

ADVANCE in the World of Technology

Technology Transfer Conference

Will focus on:

- **Understanding** the framework necessary for successful innovation and technology process management
- **Evaluating** experiences and factors behind successful innovative and technology transfer performance
- **Determining** the key challenges facing transferring discoveries and innovations resulting from university research to the commercial sector and develop the correct strategies to overcome them
- **Establishing** the effective strategies in developing an organizational environment and operational culture to make your organization market focused

Target audience are diverse sectors' representatives:

- **University** leaders
- **R&D** managers and staff
- **Intellectual property** professionals
- **Business** executives responsible for R&D and technology policy
- Technology focused **Governmental and NGO experts**

Organizers & Supporters:

Prague Development Center



Knowledge sharing
and networking
expert

Chamber for Commercial Relations with the CIS



Komora
pro hospodářské styky
se SNS s.o.k.

Providing
professional support
for export and
commerce

Centre for Higher Education Studies

National leader in the
basic and applied
research in the field
higher education and
research infrastructure



ACADEMIC
PUBLISHING
PLATFORMS

Call for publications:

You can read call for the Conference publications at
www.questreach.com. Interested authors should
submit their papers to: tti@pradec.eu
cc: publications@pradec.eu

Aim of the 2nd Annual conference is to discuss theoretical issues and practical experience in technology transfer and innovation through various industry clusters. The conference brings together the administrators, managers, researchers and professional from high schools, research think tanks, business companies, governmental structures and nongovernmental institutions to provide

INDUSTRY CLUSTERS OF THE CONFERENCE

- | | |
|---|--|
| ▪ Mechanical engineering and new materials | ▪ Information technology |
| ▪ Ecology and environment | ▪ Food industry |
| ▪ Biotechnology and medical Technology | ▪ Textiles |
| ▪ Nanotechnology | ▪ Energy and renewable energy resources |
| | ▪ Transportation technologies |

PARTICIPATORS – ARE R&D THINK TANKS, FIRMS, UNIVERSITIES, NON-GOVERNMENTAL AND GOVERNMENT AGENCIES AND MINISTRIES REPRESENTING A DIVERSE GROUP OF SECTORS AND AREAS
October 29, 2013

- | | |
|-------|--|
| 09:00 | Opening session |
| 09:10 | Section 1. Transfer of technology for successful integration into the global economy |
| 10:30 | Coffee and networking break |
| 11:00 | Section 2. Innovation management and technology transfer cases |
| 13:00 | Luncheon |
| 14:00 | Section 3. Modelling of technology transfer and innovation processes |
| 15:30 | Coffee and networking break |
| 16:00 | Section 4. Higher education and R&D institutions: Commercialisation and technology transfer |
| 17:30 | Closing |

October 30, 2013

Speed-dating speeches (starting common session)

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|-------|--|
| 09:00 | To register for b2b please go to http://www.b2match.eu/cross-industrypartnering2013 |
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Session A. – academic session

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|-------|--|
| 11:00 | Coffee and networking break |
| 11:30 | Section 5. Education and innovation: Interconnectivity and policies |
| 13:00 | Luncheon |
| 14:00 | Section 6. Innovation management and technology transfer cases |
| 15:30 | Coffee and networking break |
| 16:00 | Section 7. Innovation, technology transfer and development |
| 17:30 | Closing |

Session B. - parallel b2b/brokerage session

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|-------|-----------------------------|
| 11:00 | Coffee and networking break |
| 11:30 | B2B section • 1 |
| 13:00 | Luncheon |
| 14:00 | B2B section • 2 |
| 15:30 | B2B section • 3 |
| 17:30 | Closing |

registration policies • registration policies • registration policies • registration policies

B2B day registration: Limited. Apply online
<http://www.b2match.eu/cross-industrypartnering2013>
or contact Viktorija Petuhovska: v_petuhovska@pradec.eu

Conference registration:
Limited. Send inquiry to
tti@pradec.eu

Speaking at Conference:

Interested in speaking should apply to: tti@pradec.eu
cc: Jan Beseda beseda@csvs.cz

Brokerage: Matching event opportunities in October 29-30, 2013. Organizers will prepare matchmaking events to delegates. The aim of the event is to encourage international business and technological cooperation. Representatives of companies and trade-fair visitors will have opportunity to meet potential business partners, make new contacts and find new solutions in interested areas and industries

October 28, 2013 / Monday

Arriving and orientation

October 29, 2013 / Tuesday

Conference day

1. TECHNOLOGY AND INNOVATION POLICY FRAMEWORK

- 08:30 Registration
09:00 Opening Address
09.10 **Transfer of technology for successful integration into the global economy**
- Innovation policy in Europe: Experience and lessons learned from European innovation projects
 - The systems approach to innovation, greater emphasis on education
 - Economic contribution of technology transfer: macro- and industry views
 - Institutional and technological factors of technology transfer
 - Innovation and technology transfer impacts on the community and society in general

10.30 Coffee and networking break

2. ACADEMIC AND INDUSTRY INNOVATION CASE STUDIES

- 11.00 **Successful innovation management and technology transfer cases**
Cases from selective companies will demonstrate what key factors led to successful technology transfer. Speakers represent companies from education and research, biotechnology, pharmacy, engineering, machinery, food industry, environmentally-sound technologies, etc.

13.00 Luncheon

3. MODELING OF TECHNOLOGY TRANSFER AND INNOVATION PROCESSES

- 14.00 **Modelling of technology transfer and innovation processes**
- Market mapping. Stakeholders/institutions in technology transfer. Business processes and services. Business environment. Gaps and issues in whole market
 - Horizontal and vertical models.
 - Public-private, private-private, university-private partnerships.
 - Technology intermediaries. NGOs, Government, innovation and transfer agencies
 - Drivers of technology transfer. Incentives, increased information exchange, guarantees, integrated planning.

15.30 Coffee and networking break

4. ACADEMIC-BASED TECHNOLOGY TRANSFER

- 16.00 **Higher education and R&D institutions : Commercialisation and technology transfer**
- University technology transfer process. Rationales for university leaders to involve in technology transfer and commercialisation
 - Challenges to commercialisation. Information about and access to university technology. Nature of research, its design, management, resources. Culture gap between academia and industry. Metrics or measuring the success
 - Technology transfer infrastructure: Laboratories, transfer units, innovation parks, incubation programs. Strategies speeding technology transfer and commercialisation
 - Various technology commercialization strategies Research organizations and the private sector. Design research in university-industry collaborative innovation

17.30 Closing

Registration for matching event (30.10.2013):

Limited. Apply online <http://www.b2match.eu/cross-industrypartnering2013> or contact Viktorija Petuhovska: v_petuhovska@pradec.eu

Speaking at Conference:

If your qualifications and topic expertise are considered appropriate for our Conference, please send interest in speaking to: titi@pradec.eu
cc: Jan Beseda beseda@csvs.cz

Call for publications:

Interested authors should submit their papers to: titi@pradec.eu or submit online on: <http://academicpublishingplatforms.com/journal.php?journal=PICP>

October 30, 2013 / Wednesday

Conference day + Brokerage

5. SPEED-DATING

- 08:30 Registration
09.00 **Speed-dating speeches (starting common session)**
- Speed-dating speech section for business audience (every speech should not exceed 2 min)

11.00 Coffee and networking break

6A. EDUCATION AND INNOVATION: INTERCONNECTIVITY AND POLICIES

- 11.30
- Making education innovative. Organizational and technology (e.g., ICT) policies
 - Innovative tools in education
 - Spurring innovation through education
 - Distant education tools: Potentials for technology transfer and innovation

13.00 Luncheon

7A. INNOVATION MANAGEMENT AND TECHNOLOGY TRANSFER CASES

- 14.00 **Successful innovation management and technology transfer cases**
Cases from selective companies will demonstrate what key factors led to successful technology transfer. Speakers represent companies from education and research, biotechnology, pharmacy, engineering, machinery, food industry, environmentally-sound technologies, etc.

15.30 Coffee and networking break

8A. EDUCATION AND INNOVATION: INTERCONNECTIVITY AND POLICIES

- 16.00-17.30
- Making education innovative. Organizational and technology (e.g., ICT) policies
 - Innovative tools in education
 - Spurring innovation through education
 - Distant education tools: Potentials for technology transfer and innovation

PARALLEL SESSION B: BROKERAGE: MATCHMAKING MEETINGS BETWEEN ORGANISATIONS

<http://www.b2match.eu/cross-industrypartnering2013/pages/home>

- 11.30-17.30 Participants will have in advance prepared scheduled meetings with their potential cooperation and business partners

Find
NEW
Business partners

PARALLEL SESSION B: Why to participate

This Networking event will target a wide spectrum of companies, universities, R&D organizations from Europe, CIS countries, Asia and Middle East, and other regions interested issues in commercialization of knowledge, technology transfer and innovations, sharing new project ideas and finding collaboration partners.

- to present, discuss and develop new project ideas on ICT at int. level
- to initiate cross-border contacts
- to get to know several potential partners at one day
- to initiate future international business deals
- to discuss new technologies and research projects

17.30 Closing conference

October 31- November 1, 2013 / Thursday-Friday

Individual research & networking days

Delegates can schedule additional networking meetings with Czech organisations

October 31 - November 1, 2013 / Friday

Closing and departures

Conference registration: Please send registration interest and forms to emails titi@pradec.eu
cc: bd@pradec.eu
Tel.+420 222 222 799; +420 775 599 096

Praha
Development
Center
pradec
www.pradec.eu

Note: The Conference program can undergo additions, deletions and other changes. PRADEC defines the conditions, rights and obligations between the organisers and delegates the Conference in the Registration Form.