



# Scientific IRE-Symposium

## **“The Importance of Universities in the Regions”**

Tuesday, 21 September 2010 in Salzburg

Wirtschaftskammer Salzburg, Main Building, Plenarsaal,  
Julius-Raab-Platz 1, 5020 Salzburg, AUSTRIA

9.00 - 14.00 hrs

  
institut der **regionen** europas



*Undoubtedly, education, basic and vocational education today are the most important motors of social development: The raw material „education“ as a resource is thus the most important source of our personal wealth and our economic development. Modern societies increasingly develop from industrial societies to knowledge-based societies. In these knowledge-based societies, the universities must now provide a new value-added resource.*

*In an analysis of the university conditions in Europe, the renowned university researcher Burton Clark concludes that in the future the universities have to coordinate their versatile „knowledge exchange acts“ with their immediate region, with their social „environment“. They have to „manage“ their external relationships: Being an economic factor, identifying cooperation partners, designing competition with other universities, opening up new financing sources – public as well as private – and providing in-time „sustainable“ actions in their regional environment.*

*In addition to their central focuses of research and teaching, the flow of knowledge from the university does not take place without regional responsibility. The latter drives the transfer of scientific knowledge and the necessity of practical knowledge backflow to the university.*

*It is not without reason that the regional economic significance of universities has recently been increasing since the regions also encounter new possibilities of development within the framework of interregional competitive pressure which is aggravated by globalisation. Thus, the purely quantitative existence of a „regional“ university with its particular skills to attract third-party funds and students definitely creates more jobs in a region than most alternative public infrastructure investments. The majority of graduates take up a job in the regional environment after their course of study. Transfer via bright minds represents a particular transfer channel. This transfer can be emphasized even more through different measures, particularly through quality assurance in teaching, by implementing practice phases during the study course as well as by offering possibilities to get in touch with future employers.*

*At the same time, the ability to generate knowledge has definitely increased its significance among the strategic factors which are able to influence to the regions in the competition between each other. In this process of regional knowledge production, the universities play a central role in addition to the external university research facilities and the private economic research and development capacities. Here, synergies between these places of knowledge generation are not just desired, but are rather urgently required if the region's possibilities are to be exploited as much as possible within the interregional competitive field. Such synergies find their way in a regional knowledge transfer which, qualitatively speaking, is more fertile the better the results are that the individual knowledge producers contribute to this process and the better their contents match and are coordinated with each other.*

*In other words: The university as an economic factor provides a value-added resource to the region. The existence of a university as a training and continuous education facility has a positive effect on the region as a place of education. A university may influence the selection of a specific course in education as well as the place of education. Similarly, with a view to choice of a profession and a workplace for graduates, a university may contribute to highly qualified professionals that remain in the region and do not migrate. Finally, the existing education facilities offered contribute to the attractiveness of a location to a large degree.*

A handwritten signature in black ink that reads "Beatrix Karl". The signature is fluid and cursive.

**Beatrix Karl**

Federal Minister for Scientific Affairs

# PROGRAMME

08.45 **Registration**

09:00 **Opening Address by Franz Schausberger**, Professor, Chairman of the Institute of the Regions of Europe (IRE), Austria

09:15 **Welcome Address by Richard Kühnel**, Head of the Representation of the European Commission in Austria, Vienna

09:30 **Representative of the Federal Ministry for Science and Research**, Vienna, Austria

**10:00 Paneldiscussion: “The Importance of Universities in the Regions“**

**Moderator: Gerlinde Pöchhacker**, Managing director of Pöchhacker Innovation Consulting, Linz, Austria

**Václav Bůžek**, Professor, Rector of the South Bohemian University, Budejovice, Czech Republic

**Sandor Farago**, Professor, Rector of the Western Hungarian University Sopron, Hungary (requ.)

**Irmtraud Fischer**, Professor, Vicerector of the University Graz, Austria (requ.)

**Lidija Getto**, Professor, Head of Unit for International and Scientific Cooperation, University J. J. Strossmayera, Ossijek, Croatia

**Adam Jezierski**, Professor, Prorector of the University of Wrocław

**Jovan Komšić**, Professor, University Novi Sad, Serbia

**Dobrica Milovanović**, Professor, University Kragujevac, Serbia

**Ladislav Mirossay**, Professor, Rector of the Josef Safarik University, Kosice, Slovakia (requ.)

**Heinrich Oberreuter**, Professor, University of Passau, Director, Academy for Political Education, Tutzing, Germany

**Representative of an Austrian University**


13:00

**Lunch**

*Conference Languages: Bosnian – Croatian – English – German – Serbian*

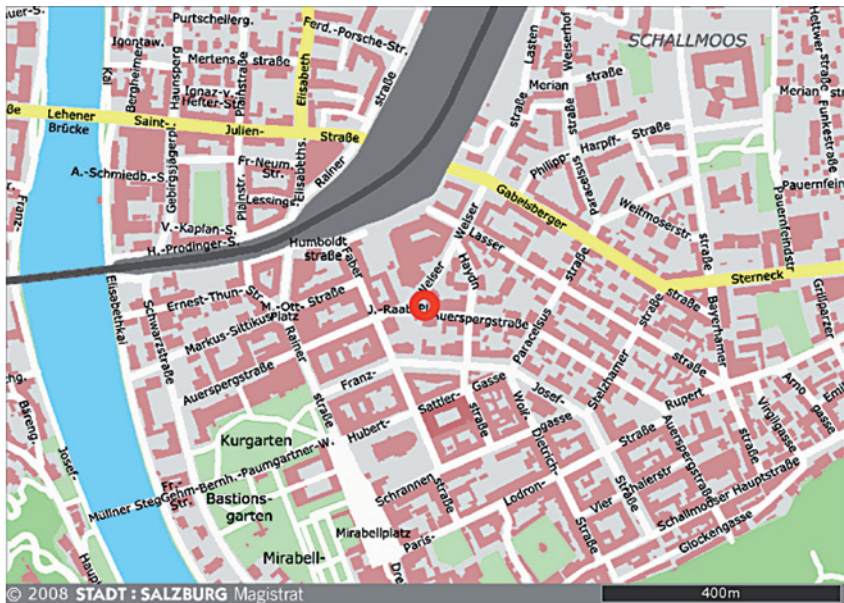
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 Federal Ministry for  
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EUROPÄISCHE KOMMISSION  
VERTRETUNG IN ÖSTERREICH



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