya Luff
Head of International Relations
University of Manchester

The University of Manchester is a highly internationalised university with a large proportion of students and staff from around the world. The trends in internationalisation of the HE sector mean that delivery of the university's strategic objectives in the key areas of research, teaching and learning, and social responsibility depend upon a further deepening of its international character.

The visit will start with a discussion of the university's approach to internationalisation. Two further round-table sessions, led by Nigel Banister, CEO of Manchester Business School Worldwide will explore:

- How Manchester Business School supports the global demand for talent management
- International student engagement and the University of Manchester's orientation programme

CONFERENCE ORGANISATION

STEERING GROUP

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UK Co-Chair
Dame Judith Mayhew Jonas
Chair, London and Partners

Netherlands Co-Chair
Alexander Rinnooy Kan
Chairman, Social and Economic Council
of the Netherlands

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Paul Arkwright
British Ambassador to the Netherlands

Pim Waldeck
Netherlands Ambassador to the UK

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Simon Anholt
Independent Policy Advisor

Dick Benschop
President
Shell Nederland NV

Charles Clarke
Visiting Professor
University of East Anglia

Nick Clegg
Deputy Prime Minister, UK

Hans Dröge
Senior Vice-President,
Unilever R&D Operations / National Manager
Unilever Nederland

David Gregson
Chair
Phoenix Equity Partners

Sybrand van Haersma Buma
Chairman of the Christian Democratic Party

Martin Hope
Director, Benelux and EU Office
British Council

Lisa Jardine CBE
Director, Centre for Editing Lives and Letters
QM University of London

Lousewies van der Laan
Vice-President
European Liberal Democrats

Wim Mijs
Managing Director
Dutch Banking Association

Gabrielle Reijnen
Head of Corporate Coverage
The Royal Bank of Scotland N.V.

Axel Rüger
Director
Van Gogh Museum

Anton Valk
Chief Executive
Abellio

WORKING GROUP

Alan Campbell
Head of Policy Delivery
British Embassy, The Hague

Lauren Harris
Political Attaché, Embassy of the Kingdom of
the Netherlands, London

Stella Jeffreys
Event Manager, Foreign and Commonwealth
Office

Martijn Lambarts
Senior Policy Officer, Europe Directorate
Netherlands Ministry of Foreign Affairs

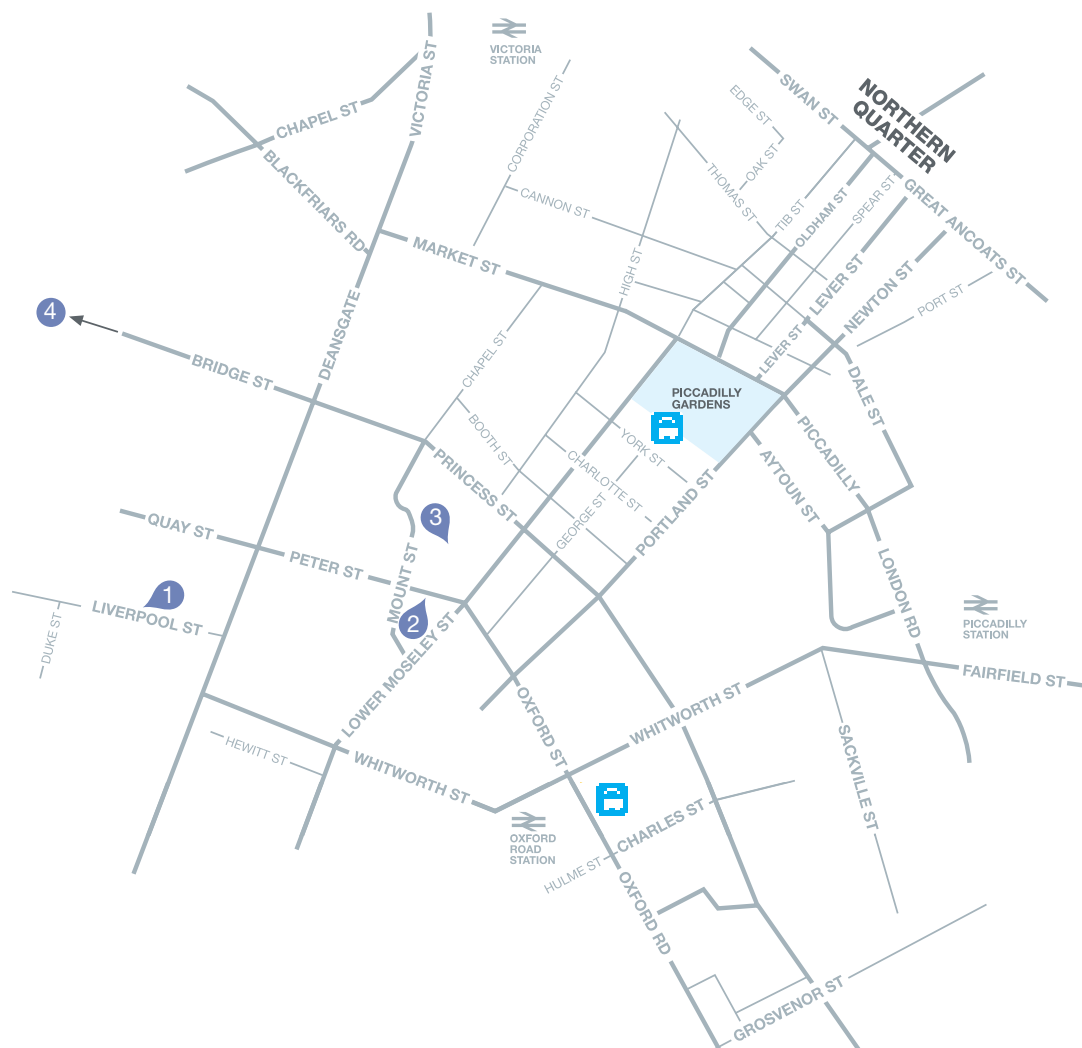
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Project Manager, British Council Netherlands

Dimitri Vogelaar
First Secretary Political Affairs Embassy of
the Kingdom of the Netherlands, London

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Economic and Social Affairs Officer
British Embassy, The Hague



CONFERENCE LOCATION

- 1 Museum of Science and Industry
Conference Centre
Liverpool Road
Manchester
M3 4FP
+44 161 606 0174

HOTEL ACCOMMODATION

- 2 The Midland Hotel
16 Peter Street
Manchester
M60 2DS
+44 161 236 3333

DINNER LOCATIONS

- 3 Manchester Town Hall
Albert Square
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- 4 The Studios
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