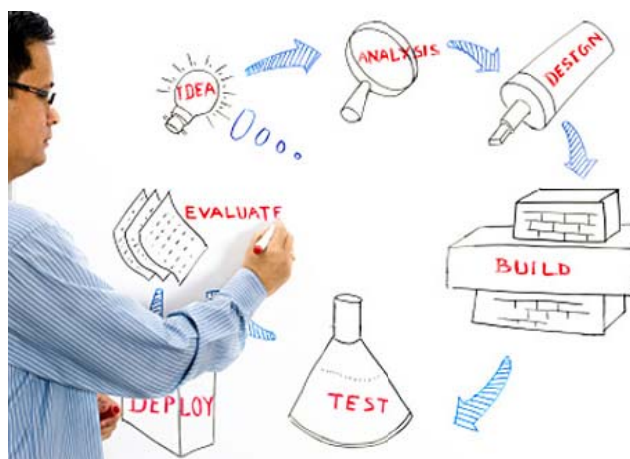


Non-Specialists Workshop: Technology Transfer, Technology Brokerage

INNOVATION COACH



2-3rd April 2012 Nis

University of Niš, Faculty of Electronic Engineering

A. Medvedeva 14, room 1, 1st floor



Elektronski fakultet



With participation from TEMPUS project 158881 KNOWTS

“National Platform for Knowledge triangle in Serbia”

<http://knowts.elfak.ni.ac.rs> and the

Intellectual Property Office of Serbia



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Technology Transfer, Technology Brokerage:

Workshop 1: Support to the commercialisation of academic knowledge

Date: 2nd April 2012

Location: Faculty of Electronic Engineering, A. Medvedeva 14, room 1, 1st floor

Agenda

09.00 – 09.15 Registration

09.15-09.30

Welcome, introductions and outline of the day's activities

9.30-10.45

1. Introduction to Innovation and Technology Transfer Dr. Lisa Cowey, ICIP

- Introduction to innovation definitions, models and processes
- Economic, Political and Legislative drivers of Innovation
- Technology transfer- models, processes and activities
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

10.45 – 11.00 Coffee Break

11.00-12.30

2. Universities and Intellectual Property Rights Daniela Zlatić Šutić Head of Education and Information Center Intellectual Property Office

- Over-view and examples

12.30 – 13.30 Lunch Break

13.30-14.45

1. Technology and Market Evaluation (Dr. Lisa Cowey, ICIP)

- Evaluation as part of the Technology Transfer processes
- Decision making aids (established methods, processes and procedures)
- Use of decision trees and rating and ranking methods.
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

14.45 – 15.00 Coffee Break

15.00-16.15

2. Technology Transfer through Licensing and 'Spinout' (Dr. Lisa Cowey, ICIP/ Mr. Milan Zelovic ICIP)

- Over-view and European Examples (Lisa Cowey)
- Raising equity finance in Serbia (Milan Zelovic)

16.15 – 16.30

3. Feed-back and round up of the days activities and next steps

16.30 END



Technology Transfer, Technology Brokerage: Workshop 2: Supporting Knowledge Exchange

Date: 3rd April 2012

Location: Faculty of Electronic Engineering, A. Medvedeva 14, room 1, 1st floor

Agenda

09.00 – 09.15 Registration

09.15-09.20

Welcome, introductions and outline of the day's activities (Lisa Cowey ICIP)

9.20-10.45

1. Undertaking Innovation Audits and Developing Expertise and Equipment Databases

- Over-view and Examples (Lisa Cowey)
- Software support for TTOs (Dr. Vladimir Ciric, Faculty of Electronic Engineering Nis).

2. Prototyping

- Over-view and Examples (prof. Vesna Mandic)

10.45 – 11.00 Coffee Break

11.00-12.30

4. Knowledge Transfer Mechanisms

- Over-view and European Examples including KTP (Lisa Cowey)
- Local Examples: Practical Placement Programme and Industrial Fellowship Programme (Professor Vesna Mandic)
- Group discussion: developing local activities, identifying existing barriers (facilitator Professor Vesna Mandic)

12.30 – 13.30 Lunch Break

13.30-15.00

5. Knowledge Transfer Networks

- Over-view and European Examples (Lisa Cowey)
- TEMPUS project 158881 KNOWTS "National Platform for Knowledge triangle in Serbia" (Professor Ivan Milentijevic, Faculty of Electronic Engineering Nis)
- CTC, VMNet, VRPM network on CORDIS (Vesna Mandic)

15.00 -15.15 Coffee Break

15.15-16.00

- Improving Success rates – making collaborations work (Lisa Cowey)
- Feed-back and round up of the day's activities.

16.00 END and presentation of Certificates

Dr. Lisa Cowey MBA PGCert Intellectual Property

Key Expert Competitiveness and Innovation

Lisa Cowey has a PhD from the University of Oxford, Department of Physics, an MBA from Oxford Brookes University Business School where she specialised in the area of University – Industry Technology Transfer and a Masters level Diploma in Intellectual Property Law and Practice from the University of Bournemouth.

Dr Cowey has over 10 years of professional experience in high tech companies ranging from early stage spinouts to large multi-national corporations. She has held management positions in the UK, USA and Germany where helped to realise the commercial value of Intellectual Property originating from Public Research Organisations.

For the last eight years she has worked with Universities and Research Groups to help them commercialise technology and knowledge from the R&D sector through collaboration, licensing and spinout. In the UK Dr Cowey managed the regional Alchemist Business Angel network and Merlin Mentoring schemes, was an Advisor to the Regional Knowledge Network and was part of the Oxford University Begbroke Directorate, managing the development of a new University Science and Technology Park.

Most recently, Dr Cowey was the Team Leader for several EU Funded Innovation Support Projects. She has also worked for Innovation Coach to develop a spinout scheme for the Central Hungarian Region and continues to work as an IPR consultant for ongoing PF7 projects. She is actively involved in the development of Innovation policy in the South and Central European region through the TEMPUS OPUS project involving partners from Croatia, Bosnia and Herzegovina, FYR Macedonia and Montenegro. She is the author of "A Practical Guide to the Models, Processes and Procedures of Technology and Knowledge Transfer from Universities and Public Research Institutes".

Daniela Zlatić Šutić,

Head of Education and Information Centre at IPO , Intellectual Property Right Expert

Daniela Zlatić Šutić graduated at Faculty of Technology and Metallurgy of Belgrade University. She works for Intellectual Property Office since 2002. She was involved from the very beginning of work with IPO Serbia in advisory consultancy for different stakeholder groups in the field of IP management. Also, she has extended knowledge on searching the patent databases and tools for acquiring technical information from databases.

Since February 2009, IPA national EC funded project started at IPO aimed to give support to foundation of Education and Information Centre at IPO. From the very beginning of the project implementation she is appointed as coordinator of activities and since mid of 2011 as the Head of the Centre whose duties are creating and delivering the tailor made courses, lectures and seminars for SMEs, faculties, institutes, inventors associations, chambers of commerce and others. Within 2010-2011 she delivered more than 40 such lectures within EIC activities. Among others services of the Office for SMEs, she participated in 12 Intellectual Property Diagnosis visits to the companies. She was also involved with the role of monitor and expert for IPR in IPRfor SEE project of RCC Uzice, as a lecturer on IPR within project Confidekt of Subotica Open University and within IPR Helpdesk activity of IPorta project. She has passed extensive training in relevant intellectual property offices such as EPO-DE, APO-AT, INPI-FR and in other business support institution regarding IPR like AWT in Brussels and others, Austrian AWS in order to gather the knowledge on different aspects of IPR and to be able to respond to different requests of stakeholders for education and information in this field.

Professor Vesna Mandic

Rapid Product Development Expert

Vesna Mandic is an associate professor at the University of Kragujevac, Faculty of Engineering, founder and Coordinator of Collaborative Training Centre of UKg, founder of Centre for Virtual Manufacturing, member of Programme Committee of Entrepreneurship of UKg, member of Programme Committee for International Projects of UKg, consultant of Business Start-up Center Kragujevac, and evaluator of CBC EU IPA programme.

She has participated at 11 projects of the Ministry of Science, more than 20 projects with industry. She is an author and co-author of 64 scientific papers of which 6 are published in international peer-reviewed journals. Dr Mandic has long-term international cooperation with research teams from Italy, Slovenia, Denmark, Germany, Greece, UK and Austria.

Prof. Mandic is co-author of publications: WBC regional model for university-enterprise cooperation (2010), Strategic Research Agenda - embedded systems and industrial informatics (2011), Methodology Guideline for Innovation (2011). In 2009 she coordinated international team for development of two programmes of knowledge transfer between academia and business: Practical Placement Programme and Industrial Fellowship Programme).

Prof. Mandic has coordinated and is coordinating 11 EU projects from different programmes (FP6, TEMPUS, EAR, SEE, WUS, EUREKA). In 2006 she established Virtual Manufacturing Network gathering now 1200 members from the WBC region. Within WBC-VMnet project she coordinates Consortium of 13 partners from 7 countries, with imposing results. She takes part in applied and innovative research and trainings for SMEs. In 2011 she established VRPM (Virtual/Rapid Prototyping/Manufacturing) group at CORDIS portal, gathering now 45 members from more than 20 countries from EU and Asia. She participated in design and delivery set of customized training events in Serbia for SMEs: 2 seminars (2007), 2 workshops (2007), 1 seminar (2008), 2 seminars (2009), 2 seminars (2010), 1 workshop (2010), 8 info days (2010), 4 customized trainings (2010), 3 info days (2011), 2 workshops (2011), 3 customized trainings (2011).

Scientific – research activities comprises theoretical, applied and developmental research. in scope of the following sub-areas: numerical modelling of material behaviour, design and optimization of sheet and bulk metal forming processes, advanced application of virtual engineering technologies (CAD/CAM/CAE, RP/RT/RE, VR), development of concurrent engineering approach, FE estimation product quality and tool life, optimal selection of material for new products, 3D product and process visualization applying Virtual Reality equipment, rapid prototyping, reverse engineering, quality control - coordinate metrology. Her team within CEVIP and CTC centres has achieved high level of scientific results and has undertaken strong efforts in making tangible impact on industry by efficient knowledge and technology transfer and innovation introducing. Working closely with the private sector, CTC offers an Industrial Fellowship Programme (IFP) already recognized as an efficient measure to enhance university-enterprise cooperation, establishing sustainable partnerships among key players in knowledge triangle.

Milan Zelovic

Long Term Local Expert Competitiveness and Innovation

Mr. Zelovic Graduate as an Economist at the University of Kragujevac and has an MSc in International Business Administration from Erasmus University, Rotterdam School of Management. Milan has since worked on a number of projects in the Western Balkans, EU and Brazil with both a strong international element and local focus. He has around 10 years of previous working experience which includes consulting on EU, IFC and USAID projects in the area of innovation and competitiveness and contract management in delivering FDI's for USA and EU companies, capital management firms and

investment funds. Recent activities have included supporting the improved quality, range and availability of business support services and strengthening institutional capacity to foster development of Innovative SMEs; development of the national innovation support system; assessment and development of sectors associations; macro-economic analysis and policy-level recommendations. Milan was involved in a \$9 million green-field investment in renewable energy sector, due-diligence of JAT-Tehnika, developing documentation for investment cycle and facilitating companies' access and introduction of innovative industries to Serbia.

As the ICIP Long Term Expert for Competitiveness and Innovation Milan has been closely involved in the assessment of Business Innovation Support Organisations in Serbia and defining an appropriate capacity building programme to address gaps in the present provision of support.