

eduXchange

EduXchange WorkShop draft programme
April 28th, 2006 – Auditorium Mercure
H E C
Chambre de Commerce et d'Industrie de Paris
27, avenue de Friedland
75008 PARIS

with the collaboration of the PROLEARN network of excellence and
the Aristote association

In cooperation with the Prolearn network of excellence, the Aristote association of French research centers in telecommunication technologies and applications (www.aristote.asso.fr), and the support of *Le Préau*, the e-Learning centre created by the Paris Chamber of Commerce and Industry – CCIP (www.preau.ccip.fr), the EduXchange consortium is organizing a final workshop in Paris, on April 28th.

This workshop will focus on two major issues for the successful development of the online educational content market in Europe:

- reinforcing cooperation between academic institutions and companies,
- solving IPR issues in content creation.

This workshop will take place in Paris, at the CCIP, and will involve leading industry representatives, senior staff from large companies, managers of SMEs, as well as members of the academic community.

08h30-09h00	Welcome & registration
09h00-09h15	Introduction to the workshop – Jacques Dang (HEC)
09h15-12h00	First session “Educational content brokerage for professional training” Chair : Prof. Winand (University of Kassel) – Prof. Makropoulos (NCSR)
09h15-09h20	Introduction to the session – Prof. Makropoulos (NCSR)
09h20-09h40	Major market trends – Yann Denoual (HEC) Raphael Gnanou (Le Préau)
09h40-10h00	The provider’s perspective – Klaus Wannermascher (HIS GmbH) Antoine Dubost (e-Charlemagne)
10h00-10h15	Cooperation with companies : a challenge for higher education institutions Roland Sénéor (Ecole Polytechnique - Aristote) Michalis Moatsos (NCSR)
10h15-10h30	Coffee Break
10h30-10h50	Framework for cooperation between Higher Education and companies, Peter Sprenger (im-c), Oliver Bohl (University of Kassel)
10h50-11h20	Richard Straub (IBM) – Major trends for corporate learning
11h20-12h15	Panel discussion : Moderator Sally-Ann Moore (ITE) Richard Straub (IBM), Paul Lefrere (Open University) Raphael Gnanou (Le Préau), Volcker Zimmermann (im-c) Roland Sénéor (Ecole Polytechnique - Aristote)
12h15	Conclusion of the first session
12h30-14h00	Lunch
14h00-17h00	Second session “IPR issues in content creation” Chair : Prof Klein (HEC)
14h00-14h05	Introduction to the session – Prof. Klein (HEC)
14h05-14h35	Presentation of the joint case study covering the legal issues of

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on-line learning environment

14h35-15h05 Rights involved in on-line courses and their ownership in the light of the EU harmonisation – Prof. Janssens (KU Leuven)

15h05-15h35 Educational exception and permission , a first comparative analysis
Prof. Picciotto – Lancaster University Law School

15h35-16h00 Coffee break

16h00-16h30 progress report of the PROLEARN work-group on “Intellectual Property rights and On-line course a European Comparative analysis
Prof. Klein - HEC

16h30-16h50 Panel discussion - recommendations

16h50 Closing of the second session and the workshop

17h00-18h00 Cocktail