

Abstract Keynote Speech Arno Meerman

The State of University-Business Cooperation: A holistic perspective

Universities play a key role in today's society. As educators of our future workforce and researchers of tomorrow's innovation, they are a central element of our innovation ecosystems. Yet aligning the university to modern society's needs has remained a challenge in higher education institutions across the globe. During his presentation, Arno Meerman will highlight the importance of taking a more holistic approach towards university-business cooperation. He will also be focussing on future trends on entrepreneurial universities, whilst reflecting on some of the best practices on developing a strategic and professional approach towards sharing knowledge and building relationships and the challenges these institutions faced in become more entrepreneurial and engaged institutions. This will allow higher education to ensure that tomorrow's graduates become employers and employable and that the university maximizes its contribution to the knowledge society.