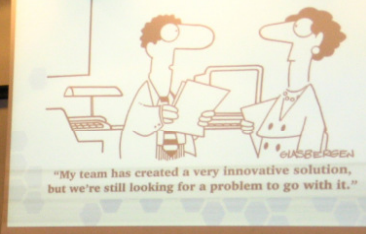


# **Innovation and Technology Transfer Management Training**



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## Executive Summary

On 4 October 2011 the BILAT-USA project organised its Innovation and Technology Transfer Management workshop in Luxembourg, in collaboration with INTRASOFT International and Luxinnovation GIE, the National Agency for Promotion of Innovation and Research in Luxembourg.

Main purpose of the workshop was to highlight the importance of Technology Transfer in Europe and share good practice with the U.S.

Participants from Austria, Germany, Italy, Luxembourg, and the U.K. participated interactively and used the workshop as good opportunity for networking.

The following speakers were involved in the training:

- Arnaud Duban, Enterprise Europe Network (EEN)
- Magdalena Appel and Daniel Gottschald, Chemie Cluster Bayern
- Catarina Araujo and Serge Quazotti, European IPR Helpdesk
- George Vincent, NineSigma Europe
- Jeff Cope, Research Triangle Institute (RTI)

Main outcome of the Technology Transfer Management workshop was that Innovation is the main source of competitive differentiation and one of the most important drivers for company growth. Technology Transfer has to be need driven with Open Innovation supporting the access to more ideas and different skills.



## ***Presentations***

### ***Introduction***

Raimund Broechler from *Intrasoft IISA* welcomed the participants and made a short introduction of the scope of the training! He outlined that in Technology Transfer intermediaries play an important role and that relationship building is the ultimate goal.

### ***Enterprise Europe Network***

Arnaud Duban from the *Enterprise Europe Network* presented the network of 49 countries and round 600 organisations involved worldwide. The business database and services were introduced. Up to 4,000 partnership agreements have been signed so far, transferring a technology to another partner.

### ***Transatlantic Technology Transfer Initiative***

Magdalena Appel and Daniel Gottschald from the *Chemie Cluster Bayern* introduced the Transatlantic Technology Transfer Initiative as unique approach for academic technology transfer to keep up with globalization and to make young researchers fit for international business.

The initiative is characterized by concentrating resources of, both, an excellent network of international universities in Germany, France and the U.S. and a group of international industry clusters to guarantee access to global business partners.

Chemie Cluster Bayern as a network of more than 200 companies and research institutions is well experienced in organizing international workshops and symposia for industrial high-tech customers and users. Chemie Cluster Bayern's international network of partner clusters in Europe, America and Asia will provide the necessary industrial input to this campaign.

Participants were very interested in this initiative and exchanged contact details for further networking and potential collaboration!

### ***IPR management in EU funded R&D projects***

Catarina Araujo and Serge Quazotti from the *European IPR Helpdesk* presented relevant IPR issues at all stages of EU funded R&D projects.

### ***Needs driven Innovation and why Open Innovation matters***

George Vincent from *NineSigma Europe* focused in his presentation on Innovation as primary source of competitive differentiation and one of the most important drivers for company growth. Types of collaborative partnerships and the advantages of Open Innovation have been highlighted for accelerating the innovation cycle.

Needs driven Innovation is a process for Technology Transfer consisting of Defining the Need, Connecting Globally, Evaluating Solutions and the Acquisition of Solutions.

Open Innovation helps to access more ideas and different skills, hedge innovation risks and concentrate on core business. It offers the potential advantage of lower costs, shorter time to market and higher success.

### ***Commercialisation of Innovation and Technologies: Turning knowledge into practise***

Jeff Cope from the *Research Triangle Institute (RTI)*, one of the world's leading research institutes, presented the ways to identify market applications and potential clients for early-stage technologies. He pointed out that a market exists when technology is used as the basis for products/services that deliver meaningful value to a group of customers with common needs.

The main goal of Technology Transfer is developing and maintaining good relationships with each potential licensee and building trust. Relationships are either win-win or lose-lose relationships, and it is easier to fail than to succeed. Therefore a Marketing strategy for commercialisation is needed starting with market research results identifying among others the existing market potential, market leaders, emerging companies and marketing options and tools.

Most interesting about perspectives on University-Industry relations is that many companies are changing their relationships with universities to be more holistic, incorporating recruitment, philanthropy, research funding and greater interaction with campus administration. What motivates companies to work with universities is the desire to access new knowledge and/or specialized expertise in order to bring new knowledge and insight into the organization.

The ways of measuring the value of knowledge exchange, such as the direct contribution of technology to product development or increasing knowledge of staff rounded up Jeff Cope's interesting presentation, underlining that presented findings were consistent with the "Open Innovation" business climate.

## Agenda



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### INNOVATION AND TECHNOLOGY TRANSFER MANAGEMENT TRAINING

*Organized with the collaboration of LUXINNOVATION GIE, the National Agency for Innovation and Research*

*Training Center - Chambre de Commerce de Luxembourg, 7, rue Alcide de Gasperi, Kirchberg*

4<sup>th</sup> of October 2011, Luxembourg

### AGENDA

9.00 – 9.15	<b>Welcome and Introduction to the training scope and objectives (Managing Technology Transfer), Raimund Broechler (IISA)</b>
9.15 – 9.30	<b>Presentation of the EEN Network, Arnaud Duban (LuxInnovation)</b>
9.30 – 9.45	<b>Transatlantic Technology Transfer Initiative, Magdalena Appel &amp; Daniel Gottschald (Chemie-Cluster Bayern)</b>
9.45 – 10.00	<b>Coffee Break</b>
10.00 – 12.00	<b>IP management in EU funded R&amp;D projects, Catarina Araujo &amp; Serge Quazotti (European IPR Helpdesk)</b>
12.00 – 12.30	<b>Questions and Answers / open discussion</b>
12.30 – 13.30	<b>Lunch</b>
13.30 – 14.30	<b>Need driven innovation approach for technology transfer: open innovation &amp; commercialization, George Vincent (NineSigma Europe)</b>
14.30 – 14.45	<b>Questions and Answers / open discussion</b>
14.45 – 15.15	<b>Coffee Break</b>



15.15 – 17.15	<b>Commercialization of innovation and technologies, Jeff Cope (RTI)</b> <ul style="list-style-type: none"> <li>• <i>Identification of potential clients and technologies</i></li> <li>• <i>Marketing of technologies</i></li> <li>• <i>Commercialization of innovation and technologies</i></li> <li>• <i>Negotiation</i></li> <li>• <i>University-Industry relations</i></li> </ul>
17.15 – 17.45	<b>Questions and Answers/ Open Discussion</b>
17.45 – 18.30	<b>Summary &amp; Closure of training</b>

**Publications**

<http://www.eusscienceandtechnology.eu/home/ittmworkshop>



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## Technology Transfer Management Training Workshop

**4 October 2011**  
**Luxembourg**

**Purpose & Scope**

A training workshop on technology transfer management will be organized on 4 October 2011 by the BILAT-USA project in collaboration with Luxinnovation GIE, the National Agency for Promotion of Innovation and Research in Luxembourg.

The purpose of the training workshop is to provide insights with regard to the importance of technology transfer issues in Europe, share good practice examples both from Europe and the U.S., contribute to overcome shortages of skilled people in the technology transfer area and increase the capacity and knowledge of research institutes and organizations as well as technology companies on this topic.

The workshop intends to bring the experience and expertise of technology transfer firms, research organisations, universities, intellectual property and commercialization experts who will discuss innovation management and technology transfer and present good practice examples from both the EU and the U.S.

**Venue**

Training Center - Chambre de Commerce de Luxembourg, 7, rue Alcide de Gasperi, Kirchberg

**Agenda**

[Final Agenda](#)

**Participation & Registration**

Registration fee is €100. Please fill-in and submit the form below!

**Questions & Contact**

Tonia Damvakeraki (Tonia.Damvakeraki@intrasoft-intl.com)

Elli Tzatzanis-Stepanovic (Elli.Stepanovic@ffg.at)

**Registration**

\* Mandatory fields

Organisational Information

Organisation's full name\*



<http://www.proinno-europe.eu/promotion-pro-inno-europe-results/newsroom/technology-transfer-management-training-workshop>

The screenshot shows the PRO INNO EUROPE website interface. At the top, there are navigation tabs: Overview, Innovation Themes, Who is who, Related Initiatives, and News & Events. Below these is a breadcrumb trail: Policy Analysis > Policy Cooperation > PRO INNO Europe® services > Technology Transfer Management Training Workshop.

The main content area features a news article titled "Technology Transfer Management Training Workshop". The article text is as follows:

Submitted by Administrator on 23 August, 2011 - 13:35

A training workshop on technology transfer management will be organized on 4 October 2011 by the BILAT-USA project in collaboration with Luxinnovation GIE, the National Agency for Promotion of Innovation and Research in Luxembourg.

The purpose of the training workshop is to provide insights with regard to the importance of technology transfer issues in Europe, share good practice examples both from Europe and the U.S., contribute to overcome shortages of skilled people in the technology transfer area and increase the capacity and knowledge of research institutes and organizations as well as technology companies on this topic.

The workshop intends to bring the experience and expertise of technology transfer firms, research organisations, universities, intellectual property and commercialization experts who will discuss innovation management and technology transfer and present good practice examples from both the EU and the U.S.

**Agenda**

For the agenda please click [here](#).

**Participation & Registration**

Registration fee is €100. Deadline for registrations is 23 September 2011. Due to limited seats available, please make your registration early! Please fill-in and submit the form below and organizers will get back to you to confirm your participation and provide you with information about the payment process.

**Questions & Contact**

Tonia Damvakeraki ([Tonia.Damvakeraki@intrasoft-intl.com](mailto:Tonia.Damvakeraki@intrasoft-intl.com))

Berna Windischbaur ([Berna.Windischbaur@ffg.at](mailto:Berna.Windischbaur@ffg.at))

Elli Tzatzanis-Stepanovic ([Elli.Stepanovic@ffg.at](mailto:Elli.Stepanovic@ffg.at))

For registration, please click [here](#).

560 reads

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## Training Workshop on Technology Transfer Management

**Date:** Tuesday, 04.10.2011

**Location:** Luxembourg, Luxembourg

**Host:** BILAT-USA project in collaboration with Luxinnovation GIE

The purpose of the training workshop is to provide insights with regard to the importance of technology transfer issues in Europe, share good practice examples both from Europe and the U.S., contribute to overcome shortages of skilled people in the technology transfer area and increase the capacity and knowledge of research institutes and organizations as well as technology companies on this topic.

The workshop intends to bring the experience and expertise of technology transfer firms, research organisations, universities, intellectual property and commercialization experts who will discuss innovation management and technology transfer and present good practice examples from both the EU and the U.S.

For further information, please click [here](#).

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 26.09. to 28.09. | [Patent valuation](#)

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Participants list

Technology Transfer Management training workshop,  
4th October 2011

NAME	PRENAME	SOCIETY / ORGANISATION	SIGNATURE
APPEL	Magdalena	Chemie-Cluster Bayern	
BABATUNDE	Emmanuel O.	University of Bergen	
BENOIT	DUEZ	Goodyear S.A	
BERNHARD	Peters	University of Luxembourg	
DALAMAGKIDIS	Konstantinos	Technische Universität München	
DAUWE	Guy Dauwe	Amer-Sil SA	
GOTTSCHALD	Daniel Andreas	Chemie-Cluster Bayern GmbH	
HUTTER	Erich	Sigmund Hutter GmbH	
MARTIN	Don	Centre de Recherche Public Henri Tudor	
NAEEM KHAN	Muhammad	Muhammad Akram & Sons Trading & Investment	
ORLEWSKI	Pierre	Goodyear Tires SA	
PETRICCIUOLO	VALENTINA	MINISTRY OF ECONOMIC DEVELOPMENT - FORMER ISTITUTO NAZIONALE COMMERCIO ESTERO	
RATO	Berta	University of Luxembourg	
RHOMBERG	Wolfgang	Brimatech Services GmbH	
SCHOBESBERGER	Matthäus	Krammer Repro Flexo Print	
ULLRICH	Carsten	University of Edinburgh	
ZERWAS	Dorothee	University of Koblenz-Landau, Campus Koblenz	

DUBAN ARNAUD LUX INNOVATION  
 MELCHIOR Frédéric LUX INNOVATION  
 GRIZARD Rémi LUX INNOVATION  
 GEORG Vincent NINE SIGMA  
 Cape Jeff RTI  
 Traiteur-it-Skpaovic BE TFF Austria  
 Demulakovic David Intergoat International