

NEW HORIZONS, NEW OPPORTUNITIES

# ASTP**PROTON** Annual Conference

20-22 May 2015 | Istanbul, Turkey

Wyndham Grand Istanbul Levent, Istanbul, Turkey



[www.astp-proton.eu/annual-conference-2015](http://www.astp-proton.eu/annual-conference-2015)

# ASTP<sup>®</sup>PROTON

KNOWLEDGE TRANSFER EUROPE

ASTP-Proton is the premier, pan-European association for professionals involved in knowledge transfer between universities, public research organizations and industry.

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# THANK YOU

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ASTP-Proton is a co-founder and member of:



# INTRODUCTION

Welcome in Istanbul and to the ASTP-Proton Annual Conference 2015

Dear ASTP-Proton members, dear guests,

A very warm welcome to our annual ASTP Proton conference 'New horizons, new opportunities' and to Istanbul, the largest European city with more than 14 million inhabitants and so much history and innovation. ASTP-Proton and our partner USIMP, the Turkish University – Industry Cooperation Centers Platform, will present you with new horizons and new opportunities for our profession.

We have all experienced many changes in our young profession and today, fortunately, it is universally recognized that knowledge and technology transfer is a core mission of every university and research organization. The differences in KTT between eastern, western, southern and northern Europe are enormous. However, wherever you go, the interest in impact and innovation processes has increased, and nobody doubts that research needs to impact society in a beneficial way. It is widely accepted that this will not just happen by chance. Rather, the innovation process needs support and proactive development throughout our profession.

ASTP-Proton, and in particular our conference, is currently the best platform in Europe for interacting with and learning from each other. Here in Istanbul, we will continue the tradition of exchanging ideas at cultural crossroads. We have the chance and privilege to see how our different European neighbours are developing and optimizing their KTT and we are looking forward to exploiting this great opportunity together.

At the fall meeting in Prague, we promised to expand the range of services for our members. ASTP-Proton has already established some new tools in 2015 to further benefit our community.

- KTTO reviews
- Facilitation of special interest groups
- Webinars and tailored ASTP-Proton on-site courses

We will be introducing these and more services at this conference and you will be able to contribute to improving them. Involvement of our members always was, and always will be, one of ASTP-Proton's trademarks. Therefore, we invite you not only to join the sessions and listen in, but to get involved and contribute to make this a place of lively exchanges with controversial and productive discussions.

All these new possibilities for cooperation and interaction should not stop us from enjoying the great opportunities that this city offers. Together with our partners from USIMP, we have compiled a programme that not only provides food for thought but also some relaxation and the opportunity to discover Istanbul. A boat trip on the Bosphorus will hopefully give you a lasting impression of this amazing city. You might also want to spend the weekend after the conference enjoying the lavish food, the beautiful sights, the vibrant markets, the rich history and the colourful culture of Istanbul.

This conference would not have been possible without the help of many people. We therefore thank our partners from USIMP, our sponsors, our Programming Committee, the speakers and volunteers, and last but not least, our team at the headquarters in Leiden, the Netherlands.

New horizons, new opportunities. Let's keep the promise together.

**Christian Stein**  
President  
ASTP-Proton

**Marta Catarino**  
Vice President, Programming  
ASTP-Proton

**Erik Vane**  
General Manager  
ASTP-Proton

WEDNESDAY	13.00 - 16.00	TT Primer, Room: Seminar room 1   <a href="#">page 10</a>	
	13.00 - 17.00	NAAC meeting, Room: Seminar room 4   <a href="#">page 10</a>	
	13.00 - 17.00	Masterclass: "The science of marketing science", Room: Seminar room 3   <a href="#">page 10</a>	Masterclass: "The case method transfer", Room: Seminar
	18.00 - 20.00	Welcome reception, Yildiz Hisar, Salih Bey Sok No. 6, Istanbul   <a href="#">page 12</a>	
	19.30 - 22.30	European forum for knowledge transfer directors, Location: TBA   <a href="#">page 12</a>	
THURSDAY	07.45 - 08.45	RTTP breakfast meeting, Room: Leonardo da Vinci   <a href="#">page 16</a>	
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	11.00 - 12.15	IP policies across Europe and beyond, Room: Piri 1   <a href="#">page 16</a>	One size doesn't fit all: how differ different TTO models, Ro
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	13.45 - 15.15	Face-to-face meetings, Room: Piri 1	Information corner,
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	15.45 - 17.00	How to use EU funding to expand the activities of your TTO, Room: Piri 1   <a href="#">page 19</a>	Spin-outs going global, Ro
	17.00 - 18.00	General assembly (ASTP-Proton members only), Room: Piri 1	
19.00 - 22.30	Conference dinner   <a href="#">page 21</a>		
FRIDAY	07.00	Morning run, Meeting point: Lobby, Wyndham Grand Istanbul Levent	
	09.00 - 10.30	Plenary session, Room: Piri 1   <a href="#">page 22</a>	
	10.30 - 11.00	Coffee break, Main foyer	
		Third parallel session, Track 1	Third parallel sess
	11.00 - 12.15	The evolving role of IP in China - barrier or catalyst in technology transfer?, Room: Piri 1   <a href="#">page 22</a>	Venture funds established by u <a href="#">page 23</a>
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		Fourth parallel session, Track 1	Fourth parallel ses
	13.15 - 14.30	Challenges of supporting SMEs, Room: Piri 1 <a href="#">page 24</a>	Standardization, professionalisat knowledge transfer profession
	14.30 - 14.45	Coffee break, Main foyer	
14.45 - 15.45	Final plenary and closing session, Room: Piri 1   <a href="#">page 25</a>		

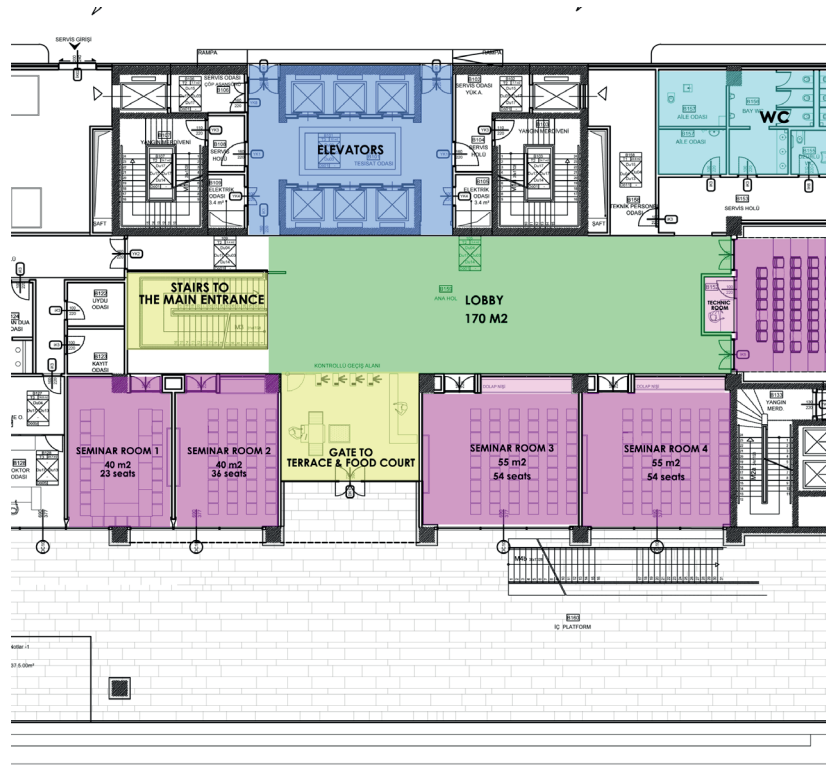
## AT A GLANCE

		13.00 - 16.00	WEDNESDAY
		13.00 - 17.00	
Method of teaching technology seminar room 2   <i>page 11</i>		13.00 - 17.00	
		18.00 - 20.00	
		19.30 - 22.30	
		07.45 - 08.45	THURSDAY
		08.00	
		09.00 - 10.30	
		10.30 - 11.00	
Session, Track 2	First parallel session, Track 3		
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corner, Room: Piri 2	Initiative sharing, Room: Piri 3	13.45 - 15.15	
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el session, Track 2	Second parallel session, Track 3		
al, Room: Piri 2   <i>page 20</i>	Cross-cultural awareness in global technology transfer, Room: Piri 3   <i>page 20</i>	15.45 - 17.00	
		17.00 - 18.00	
		19.00 - 22.30	
		07.00	FRIDAY
		09.00 - 10.30	
		10.30 - 11.00	
Session, Track 2	Third parallel session, Track 3		
d by universities, Room: Piri 2 <i>page 23</i>	Working with TTOs - the industry perspective, Room: Piri 3 <i>page 23</i>	11.00 - 12.15	
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el session, Track 2	Fourth parallel session, Track 3		
alisation and recognition of the ession, Room: Piri 2   <i>page 24</i>	Getting an expert view on your invention from experts abroad, Room: Piri 3   <i>page 25</i>	13.15 - 14.30	
		14.30 - 14.45	
		14.45 - 15.45	

# FLOORPLAN

Wednesday, 20 May

Below is the floorplan of the ARI Teknokent where pre-conference events on Wednesday, 20 May are taking place.



Seminar room 1: TT Primer

Seminar room 2: Masterclass (The case method of teaching technology transfer)

Seminar room 3: Masterclass (The science of marketing science)

Seminar room 4: NAAC meeting

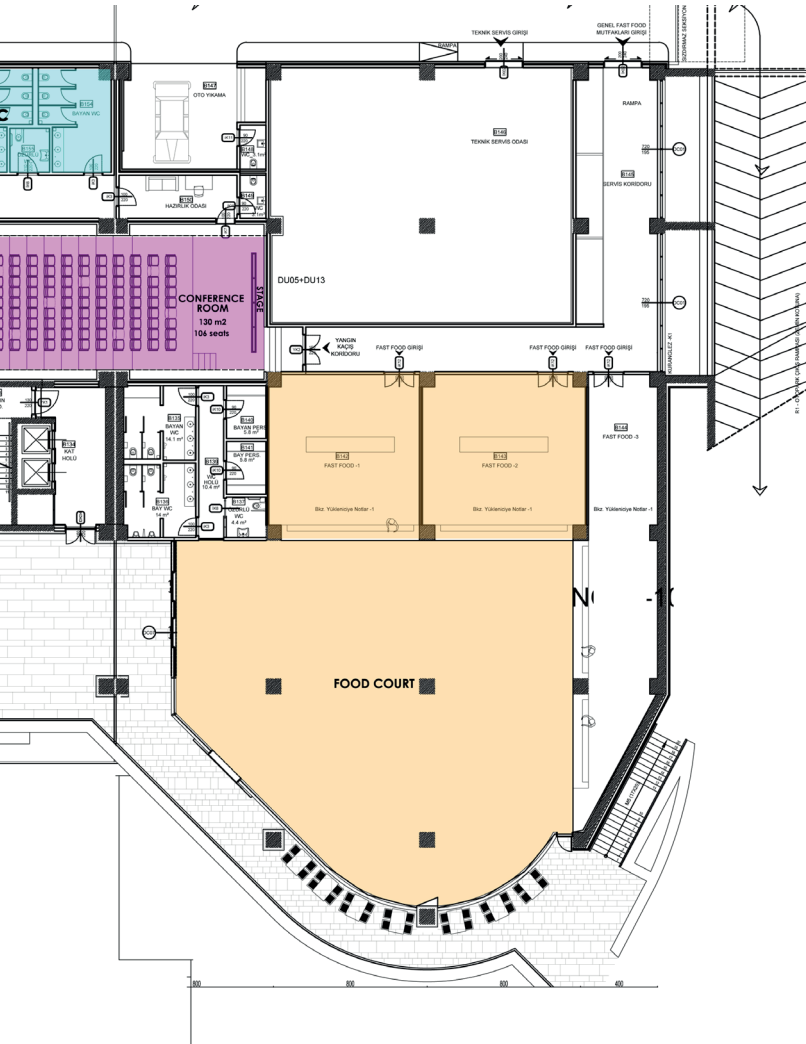
## Address:

ARITeknokent, ARI 3 Building

İTÜ Ayazağa Yerleşkesi, Koru Yolu ARI 3 Binası Maslak, İstanbul



Wednesday, 20 May



13.00 - 16.00 TT Primer

Room: Seminar room 1

This workshop will give you an introduction to the various aspects of tech transfer and answer some of the key questions as well as give you a solid understanding of what success looks like for you in your job. Learn from people who know what tech transfer is all about.

Moderator: **Karen Laigaard**, Director, TTO, University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton

13.00 - 17.00 NAAC meeting

Room: Seminar room 4



Are you exploring new horizons and looking for new opportunities? We are inviting you as representative to come and join us for our next National Association Advisory Committee (NAAC) meeting. In line with this year's Annual Conference theme -- New horizons, new opportunities -- our meeting will be dedicated to share the success stories (and the failures) in running a successful TTO network with EU support.

The aim is to co-create new opportunities for each network and help each other with its implementation. How can we join forces and influence the TT ecosystem? All representatives of European national associations and members of the NAAC are invited to this meeting. The meeting will be chaired by **Michel Morant**, Vice President NAAC, ASTP-Proton.

13.00 - 17.00 Half-day parallel masterclasses (4 CE points each)

### The science of marketing science

Room: Seminar room 3

Trainer: **Jane Muir**, Associate Director, University of Florida, USA | Immediate Past President, AUTM

This masterclass is aimed at technology transfer professionals who want to garner a better understanding of the role marketing plays in successfully transferring new discoveries from the laboratory to the marketplace. Scientists are well equipped to discuss the scientific merits of their discoveries, and it is easy for technology transfer professionals to get caught in that same mode when talking to potential licensees. However, potential licensees need

to understand the value proposition. What is it about the technology that will motivate a licensee's company to invest the time and resources needed to commercialize your technology? This session will look at how to identify and effectively communicate the value proposition.

- Learn how to develop effective technology descriptions by incorporating unique feature and benefit statements that convey the value proposition.
- Gain an appreciation for the technology transfer professional's role in transcending the language barrier between the scientist and the business person.
- Learn to differentiate between features and benefits and how to incorporate both in clear, concise statements that will help you communicate more effectively with potential licensees.
- Discover the importance of a well-crafted technology title and how to create your own.
- Find out how a good title can optimize your technology description for search engines, email and social media.
- Learn how these tools can help even the smallest tech transfer offices to market their technologies with minimal investment of resources.

This will be an interactive session. Participants who want to gain the most from this class are asked to bring an example of a technology description from their office to share.

### The case method of teaching technology transfer **Room: Seminar room 2**

Trainer: **Jeff Skinner**, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, UK | Member, Professional Development Committee, ASTP-Proton

This masterclass is aimed at experienced Technology Transfer Managers who want to become better at training others to do Technology Transfer. We focus on the 'case method' -- drawing on instances from cases and situations to examine the underlying thinking and frameworks we use to take critical decisions and cope with complex situations.

In preparation for the masterclass, we will ask everyone to identify a key learning from their past to describe a case that illustrates that issue. After which, we will develop a methodology for a good 'teaching' session by defining learning objectives, structuring the case, setting questions, leading the discussion and summarizing what has been learned.

The session will be highly interactive. Each participant will have the opportunity to lead a short case discussion with others in the group, both experiencing and observing case-led (and largely PowerPoint absent) discussions.

### Social Programme

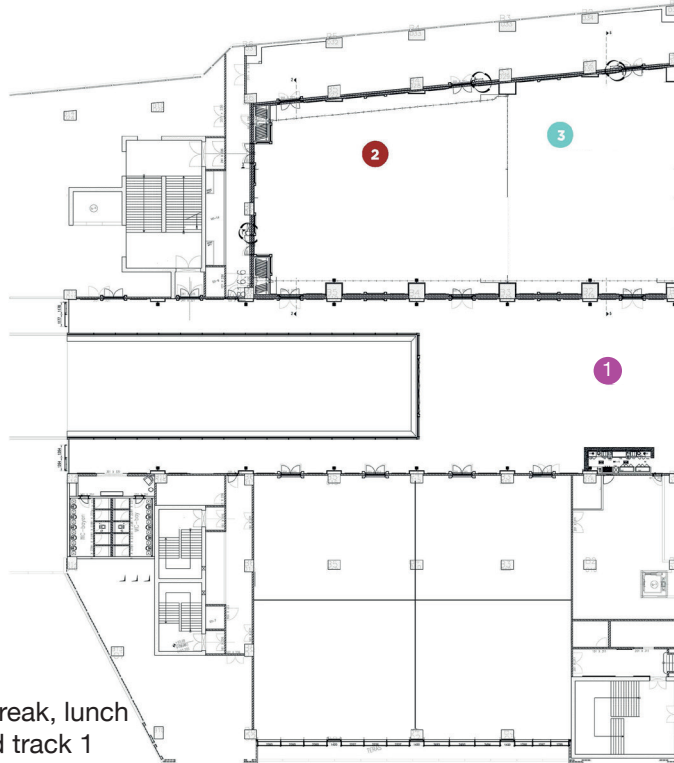
- 18.00 - 20.00**    **Welcome reception**    **Yildiz Hisar, Salih Bey Sok No. 6, Istanbul**  
 Meet and network with your peers at the welcome reception the evening before the conference officially begins.
- 19.30 - 22.30**    **European forum for knowledge transfer directors**    **Location: TBA**  
 The most senior knowledge and tech transfer professionals and directors of K/TTOs are invited to network at director level during this event. Are you a TTO Director? Engage in challenging discussions at this forum which includes a dinner and starts after the welcome reception.
- Topic:            “Should TTOs engage in regional development?”  
                       Pros and cons of working together with local/regional stakeholders/politicians
- Moderator: **Sara Matt-Leubner**, CEO, transidee, University of Innsbruck, Austria | Immediate Past President, Board, ASTP-Proton

# Notes

# FLOORPLAN

Thursday & Friday, 21-22 May

Below is the floorplan of the Wyndham Grand Istanbul Levent where the annual conference is taking place.



- ① Foyer: registration, coffee break, lunch
- ② Piri 1: plenary sessions and track 1
- ③ Piri 2: track 2
- ④ Piri 3: track 3
- ⑤ Leonardo da Vinci: RTTP breakfast meeting

4th floor, Wyndham G

## Address:

Wyndham Grand Istanbul Levent

Büyükdere Cad. No: 177-183, 34394 Şişli, Istanbul

# FLOORPLAN

Thursday & Friday, 21-22 May



m Grand Istanbul Levent

Thursday, 21 May

- 07.45 - 08.45** **RTTP breakfast meeting** **Room: Leonardo da Vinci**  
Meet RTTPs, exchange experiences, learn how to receive your recognition most efficiently and meet with opinion leaders.
- 08.00** **ASTP-Proton registration** **Main foyer**  
Registration desk opens. Pick up your badge at the ASTP-Proton desk.

**9.00 - 10.30** **Welcome and Opening Plenary** **Room: Piri 1**

**Opening**

**Christian Stein**, CEO, Ascenion GmbH, Germany | President, Board, ASTP-Proton

**Welcome from USIMP**

**Hamit Serbest**, President, Executive Committee, USIMP, Turkey  
**Cevahir Uzkurt**, Deputy Undersecretary, Ministry of Science, Technology and Industry, Turkey

**Keynote speakers**

*"Creating an innovation ecosystem in Europe - the role of knowledge transfer"*

**Tuomas Nousiainen**, Policy Officer, DG Research & Innovation, European Commission, Belgium

*"It's hard to be an Istanbulite, but full of delights" - a lively introduction to the history and culture of Istanbul, crossroads of ideas and innovation, by author, columnist and poet*

**Haluk Şahin**, Professor Emeritus of Communication, Istanbul Bilgi University, Turkey

Moderator: **Christian Stein**, CEO, Ascenion GmbH, Germany | President, Board, ASTP-Proton

**10.30 - 11.00** **Coffee Break** **Main foyer**

**11.00 - 12.15** **First Parallel Session**

- Track I** **IP policies across Europe and beyond** **Room: Piri 1**  
**Devrim Göktepe-Hultén**, Assistant Professor, Lund University, Sweden  
**Markus J. Goetzmann**, Lawyer, CBH Lawyers, Germany



Thursday, 21 May

Researchers from academia are the hidden champions for innovation in Europe. If motivated, they will be major drivers of innovation. However, there is still a high potential of inventions in academia which are not being utilised.

What do researchers really want – money or fame? How are they motivated towards commercialization? Moreover, the current environment for academic inventors is diverse, because there is no harmonized employees' invention law in Europe.

This session will look into the current trends and some typical regulations in selected European countries and highlight important issues to be considered for transnational collaborations and licensing.

Moderator: **Ruth Herzog**, Head TTO, German Cancer Research Centre (DKFZ), Germany | Member, Programming Committee, ASTP-Proton

**Track II**

**One size doesn't fit all: how different environments require different TTO models**

**Room: Piri 2**

**Linus Wiebe**, Director of Innovation, Lund University, Sweden

**Vincent Lamande**, CEO, SATT Ouest Valorisation, France |  
Former President, Réseau Curie, France

“Copy pasting” is not the right thing to do in tech transfer. You can only deliver results if your office is modelled to your local situation: do you have sufficient volume to work with and to build up expertise, how does the legal situation look like (who owns the inventions?), what is the local culture, how can your operations be financed... Find out how tech transfer offices and operations are set up in quite different environments and take home what can be useful to yourself.

Moderator: **Paul Van Dun**, General Manager, KU Leuven R&D, Belgium |  
Member, Programming Committee, ASTP-Proton

**Track III**

**Providing innovation consultancy transnationally: what is it, why and how?**

**Room: Piri 3**

**Ester Dal Poz**, Professor, University of Campinas, Brazil

**Tom Hockaday**, Managing Director, Isis Innovation Ltd, UK

Providing consultancy on innovation internationally is a growing function of well-established commercialization offices. Many well established Technology Transfer Offices are now working in this way with academic and governmental organisations with less developed technology transfer and commercialization functions potentially building capacity in technology transfer, globally.

# PROGRAMME

Thursday, 21 May

This session will examine strategies and operational models for doing this. What are the challenges? What are the overarching benefits of Technology Transfer Offices providing this? What funding streams are there for such consultancy?

Moderator: **Doug Sanyahumbi**, Director, TTO, University of the Western Cape, South Africa

12.15 - 13.45

Lunch

Main foyer

13.45 - 15.15

Knowledge Stock Exchange (KSE)

## Information corner

Room: Piri 2

For organisation/companies: Join this track to present your products and services to technology transfer professionals joining the annual conference. Show them what you can do for them and how your products and services can be of use in their K/TTO.

For technology transfer professionals/individuals: Sign up for this track to be updated with the products and services available for you or your K/TTO.

 13.45 - 14.00

**Christopher Römer**, Director, inventor, Germany

 14.00 - 14:15

**Arundeeep Pradhan**, Senior Vice President and Western Asian Sales Director, Foresight Science & Technology, United States

 14.15 - 14.30

**Célia Gavaud**, International Business Manager, Pera Consulting (UK) Ltd., UK | PROGRESS-TT Coordinator

**ATTP** 14.30 - 14.45

**Steven Tan**, Deputy Director, Innovation Exchange Amsterdam (IXA), the Netherlands

 14.45 - 15.00

**Olivier Lescroart**, Intellectual Property, KU Leuven Research & Development, Belgium

 15.00 - 15.15

**Olivier Lescroart**, Intellectual Property, KU Leuven Research & Development, Belgium

Moderator: **Massimiliano Granieri**, Vice President, MITO Technology, Italy | Vice President, Board, ASTP-Proton

## Initiative sharing

Room: Piri 3

The initiative sharing is an interactive discussion held in an informal setting without PowerPoint presentation. Each slot has 5 minutes to present the selected initiative and 10 minutes to discuss it with the audience.

Thursday, 21 May

13.45 - 14.00	Initiative 1
14.00 - 14:15	Initiative 2
14.15 - 14.30	Initiative 3
14.30 - 14.45	Initiative 4
14.45 - 15.00	Initiative 5
15.00 - 15.15	Initiative 6

Moderator: **Marta Catarino**, Director, TTO, TecMinho, University of Minho, Portugal | Vice President, Board, ASTP-Proton

### Face-to-face meetings

Room: Piri 1

Schedule private face-to-face meetings to share experiences and/or explore collaboration opportunities with other conference attendees.

13.45 - 14.00	Meeting 1
14.00 - 14:15	Meeting 2
14.15 - 14.30	Meeting 3
14.30 - 14.45	Meeting 4
14.45 - 15.00	Meeting 5
15.00 - 15.15	Meeting 6

Moderator: **Marc Le Gal**, President, SATT Lyon Saint-Etienne, France | Member, Programming Committee, ASTP-Proton

15.15 - 15.45

Coffee Break

Main foyer

15.45 - 17.00

Second Parallel Session

Track I

How to use EU funding to expand the activities of your TTO

Room: Piri 1

**Karen Laigaard**, Director, TTO, University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton

**Špela Stres**, Department Head, Center for Technology Transfer and Innovation (CTT), Jožef Stefan Institute, Slovenia

Within the last 10-15 years, most universities in Europe have established Technology Transfer Centres and started the typical TT activities like patenting, licencing and spin-out formation. However, there is so much more about TT, which one could do, if only the resources would be there.

Thursday, 21 May

The idea of this session is to learn more about funding opportunities, which enable TTOs to expand their activities and thus become an important player in their regional innovation landscape.

Moderator: **Sara Matt-Leubner**, CEO, transidee, University of Innsbruck, Austria | Immediate Past President, Board, ASTP-Proton

## Track II

**Spin-outs going global**

Room: Piri 2

**Anders Aune**, Manager, ICT, NTNU Technology Transfer AS, Norway  
**Magnus von Knebel-Döberitz**, Medical Director, University of Heidelberg, Department Head, German Cancer Research Center, Germany

It is hard enough to create university spin-outs. It is even harder to create spin-outs with a true international potential. In this session, we will hear the stories of two very different spin-outs, one German and one Norwegian, who have both managed to take their businesses to an international level.

Ganymed Pharmaceuticals AG is a spin-out from the Universities of Mainz and Zurich. The company develops highly selective Ideal Monoclonal Antibodies for the treatment of cancer. Kahout is a spin-out from the Norwegian University of Science & Technology (NTNU) and is a game-based learning platform aimed at schools, universities and businesses. It would be hard to find two more different companies in terms of spin-out route, challenges, markets and customers. Join us to hear these two extraordinary stories of spin-outs going global.

Moderator: **Anders Haugland**, CEO, Bergen Teknologioverføring AS (BTO), Norway

## Track III

**Cross-cultural awareness in global technology transfer**

Room: Piri 3

**Jana Hollá**, Cross-cultural Consultant, Facilitator & Trainer, Jana Holla Consulting, Egypt  
**Michaela Germinario**, Sales Manager, Patent Licensing Agency, TuTech Innovation GmbH, Germany

Inter- or cross-cultural issues do play a role in technology transfer being a global business. This session introduces the major pitfalls when negotiating a deal with a partner from a different culture. Specific business cases e.g. from European consortia will be presented to highlight cultural differences and get some practical insight on how to deal with them. The session will look at these issues from a psychological and business point of view.

Thursday, 21 May

Moderator: **Jörn Erselius**, Managing Director, Max Planck Innovation,  
Germany

17.00 - 18.00 General Assembly (ASTP-Proton members only)

Room: Piri 1

19.00 - 22.30 Conference Dinner

### **Dinner cruise on the Bosphorus**

We will gather at the lobby of the Wyndham Grand Istanbul Levent and are going by bus to the cruise ship where the dinner will take place. The bus leaves at 18.30. If you are arranging your own transport or are not joining the dinner, please inform us beforehand. The dress code for the dinner is casual.

07.00 **ASTP-Proton morning run**  
Meeting point: Lobby, Wyndham Grand Istanbul Levent

09.00 - 10.30 **Plenary Session** Room: Piri 1

**Christian Stein**, CEO, Ascenion GmbH, Germany | President, Board, ASTP-Proton

With so much happening in technology transfer in Europe, impact is the word of the year. How we are producing impact and how we visualize this for our peers and the society at large will be the topic of this keynote by the President of ASTP-Proton.

10.30 - 11.00 **Coffee Break** Main foyer

11.00 - 12.15 **Third Parallel Session**

Track I **The evolving role of IP in China - barrier or catalyst for technology transfer**  
Room: Piri 1

**Dongmin Chen**, Dean, School of Business and Entrepreneurship | Director, Office of Science & Technology Development, Peking University, China

In this session, an overview of how IP protection and management has been evolving in China, including the latest developments announced by the Chinese Patent Office (SIPO) and how it affects technology transfer will be the starting point to a lively discussion with the audience.

What are the current experiences, future challenges and opportunities in technology transfer both from the perspective of European Tech Transfer offices licensing to Chinese companies and Chinese universities doing business in Europe? Join us and share your experiences.

Moderator: **Marta Catarino**, Director, TTO, TecMinho, University of Minho, Portugal | Vice President, Board, ASTP-Proton

Friday, 22 May

## Track II

## Venture funds established by universities

Room: Piri 2

**Henri Boedt**, Principal, European Investment Fund (EIF), Luxembourg**Paul Van Dun**, General Manager, KU Leuven R&D, Belgium |  
Member, Programming Committee, ASTP-Proton**Tom Hockaday**, Managing Director, Isis Innovation Ltd, UK

In this session, two universities will present two fund models and give us insights into the background and context of the two different models. We will talk about the processes, structures, pros and cons of bringing investors in to support university operations and technology transfer activities.

The European Investment Fund will present its models and requirements when working together with research institutions to finance technology transfer operations and university venture funds. If you are thinking of ways in which to combine the world of research and the world of venture funding to complement existing technology transfer activities then this session is for you!

Moderator: **Karen Laigaard**, Director, TTO, University of Copenhagen, Denmark | Member, Programming Committee, ASTP-Proton

## Track III

## Working with TTOs - the industry perspective

Room: Piri 3

**Andrea Cantone**, Business Developer, Audio Analytic, UK**Hans Hofstraat**, Vice President, Healthcare Programme, Philips Research, the Netherlands

Industry and TTOs of universities/public research organisations (PROs) choose to work together in a number of different ways -- through collaborations, licensing or consultancy, but do universities and PROs' TTOs really understand the needs and culture of industry when it comes to agreeing suitable terms and building strong relationships?

What issues should TTOs be aware of when working with industry? What does industry expect from TTOs in order to make their interactions more effective? This session will provide an industry perspective.

Moderator: **Maria Tavares**, Innovation Project Manager, DSM Nutritional Products, Switzerland

12.15 - 13.15

Lunch

Main foyer

## 13.15 - 14.30 Fourth Parallel Session

## Track I

**Challenges of supporting SMEs****Room: Piri 1**

**Fazilet Vardar Sukan**, Director, Ege University TTO, Turkey | Vice President, USIMP, Turkey

**Tuomas Nousiainen**, Policy Officer, DG Research & Innovation, European Commission, Belgium

While SMEs are the fabric of economy and their active participation in the global innovation arena is promoted by funding schemes such as in H2020, there are many challenges ahead. Larger companies are more familiar with transnational licensing and an increasing number of TTOs is approaching multinationals as their preferred clients.

How SMEs can better profit from available opportunities and how TTOs can efficiently support them in this aim will be discussed in this session.

Moderator: **Cengiz Tarhan**, Managing Director, UCL Business PLC, UK

## Track II

**Standardization, professionalization and recognition of the knowledge transfer profession****Room: Piri 2**

ATTP - **Jane Muir**, Associate Director, University of Florida, USA | Immediate Past President, AUTM

CLP - **Nicole Antheunis**, Patent Manager, University of Liege | Member, Board, LES Benelux, Belgium

EuKTS - **Kristin Speck**, Managing Director, EuKTS, France

For many years, there was no standardized technology transfer education. One simply had to figure out on his own who offers education and training on relevant subjects and put together his own curriculum.

As technology transfer transformed into a profession, the relevance of standardization became evident. In this session, we will discuss this relevance, the power of recognition, the various approaches and elucidate the options for the ones interested in getting a professional education.

Moderator: **Steven Tan**, Deputy Director, Innovation Exchange Amsterdam (IXA), the Netherlands | Vice President, Board, ASTP-Proton



## Track III

## Getting an expert view on your invention from experts abroad

Room: Piri 3

**Marta Catarino**, Director, TTO, TecMinho, University of Minho, Portugal |  
Vice President, Board, ASTP-Proton

**Mike Johnson**, Director, Corporate Partnerships, MRC Technology, UK

One of the most challenging tasks in technology transfer is the evaluation of early stage invention disclosures. First of all, most TTOs cannot afford to have a specialist in every field. Secondly, getting an expert opinion of colleagues from industry can help a lot to get a more realistic view on the new cases. Finally, many TTOs have insufficient resources to cope with all the invention disclosures on their own.

In this session, we will hear about the experience of both sides: the TTO hiring external advice and the TTO helping others by providing advice.

Moderator: **Sara Matt-Leubner**, CEO, transidee, University of Innsbruck, Austria | Immediate Past President, Board, ASTP-Proton

14.30 - 14.45 Coffee Break

Main foyer

14.45 - 15.45 Final Plenary and Closing Session

Piri 1

**What is it that you are doing? Essential questions on knowledge and technology transfer**

**Tatjana König**, Managing Director, Falling Walls Foundation, Germany

Working at the intersection of research, knowledge production and the marketplace is thrilling – but in day-to-day business, we sometimes lose track of the essential questions: What are we doing here? Why are we doing this? Who are we doing it for?

To take one step back and look at the bigger picture, it often helps to be confronted with an outsider's perspective. To provide a wider context for the conference tracks and challenge our own views, we have invited a TTO-outsider whose main business lies in the breaking of silos and the bridging of disciplines.

# PROGRAMME

Friday, 22 May

As Managing Director of the Berlin-based Falling Walls Foundation, Tatjana König brings together researchers, politicians, science strategists, change makers and business leaders to think about the next walls to fall in science and society. In this final plenary session, she will challenge us, provoke us to reflect on our work and ask some of those questions that we might dread.

Moderator: **Christian Stein**, CEO, Ascenion GmbH, Germany |  
President, Board, ASTP-Proton

### Closing remarks

**Christian Stein**, CEO, Ascenion GmbH, Germany | President, Board,  
ASTP-Proton

# Notes

## Public Research Organisation GRowing Europe through best practice SolutionS for Technology Transfer

PROGRESS-TT is a new three-year Horizon 2020 project to improve the capacity of Public Research Organisations (PROs), to convert investment in research into commercial returns.

### Helping PROs commercialise knowledge

The aim of the project is to share the experiences of Europe's leading PROs with those with the greatest potential to commercialise their research results. It will do this by gathering best practices and developing a suite of technology transfer (TT) tools, methods and insights.

PROGRESS-TT brings together consortium partners with vast experience of technology transfer, capacity building and creating business solutions, to overcome the barriers PROs face in transferring their technology to industry for commercial success.

### What it involves

The project offers a capacity building programme for PROs, Technology Transfer Offices (TTO) and their staff that includes:

- Training sessions, workshops, boot camps and e-learning delivered to emerging PROs and TT funds to develop their core skills.
- Intensive coaching and mentoring for high potential PROs to accelerate their TT activity.
- Improved access to finance by bringing established and emerging funds together to share best practice and identify cross-border opportunities.

#### Coordinator:



#### Partners:



To find out more about PROGRESS-TT and how your TTO could be involved, please contact Célia Gavaud:

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 643486.



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*H2020-BIR-2014 project supported by the European Commission*





## Introduction

Technology transfer professionals are leaders in the complex process of moving valuable discoveries from universities and other research centers into the marketplace. The Alliance of Technology Transfer Professionals (ATTP) confers the world-recognized Registered Technology Transfer Professional (RTTP) credential. RTTP status recognizes the accomplishments, roles, skills, knowledge, and deal-making expertise of technology transfer professionals.

## ATTP Associations

The Alliance of Technology Transfer Professionals (ATTP) comprises members of nine technology associations. Founding ATTP Associations — ASTP-Proton, AUTM, KCA and PraxisUnico — and the associations that have since joined ATTP: SNITTS, SARIMA, TechnologieAllianz, UNITT and USIMP.

## Mission

ATTP's mission is to unify, educate and strengthen the worldwide body of early-career, mid-career and senior practitioners in our industry, and support them in moving technology from research to the marketplace.

## Routes to registration

There are three routes to registration in order to support early, mid, and late career applicants:

Route I – for anyone in the early to middle stages of a technology transfer career

Route II – for mid-career (3-5 years) tech transfer professionals. Experience, training and qualifications are judged on a flexible case-by-case basis.

Route III – for senior Technology Transfer practitioners with a demonstrated track record of achievement and contribution to the profession.

Visit the website of ATTP for full details and requirements of each route: [www.attp.info](http://www.attp.info).

Next review dates: 23 July & 22 October 2015





**BTO's main objective is to help researchers and the research institutions to bring their research results out to the market, ensuring that knowledge and inventions benefit individuals, industry and the society as a whole.**

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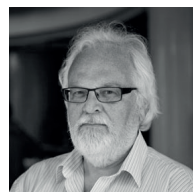
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