



**International Federation of Robotics (IFR)
Institute of Electrical and Electronics Engineers (IEEE)**

**IEEE-IFR Joint Forum on Innovation and Entrepreneurship
in Robotics and Automation 2007
(IERA 2007)**

Tuesday, April 10, 2007

**Aula 1
School of Engineering, University of Rome "La Sapienza"
Via Eudossiana, 18, Rome, Italy
(close to the cloister San Pietro in Vincoli)**

<http://isrc.skku.ac.kr/~IAB>

Motivation and Scope

Innovators who explore original, value-creating ideas and entrepreneurs who propel these ideas into world-class products and services are key to the continuing success of robotics and automation today. Active infusion of innovation and entrepreneurship into technological advancement is regarded critical at this juncture to strengthen a healthy balance between research and practice as well as a healthy growth of industrial and commercial sectors in robotics and automation.

In a joint forum the International Federation of Robotics and the IEEE Robotics and Automation Society will therefore recognize and honor outstanding achievements of entrepreneurs in the commercialization of innovative robotic and automation technology and give an outlook on the future of robotics and automation. This IEEE-IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation is being held in conjunction with the 2007 IEEE International Conference on Robotics and Automation in Rome, Italy on April 10, 2007.

In the first part of the forum outstanding entrepreneurs will present in a series of plenary lectures their story of the genesis of a successful innovative product in robotics and automation from its very inception to the final state of commercialization. The ultimate winner will be chosen by an evaluation board, consisting of distinguished individuals from industry and academia. A prestigious plaque will be awarded to each finalist, and significant prize money will be awarded.

The second part of the forum is a workshop on the "Robotics and Automation Industry of the Future: Perspectives from Commercial, Research and Policy Sectors". In a series of six talks from highly distinguished speakers from industry, academia and governmental organisations the future of robotics and automation will be presented and discussed.



**Program for the IEEE-IFR Joint Forum on
Innovation and Entrepreneurship in Robotics & Automation**

10:00	Registration and arrival coffee
10:30	Welcome and Introduction with welcome messages by IERA'07 Forum General Chairs Mr. Stefan Mueller, IFR President, Prof. Dr. Sukhan Lee, VP IEEE Industrial Activities
10:45	IEEE/IFR Invention & Entrepreneurship Award and Plenary Lectures
10:45	KR 3 SI – Safe human-robot interaction without fences <i>Dr. Peter Heiligensetzer, MRK-Systeme GmbH, Augsburg, Germany</i>
11:05	The SCHUNK Dextrous Hand (SDH) <i>Dr. Florian Simons, SCHUNK GmbH & Co. KG, Lauffen, Germany</i>
11:25	Reaching the unreachable with snake-arm robots <i>Dr. Rob Buckingham, OC Robotics, Bristol, UK</i>
11:45	Nesbot™ – Investigating New Technologies and Business Models in the Food and Beverage Distribution <i>Dr. Nicola Tomatis, BlueBotics SA, Lausanne, Switzerland</i>
12:05	AutoStrad®: An Autonomous Straddle Carrier for Movement of Shipping Containers <i>Prof. Hugh Durrant-Whyte, ACFR, The University of Sydney, Australia</i>
12:25	Quattro – A new robot manipulator for ultra-high-speed packaging applications <i>Prof. François Pierrot, LIRMM, CNRS, Univ. Montpellier 2, France</i>
12:45	Lunch Break Lunch, get together of forum participants
13:45	Award Ceremony Invention and Entrepreneurship awards handed over by IERA'07 forum General Chairs
14:00	Workshop on Robotics and Automation Industry of the Future: Perspectives from Commercial, Research and Policy Sectors
14:00	World robotics statistics and forecasts <i>Gudrun Litzengerger, Director, IFR Statistical Department, hosted by VDMA Robotics + Automation, Frankfurt, Germany</i>
14:30	The future of industrial and service robotics (from an entrepreneurs perspective) <i>Bernd Liepert, CEO, KUKA Roboter GmbH, Augsburg, Germany</i>
15:00	Fostering Industrial Automation in Europe: ManuFuture perspective and the 7 th Framework Programme <i>Prof. Dr. Francesco Jovane, Director, ITIA-CNR, Milano, Italy</i>
15:30	Coffee Break
16:00	The future of robotics (from a research perspective) <i>Prof. Dr. Henrik Christensen, Robotics and Intelligent Machines, Georgia Institute of Technology, Atlanta, USA</i>
16:30	Enhancing the robotics industry in Europe: Robotics R&D in the European Union's 7 th Framework Programme. <i>Dr. Colette Maloney, DG INFSO, CEC, Luxemburg</i>
17:00	METI's policies for enhancing the robotics industries in Japan <i>Dr. Hiroshi Tsuchiya, Industrial Machinery Division, METI, Japan</i>
17:30	Panel / Final questions & answers and wrap up of the workshop Stefan Mueller and Sukhan Lee
18:00	End of Workshop

NOTE: The IERA'07 Award will also be presented at the ICRA'07 Conference Luncheon on Friday 13, 2007.



Registration

Registration for the IERA'07 forum will be provided by FASI Comunicazione Eventi. For an advanced registration and payments via credit cards please download the registration form from [here](#), fill it out and fax it to +39-0697605650.

On-site registration options are available as well, but for a better planning of the event we would like to ask you to register in advance.

To be able to participate in the IERA'07 forum it is not required registering for the ICRA'07 conference, but since we are relying on ICRA'07 support (rooms, media, staff, coffee breaks) we ask for an additional registration fee of 50 USD from those who do not register for ICRA'07. Otherwise the fees for the IERA'07 forum are the same as for any other ICRA'07 workshop and tutorial. Besides access to the forum the registration fee includes lunch, two coffee breaks and handouts.

Fees are in USD	Category	IERA'07 Forum (April 10)
ICRA'07 participant and advance registration until March 10, 2007	IEEE / IFR members	70
	Non-members	100
	IEEE student members	15
	student non-members	25
	IEEE life members	0
ICRA'07 participant and late / on-site registration after March 10, 2007	IEEE / IFR members	120
	Non-members	150
	IEEE student members	30
	student non-members	50
	IEEE life members	0
No ICRA'07 participation	add in each category	+50

Applications for the IERA Award 2007

The call for applications for the IERA'07 Award is already closed, 22 excellent applications were received. The applications were reviewed by an evaluation committee, and six finalists were selected. The finalists will present their innovations and business cases in a series of plenary lectures. The order of presentations has been chosen at random. Please check out the final program.

The applications and the final presentations for the Invention and Entrepreneurship Award provide a summary of a successful business case including statements regarding the description of the innovation, stages of the product genesis, novelty of the product, market analysis, economic viability and potential for commercialization, sustained competitive advantage, and potential impact on and relevance to industry.

Location / Travel

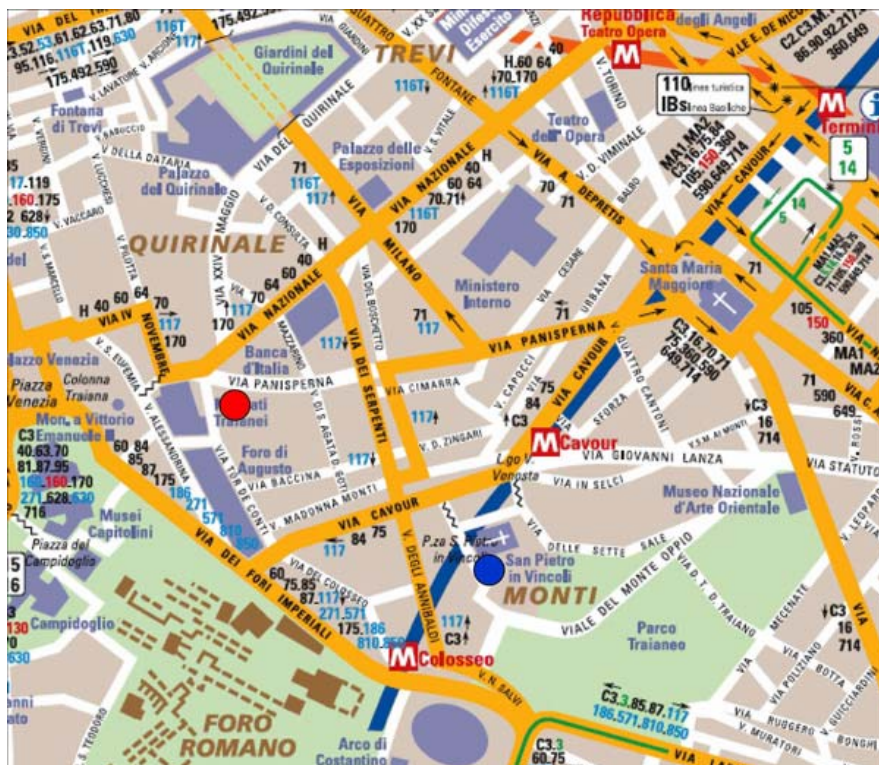
The IERA'07 forum takes place at the School of Engineering, University of Roma "La Sapienza", Via Eudossiana, 18, Rome, Italy. The School is located next to the cloister of San Pietro in Vincoli, close to the Colosseum. The nearest metro stations are "Cavour" and "Colosseo".



Local area around the School of Engineering (blue circle)



Entrance to the School of Engineering



Map of the area around the IERA'07 forum and ICRA'07 sites:
School of Engineering (blue dot → IERA'07) and Angelicum (red dot → ICRA'07)



Sponsors / Sponsorship

The Innovation and Entrepreneurship Forum is sponsored by both IEEE Robotics and Automation Society (IEEE RAS) and the International Federation of Robotics (IFR). The generous financial support of KUKA Roboter, Samsung Electronics, Automatica Robotics Exhibition, Yujin Robot, and CEA-LIST is gratefully acknowledged.

Platinum Level



Gold Level



Contact / Organizers

General Chairs:

Stefan Müller, IFR President
Dr. Sukhan Lee, Sungkyunkwan University,
VP IEEE Industrial Activities

StefanMueller@kuka-roboter.de
lsh@ece.skku.ac.kr

Program and Award Chairs:

Dr. Klas Nilsson, Lund University
Dr. Erwin Prassler, B-IT Bonn-Aachen Int.
Center for Information Technology
Rainer Bischoff, KUKA Roboter GmbH

klas@ieee.org
Erwin.Prassler@fh-brs.de
RainerBischoff@kuka-roboter.de

Local Arrangements and Finance Chair:

Dr. Paolo Fiorini, Universita' di Verona

Paolo.Fiorini@univr.it

Secretary:

Dr. Hadi Moradi, Sungkyunkwan University

moradi@ece.skku.ac.kr