

Potsdam International Forum

May 25-26

# Innovation Hubs for Regional Development

Experiences, Challenges, Solutions



## Find us on Maps

Potsdam Science Park  
Fraunhofer Conference Center  
Am Mühlenberg 12  
14476 Potsdam  
Germany



# ABOUT THE CONFERENCE

The Ministry of Finance and for Europe of the State of Brandenburg and the Potsdam Science Park are pleased to announce the Potsdam International Forum »Innovation Hubs for Regional Development: Experiences, Challenges, Solutions« on May 25-26, 2023 at the Potsdam Science Park in Potsdam, Germany.

Innovation hubs play a key role in the development of regions by bringing together science and business, often providing the environment for the creation of new innovative companies. Against the background of the new innovation strategy of the European Union, the »Potsdam International Forum« serves as a platform to explore collaboration opportunities of science parks across Europe in the context of recent policy initiatives.

Share your ideas and get to know different approaches about facilitating innovation and connect with your peers. Take the opportunity to conjoin experience and knowledge to foster international visibility of regional European science and innovation landscapes and start-up eco-systems.

The »Potsdam International Forum« brings together decision makers and experts developing and managing science parks and innovation hubs, as well as partners from the public sector, the private sector and non-profit organizations. The two-day-event aims to foster exchange between policy makers and practitioners actively building innovation hubs and ecosystems in science parks and beyond.

Together, we will take into focus practical approaches, strategies and integrated toolkits for developing and managing innovation hubs within their particular environment. Based on shared experiences, participants will identify common or unique challenges and pinpoint solutions. We will prototype interfaces for future collaboration or joint projects to address challenges together.

## Hosts

The Potsdam International Forum is organized by the Brandenburg Ministry of Finance and for European Affairs, Germany and Potsdam Science Park, Standortmanagement Golm GmbH.

*This conference is funded by the European Regional Development Fund (ERDF) and the Federal State of Brandenburg.*

*Conference language: English.*

# PROGRAM

## Day 1 | May 25, 2023

Moderator: Dr Jukka Viitanen

**12:00 Registration & Light Lunch**

**13:00 Welcome by**

Orchestrating a Regional Innovation Hub in Brandenburg:  
The Potsdam Science Park –Achievements and Challenges

**Prof. Oliver Günther, PhD**  
President, University of Potsdam

**Agnes von Matuschka**  
CEO, Standortmanagement Golm GmbH, Potsdam Science Park

**13:15 Key Notes – Science Parks as Drivers in the European Innovation Landscape**

A New European Innovation Agenda – A Regional Policy Perspective

**Wolfgang Münch**  
European Commission, Deputy Head of Unit Smart and Sustainable Growth  
(DG REGIO.G.1)

Innovation and the Role of Science Parks – Driving European Innovation Ecosystems

**Dr Xabier Goenaga Beldarrain**  
European Commission, Joint Research Center (JRC),  
Head of Unit 'Innovation Policies and Economic Impact' (JRC.B.7)

Reinforcing our International Dimension – Trends and Challenges  
of Science Parks and Areas of Innovation

**Ebba Lund**  
CEO, International Association of Science Parks and Areas of Innovation IASP

Transnational European Cooperations of Innovation Ecosystems – Successful Project

**Prof. Taina Tukiainen**  
Research Director, Prof. for Sustainability, Corporate Entrepreneurship  
and Innovation, University of Vaasa, Finland

Discussion

**14:30 Coffee Break & Networking**

**15:15 Learn & Cooperate: Division into Thematic Working Groups**

**A Driving Science Park Ecosystems and Communities – Best Practice Tools and Methods to Support Highly Adaptable Innovation-Centered Communities**

Ignite Talk: **Mieke de Bruin**

Community Manager, Utrecht Science Park, The Netherlands

Ignite Talk: **Dr Jernej Pintar**

CEO & Head of Tech Community at Technology Park Ljubljana, Slovenia

Facilitator: **Dr Grazia Annunziata**

Standortmanagement Golm GmbH, Potsdam Science Park, Germany

**B Soft Landing Programs and Their Success Factors – Attractive Services for Start-Ups, SMEs and Scientific Institutes in Regional and Interregional Contexts**

Ignite Talk: **Frederik Larsson**

Digital Strategist & Communication Manager, Linköping Science Park, Sweden

Ignite Talk: **Ferran Huidobro Casamitjana**

International Project Manager, Parque TecnoCampus Mataró-Maresme, Spain

Facilitator: **Ilka Mai**

Standortmanagement Golm GmbH, Potsdam Science Park, Germany

**C Orchestrating Dynamic Innovation Hubs – Science Parks as Part of Regional and Interregional Innovation Systems**

Ignite Talk: **Dr Jukka Viitanen**

CEO, Resolute HQ Inc. & leading expert in managing the innovation platforms, Helsinki, Uusimaa, Finland

Facilitator: **Christin Skiera**, Policy Officer, State Chancellery Brandenburg, Germany

**D Green Shift to Sustainability – Science Parks as Model Scenarios for Designing a Sustainable Future**

Ignite Talk: **Dr Justyna Adamska**

Deputy Director, Poznan Science and Technology Park, Poland

Ignite Talk: **Fabio Morea**

Head of Sustainability and Mobility Manager, Area Science Park, Trieste, Italy

Facilitator: **Angelika von Pressentin**

User-based Climate Protection Management, University of Potsdam, Germany

**17:15 Sum-up**

**17:45 End of Sessions Day 1**

**18:30 Get Together & Networking Dinner** (prior registration only)

Welcome: **Reiner Kneifel-Haverkamp**, Head of Department European Affairs, Ministry of Finance and for Europe Affairs of the State of Brandenburg

Dinner Speech: **Prof. Dr.-Ing. Jörg Steinbach**, Minister of Economic Affairs, Labour and Energy of the State of Brandenburg

# PROGRAM

## Day 2 | May 26, 2023

Moderator: Dr Jukka Viitanen

### 9:00 Welcome Note

**Agnes von Matuschka**

CEO, Standortmanagement Golm GmbH, Potsdam Science Park

**Jobst-Hinrich Ubbelohde**

State Secretary for European Affairs,

Brandenburg Ministry of Finance and for European Affairs, Germany

### 9:10 Working Groups Workshops A-D – Continuation of Idea Maps

### 10:15 Coffee Break

### 10:45 Presentation of Results/Project and Identified Cooperation Ideas

by each working group

### 11:30 Sum-up – Plenary Discussion

**Ebba Lund**

CEO, International Association of Science Park and Areas of Innovation IASP

**Markku Markkula**

President of the Helsinki Region, Finland

Member of the European Committee of the Regions

**Agnes von Matuschka**

CEO, Standortmanagement Golm GmbH, Potsdam Science Park, Germany

**Prof. Taina Tukiainen**

Research Director, Prof. for Sustainability, Corporate Entrepreneurship  
and Innovation, University of Vaasa, Finland

**Matthias Weiß**

Head of Unit Science and Research, Ministry of Science, Research and Culture  
of the State of Brandenburg, Germany

Moderator: Dr Jukka Viitanen

### 12:30 Light Lunch



May 25 | 19:00

# GET TOGETHER & NETWORKING DINNER

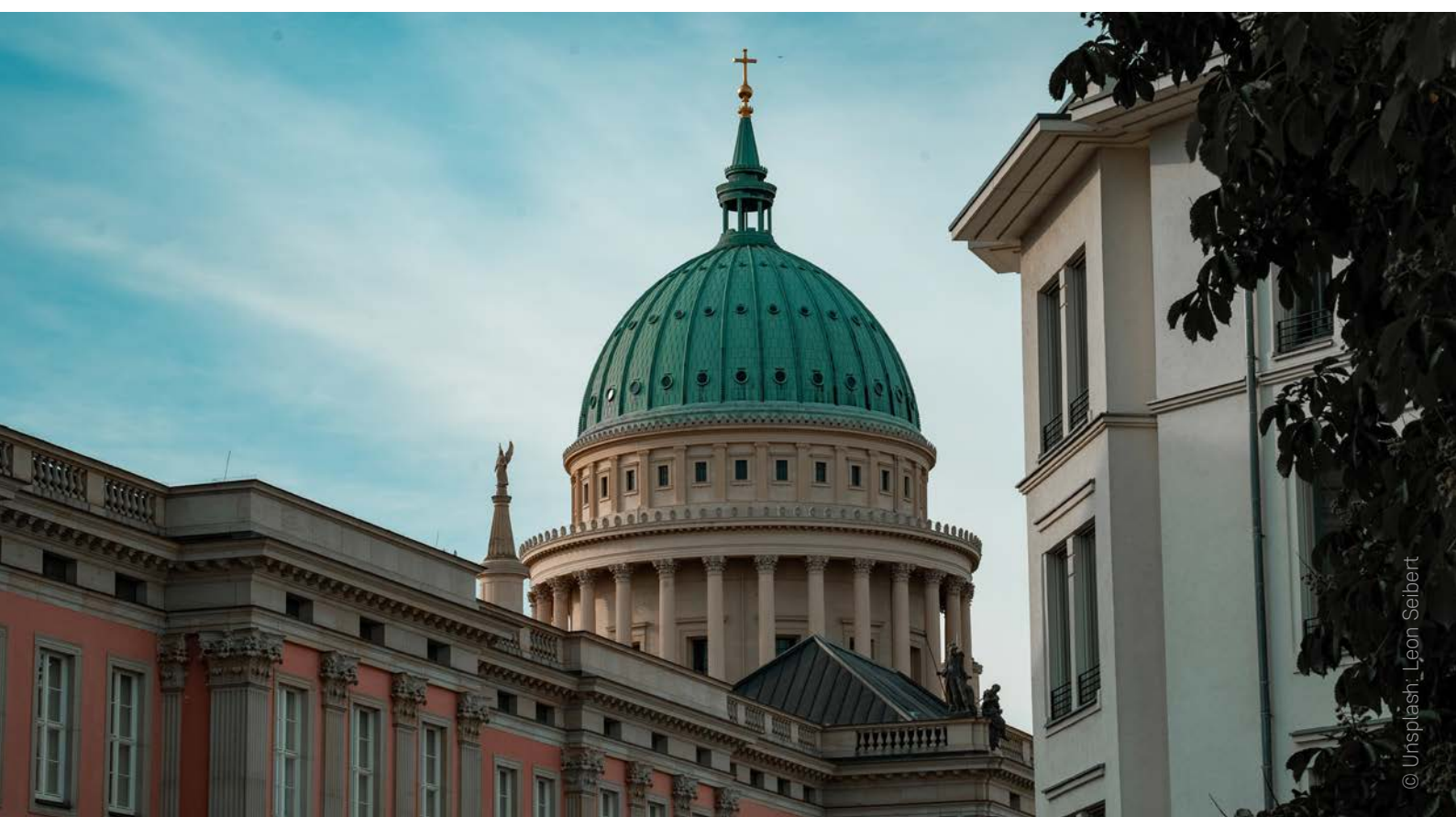
Welcome by **Reiner Kneifel-Haverkamp**, Head of Department European Affairs,  
Ministry of Finance and for Europe Affairs of the State of Brandenburg

**Dinner Speech**  
**Prof. Dr.-Ing. Jörg Steinbach**

Minister of Economic Affairs, Labour and Energy  
of the State of Brandenburg

**Venue:** tba, near the Potsdam City Centre

Please note that places at the networking dinner are limited. Registration in advance is obligatory. You will receive an individual confirmation by email.





# WORKSHOPS

A

## Driving Science Park Ecosystems and Communities – Best Practice Tools and Methods to Support Highly Adaptable Innovation-Centered Communities

Building dynamic communities and strengthening linkages between all players – including universities, research institutions, startups, large companies, specialised service providers and their employees – is considered a cross-cutting key success factor for the development of sciences parks. Unlocking the potential of complex partner networks requires specific skills, tools and processes, which will be addressed in this workshop. Participants will reflect how dynamic communities can be built and how they can contribute to creating an inspiring working atmosphere, stimulating collaborative innovation activities, gaining access to resource networks and attracting talent and investment. Particular emphasis will be on discussing concrete tools and formats that have proven effective and could be jointly refined or complemented.

### Ignite Talks

Utrecht Science Park – It's Key Role in the Utrecht Eco System

Mieke de Bruin

Communities Are a Waste of Time

Dr Jernej Pintar

Facilitator: Dr Grazia Annunziata

B

## Soft Landing Programs and Their Success Factors – Attractive Services for Start-ups, SMEs and Scientific Institutes in Regional and Interregional Contexts

International experience shows that soft-landing schemes are well received by startups, SMEs and large companies. At the same time, the exposure and cooperation with other innovation hubs contributes towards strengthening the capacities and contact networks of science park management organizations. Against that background, the discussion in this workshop will centre on recent and emerging trends in designing soft-landing schemes to identify promising opportunities for collaboration between the participants. Options for widening the scope of soft-landing schemes will be jointly explored. Amongst others, this relates to shifting the focus towards project-oriented support and mobilising the potential of large companies, universities and research institutions, e.g. for mentorship programs.

### Ignite Talks

tba

Frederik Larsson

Softlanding Resilience – Successfully Steering Through a Pandemic

Ferran Huidobro Casamitjana

Facilitator: Ilka Mai

**C**

## Orchestrating Dynamic Innovation Hubs – Science Parks as Part of Regional and Interregional Innovation Systems

The development of science parks and innovation systems relies upon a collaborative approach across different departments, administrative levels and stakeholder groups, which requires efficient and dynamic coordination processes. Drawing on an exchange of experience between participants from e.g. ministries, local administrations, academia, companies, park management and economic development organisations, this workshop aims at identifying common design principles and innovative practices with regard to orchestration frameworks for innovation hubs. The discussion will address opportunities and promising formats to foster collaboration and coordination both at the regional level – e.g. between science parks and further actors in major cities and surrounding areas – and the interregional level.

### Ignite Talk

tba

Dr Jukka Viitanen

Facilitator: Christin Skiera

**D**

## Green Shift to Sustainability – Science Parks as Model Scenarios for Designing a Sustainable Future

Science parks can play an important role in the green transition by harnessing and leveraging synergies between several actors. Experts agree that this requires a comprehensive approach encompassing different dimensions which will be addressed in this workshop. To explore ideas for future collaborative initiatives, one key focus will be on measures to reduce the carbon footprint of science parks and their tenants – e.g. with sustainable mobility, renewable energy and smart water management solutions. In addition, participants will discuss how the transition towards a low carbon and circular economy can be aided and fast-tracked by providing targeted incubation programmes and innovation support as part of the parks' service portfolio. The workshop will conclude with a look at how the identified options can be implemented taking into account the organisational and financing dimension of science parks.

### Ignite Talks

ESG in Poznan Science and Technology Park

Dr Justyna Adamska

Transforming Science and Technology Parks for Sustainability: What, Why & How

Fabio Morea

Facilitator: Angelika von Pressentin



# EUROPEAN COMMISSION

## Wolfgang Münch

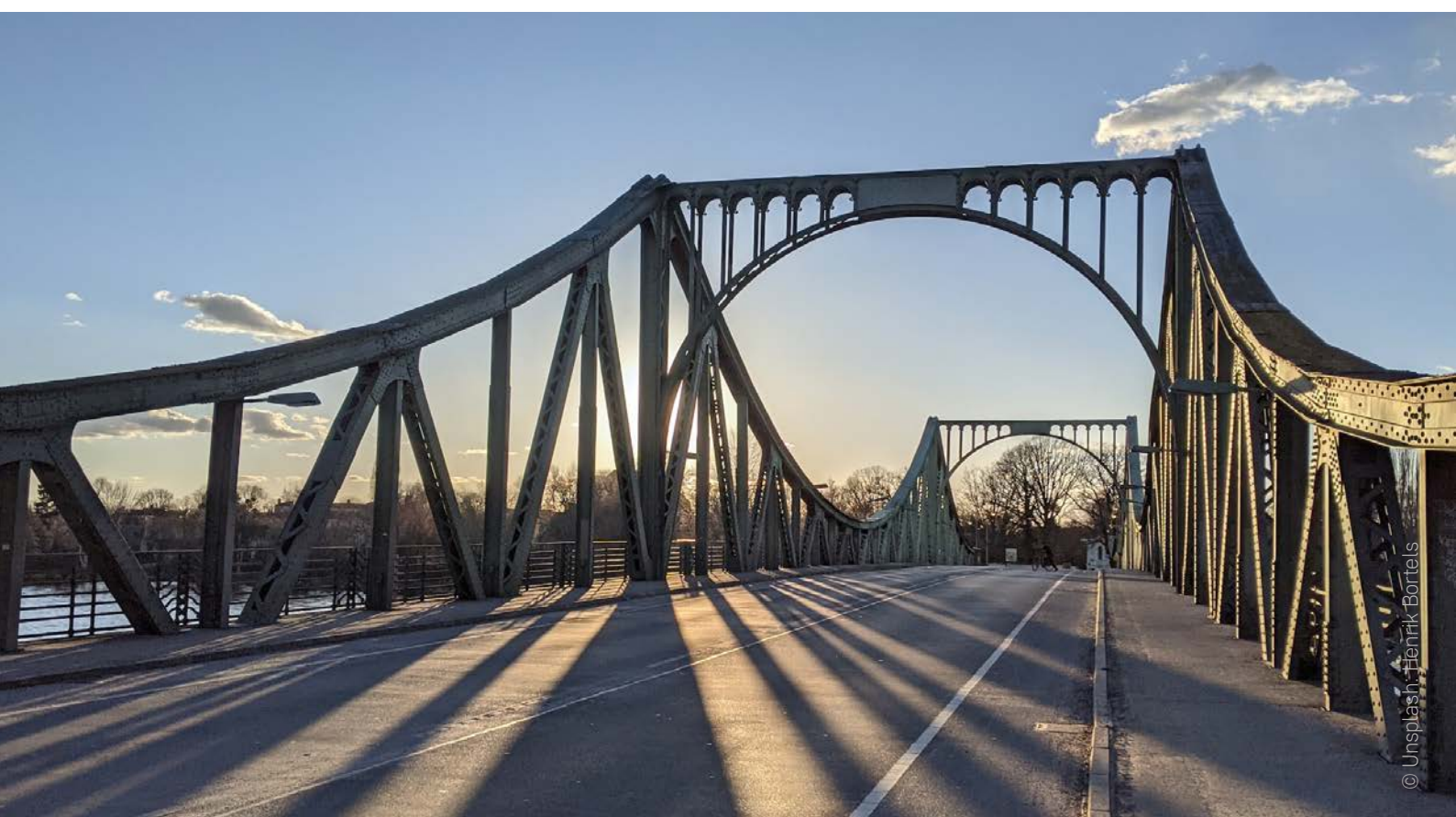
European Commission, Deputy Head of Unit  
Smart and Sustainable Growth (DG REGIO.G.1)



## Dr Xabier Goenaga Beldarrain

European Commission, Joint Research Center (JRC)  
Head of Unit 'Innovation Policies and Economic Impact' (JRC.B.7)

Dr Xabier Goenaga Beldarrain leads the development of the JRC's Partnerships for Regional Innovation initiative (PRI) in collaboration with the Committee of the Regions, the European Parliament and EU cities, regions and Member States. PRIs are transformative innovation policies that build on positive experiences with smart specialisation strategies to address the fragmentation of funding instruments and policies in territories wishing to accelerate the green and digital transitions. He also leads the development of a new model, FIDELIO, that for the first time will allow to evaluate the sectoral impact (56 sectors) of EU, Member States and Regional policies. He also leads the development of a system for the monitoring of the allocation of funding from different EU programmes to the same themes at the regional level.



## INTERNATIONAL EXPERTS



**Dr Justyna Adamska**

Deputy Director of Poznan Science and Technology Park, Poland

Manager, consultant and expert in the field of innovation, EU projects and development of business support centres, linking entrepreneurs with academics in the field of innovation. Expert in modern communication and project management. Experienced in managing national and international projects related to the development of entrepreneurship and innovation centres. Certified Innovation Coach and trainer in marketing, business and innovation. PhD in economics from the University of Economics in Poznań. Author and co-author of numerous publications on innovation and business support centres.



**Mieke de Bruin**

Community Manager, Utrecht Science Park, The Netherlands

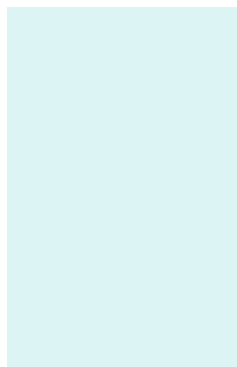
Utrecht Science Park is the biggest science park of the Netherlands and is still growing rapidly. For several years in a row, Utrecht has been identified as (one of the) most competitive regions in Europe. Mieke became involved in the Utrecht Science Park Netherlands project very early on. In First as a project manager and after the establishment of the Foundation in 2012 as a sustainability program manager. As part of the team she contributes to the development of the Utrecht Scienc Park, especially in the field of community building, environmental vision and lobby. This is reflected in numerous projects and activities in the field of local, regional and European cooperation.



**Ferran Huidobro Casamitjana**

International Project Manager, Parque TecnoCampus Mataró-Maresme, Spain

BA in Law and MA in International Relations and European Studies, experienced in the field of Business internationalization and currently International Project Manager at TecnoCampus Technology Park in Spain. My role is to represent TecnoCampus internationally, but also to support our companies in their International growth through the organization of Webinars, Networking Events, Matchmaking, Business Missions and building a thriving softlanding network with partners from all around the world.



**Frederik Larsson**

Digital Strategist & Communication Manager, Linköping Science Park, Sweden

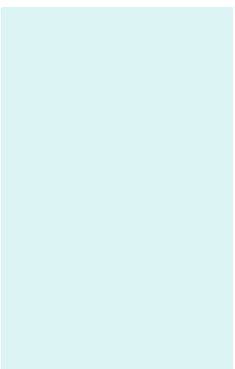




### **Ebba Lund**

CEO, International Association of Science Parks and Areas of Innovation IASP

Ebba Lund is Chief Executive Officer of the International Association of Science Parks and Areas of Innovation (IASP), and a member of its Executive Board. Her leadership role at IASP focuses on international relations, knowledge-based services, business opportunities for science and technology parks and their companies, and in supporting a global membership in 78 countries.



### **Markku Markula**

President of the Helsinki Region, Finland

Member of the European Committee of the Regions



### **Fabio Morea**

Head of Sustainability Unit, Mobility Manager, Area Science Park, Trieste, Italy

Fabio Morea is the head of the Sustainability Unit and Mobility Manager at Area Science Park, a large Science and Technology Park located in Trieste, Italy. With two decades of experience in innovation, sustainable energy, and circular economy projects, Fabio has been involved in international projects under the Horizon programme, the design of renewable energy systems, energy audits in the residential and industrial sectors, and the development of Sustainable Energy Action Plans (SEAPs).



### **Dr Jernej Pintar**

CEO & Head of Tech Community at Technology Park Ljubljana, Slovenia

Community builder, creativity + connecting of high-impact people, also music and hiking. For over a decade Jernej has been a jury member of a national competition for fastest growing company ('The Golden Gazelle'). As a community builder he has constructed several communities that are still growing and due to his energy and know-how he became known as 'Doc Dynamite'. He is an author of several best-read-er articles and of a book on public-private partnerships. Jernej Pintar has pursued his education at United World College in Norway, LSE, University of Edinburgh and a PhD at University of Ljubljana.



### **Prof Taina Tukiainen**

Research Director, Prof. for Sustainability, Corporate Entrepreneurship and Innovation, University of Vaasa, Finland

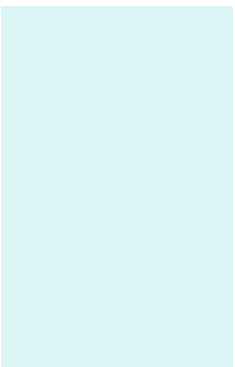
Prof. Taina Tukiainen was a cabinet member of the President of European Committee of the Region from 2015-2019. Now she is an expert and adviser in EU and the Mission Board Member of the the Adaptation to Climate Change in EC. As a profession, she is Research Director at Vaasa University and has academic prof. position of Sustainability, Corporate Entrepreneurship and Innovation. Previously, she has been prof. at Aalto, visiting research fellow at Stanford, MIT and Witten-Herdecke. She has worked several years in the industries; at Nokia, ministries and universities and has a passion towards green, digital, energy, sustainability and innovation.



### **Dr Jukka Viitanen** MODERATOR

CEO, Resolute HQ Inc. & leading expert in managing the innovation platforms, Helsinki, Uusimaa, Finland

Dr. Jukka Viitanen has extensive international experience in planning and managing innovation platforms for global excellence. He has served organizations in Asia and Oceania and participated in founding various innovation institutions. Dr. Viitanen set up Resolute HQ Inc. in 2016 to develop innovation programs for digitalizing regions and platforms. He has been active in developing the regional startup ecosystems, innovation hubs and industrial platforms worldwide has acted as a Lead Expert and Principal Consultant in preparing the National Roadmap for the Platform Economy for the Government of Finland and has been invited to various expert teams.



### **Matthias Weiß**

Head of Unit Science and Research,  
Ministry of Science, Research and Culture of Brandenburg





# FACILITATORS



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**Dr Grazia Annunziata**

Transfer and Cooperations  
Standortmanagement Golm GmbH  
Potsdam Science Park



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**Ilka Mai**

Management Start-up & Transfer  
Standortmanagement Golm GmbH  
Potsdam Science Park



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**Christin Skiera**

Policy Officer  
State Chancellery  
Brandenburg



© Tobias Höggarth

**Angelika von Pressentin**

User-based Climate  
Protection Management,  
University of Potsdam



# HOSTS



## **Prof. Dr.-Ing. Jörg Steinbach**

Minister of Economic Affairs, Labour and Energy of the State of Brandenburg

Date and place of birth: May 28th 1956 in Berlin, status: married, 3 children, 1975 Abitur, 1975 - 1981 Chemistry studies at Technischen Universität (TU) Berlin, 1985 Academic Degree »Dr.-Ing.« (summa cum laude), 1985 - 1996 Schering AG in Berlin - in charge of several supervisory responsibilities, 1994 Venia legendi »Chemical Engineering«, 1996 Full Professor for »Plant and Safety Technology« at TU Berlin, 2002 - 2010 Vice-president of TU Berlin, 2010 - 2014 President of TU Berlin, 2014 - 2018 President of Brandenburg University of Technology Cottbus-Senftenberg, since Sept 19th 2018 Minister of Economic Affairs, Labour and Energy, Brandenburg



## **Jobst-Hinrich Ubbelohde**

State Secretary in the Ministry of Finance and for European Affairs of the State of Brandenburg

State Secretary for Europe since the end of 2019 in the Ministry of Finance and for European Affairs of the State of Brandenburg. He is also Commissioner for Brandenburg-Polish relations. He studied Law in Freiburg im Breisgau and Münster and started working for the Ministry of Urban Development, Housing and Transport of the State of Brandenburg afterwards. He became Head of the Department of General Policy Matters in the Ministry of Infrastructure and Federal State Planning in 2013.



## **Prof. Oliver Günther, PhD**

President of the University of Potsdam

Professor Oliver Günther has been President of the University of Potsdam since 2012. Since 2020 he has also served as Vice President for Governance and Academic Affairs of the German Rectors' Conference. From 1993 to 2011 he was Professor of Information Systems at Humboldt University in Berlin, since 2005 also Dean of the Faculty of Economics. Professor Günther has also taught at UC Berkeley, UC Santa Barbara, ESMT Paris, the University of Cape Town, and at FAW Ulm. He holds M.S. and Ph.D. degrees in Computer Science from UC Berkeley (1985/87) and a Diploma in Industrial Engineering from the University of Karlsruhe (1984). His research is focusing on IT strategy, IT efficiency, data protection, and information security.



## **Agnes von Matuschka**

CEO, Standortmanagement Golm GmbH, Potsdam Science Park

Agnes von Matuschka has been managing Standortmanagement Golm GmbH at Potsdam Science Park, the largest growing science park in Brandenburg, since 2018. She graduated from FU Berlin with a degree in biology and began her career at the European Commission in Brussels. At TU Berlin, she headed the start-up service and co-founded the Center for Entrepreneurship in 2010. Here she accompanied more than 100 technology-oriented start-ups and established an incubator program as well as new networks with investors and industry..



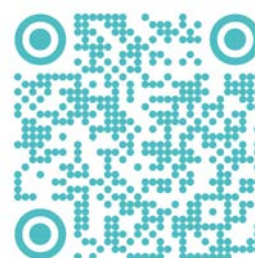


# GOOD TO KNOW

## Program

The current version of the conference program can be accessed on our events page via this link or the QR code on the right:

<https://p-sp.link/potsdam-international-forum>



## Hotel Reservations

The designated Conference hotels in Potsdam are the Holiday Inn Express & Suites and the The niu Amity, which both are conveniently located very close to the Potsdam city centre and the Potsdam main station with short public transportation links to the Potsdam Science Park.

Rooms are available at discounted rates, from € 79 per night (breakfast included) for conference delegates on **Wednesday 24th** and **Thursday 25th of May, 2023**. Room numbers at the hotel are restricted, so we recommend to make your reservation as early as possible to avoid disappointment, since rooms at special rates might sell out.

### The niu Amity – deadline for bookings: May 10, 2023

To book your room please email the hotel directly during office hours, or call on the number below, quoting Booking Code '*POTSDAM 240523*':

Address:

Leipziger Straße 1 (Block J) /14473 Potsdam.  
Double room for individual use incl. Breakfast  
Price per room and night 79,00€

Tel: +49 (0) 331 582 942 50  
Email: [reservation@novum-hospitality.com](mailto:reservation@novum-hospitality.com)

### The Holiday Inn Express & Suites – deadline for bookings: April 24, 2023

To book your room please email the hotel directly during office hours, or call on the number below, quoting Booking Code '*Potsdam International Forum 2023*':

Address:

Am Kanal 15, Innenstadt, 14467 Potsdam  
Double room for individual use incl. Breakfast  
Price per room and night 95,00€

Tel. +49 (0) 331 769 940  
Email: [info@hiex-suites-potsdam.de](mailto:info@hiex-suites-potsdam.de)





# PLANNING YOUR JOURNEY & LOCAL TRANSPORT IN POTSDAM

The Potsdam Science Park is well connected to Berlin Brandenburg Airport BER and Berlin Main Station by direct train link. The commuting is approximately 35 minutes. You will receive further travel directions once you have registered.

## From BER Airport

From BER Airport you can reach us directly with the regional train RB22. The journey to Golm station takes only 30 minutes. To check BER connections visit: <https://ber.berlin-airport.de/de.html>

## By Bike

In Potsdam, the bicycle is the first choice for many routes. The bicycle-friendly city has a well-developed network of cycle paths that will take you from the main station to the Park in about half an hour. If you arrive without your own bike, you can rent bikes at two Nextbike stations in the Science Park via the free Nextbike app and start cycling.

## By Car

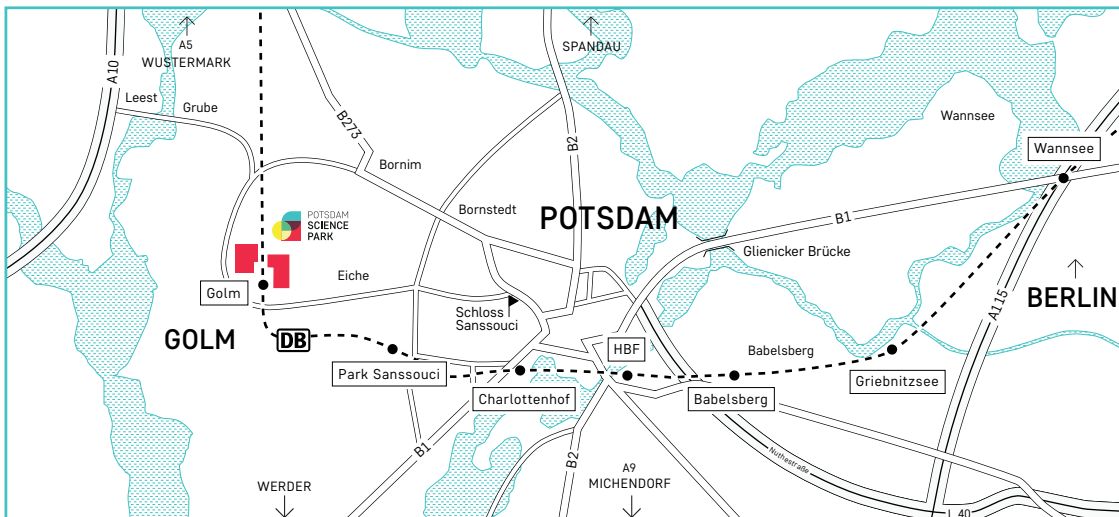
From the A10 Motorway, take exit "Leest" towards Potsdam. If you are coming from Berlin or Potsdam, follow the blue signs to "Wissenschaftspark Golm". Parking is easily accessible.

## By Train

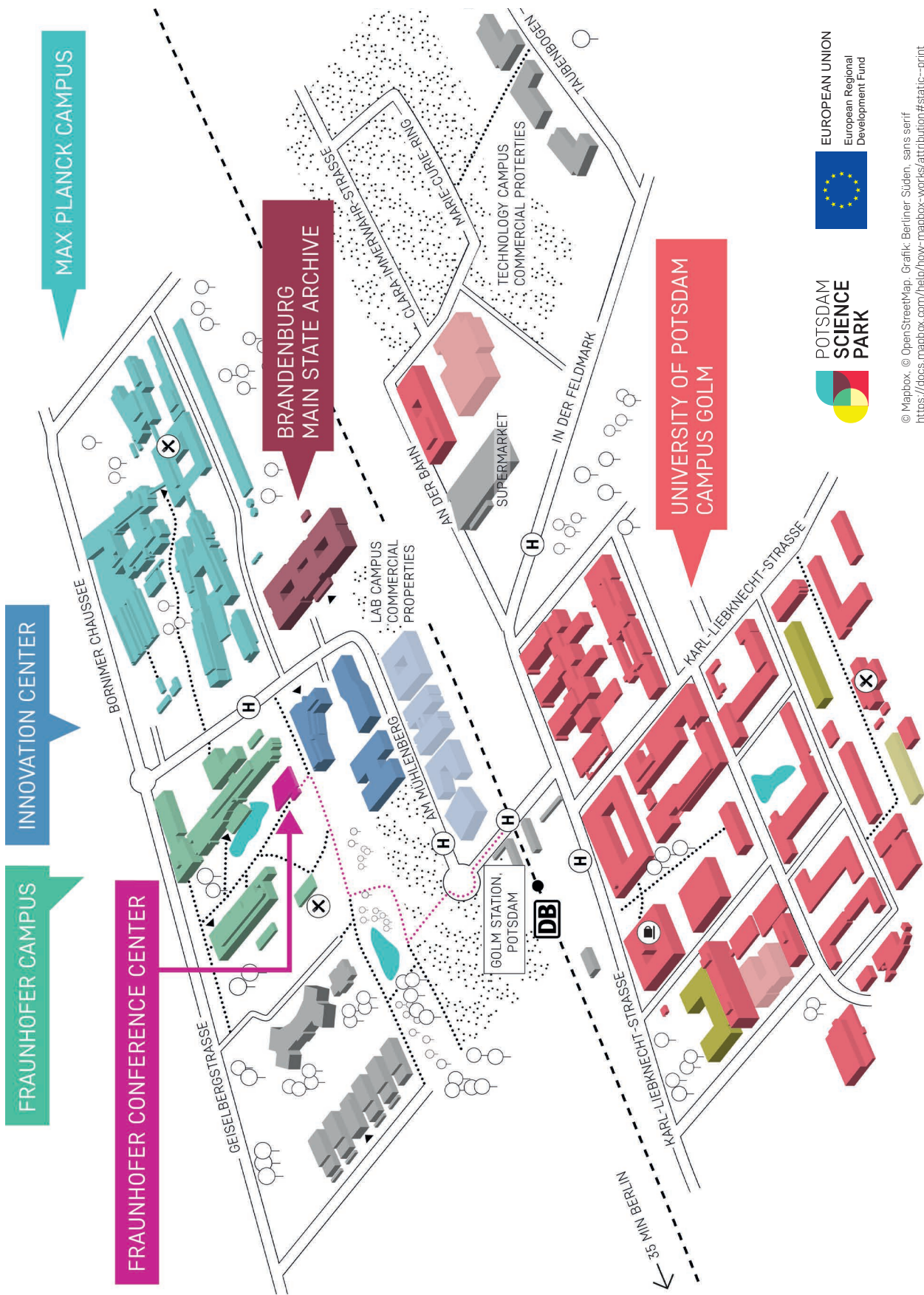
Trains to Potsdam Science Park operate via Berlin Central Station. Arriving at the Potsdam Science Park by train is uncomplicated and easy; the train station „Bahnhof Golm, Potsdam“ is located right in the middle of the Potsdam Science Park. With regional trains RB20 and RB21 you can reach us in only 38 minutes from Berlin Central Station and in a few minutes from Potsdam Central Station. From there the Fraunhofer Conference Center lies within walking distance. To check train connections visit: <https://www.bahn.de/>

## By Bus

Bus lines 605, 695 and X5 go directly from Potsdam Central Station (Potsdam Hbf) to the Potsdam Science Park. Line 612 runs from the Fachhochschule campus to the park. Line 698 connects Potsdam-Bornstedt with the Potsdam Science Park. The exact timetables can be found on the website of the Berlin-Brandenburg Transport Authority (VBB). To check local Bus connections visit: <https://www.vbb.de/fahrinfo>



# LOCATION MAP



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<https://docs.mapbox.com/help/how-mapbox-works/attribution#static-print>

## CONTACT



### Program

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### Registration and general information

#### Kathrin Giersch

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## WIFI

### Internet Access at the Fraunhofer Conference Center

1. Connect to the "gastnetz" internet
2. Enter the password: gastnetz
3. Open a browser (example: Firefox) - open any website and wait a little bit
4. Enter the username and password (below)

Username: konferenz

Password: **will be available at the registration desk**

## NOTICE

### General data protection notice

The data you enter in the online registration form will be used by Standortmanagement Golm GmbH at the Potsdam Science Park exclusively for sending information on the organization and handling of the selected event as well as for comparable information offers of the Standortmanagement Golm GmbH (location management of the Potsdam Science Park).

### Film and photo recordings

During the Conference, film and photo recordings will be made, which will be used to document the event and as part of the press and public relations work of Standortmanagement Golm GmbH for the Potsdam Science Park. You can object to this at any time by sending an email to [info@potsdam-sciencepark.de](mailto:info@potsdam-sciencepark.de). Your data will be treated confidentially. The data protection regulations of Standortmanagement Golm GmbH apply.