



## INVITATION TO TECHNOLOGY TRANSFER WORKSHOPS

Dear Madam / Sir,

In order to create value from research results and IPR, to build technology transfer and commercialization capacities of HEI and PRO, the **2<sup>nd</sup> Call for Grant-scheme “Science and Innovation Investment fund” (SIIF)** is envisaged by the Regional Competitiveness Operational Programme 2007-2011, within IPA (Measure 2.2. within Priority 2: Enhancing the competitiveness of the Croatian economy) **to be launched in the beginning of 2011.**

Directorate for Science of the **Ministry of Science, Education, and Sports (MSES)** and **Human Dynamics Consortium** for Technical Assistance (TA) to SIIF grant-scheme welcomes you on **Technology Transfer (TT)** workshops to be implemented as a measure to increase the capacity for successful development of projects **for SIIF grant-scheme and EU Structural Funds** as well.

These two-day TT workshops are designed having in mind needs of two groups of potential **SIIF grant-scheme** applicants – (i) representatives of research community (nine workshops in September and October 2010) and (ii) Knowledge and Technology Transfer specialists together with institutional management and regional development stakeholders (four workshops in November 2010). Workshops will have practical nature and will be implemented using the interactive approach.

Please note that there is offered a one-time possibility to participate at these workshops. Registration to workshops is obligatory and should be done through SIIF web-page <http://www.siif-croatia.com/hr/events> or through our SIIF project office (phone: + 385 1 23 52 695, fax + 385 1 23 52 699, e-mail: [dragana.raic@mzos.hr](mailto:dragana.raic@mzos.hr).)

If you have any questions about the project feel free to contact the project office.

Sincerely,

Dr. Rein Ruubel  
Team Leader

**Human Dynamics Consortium**  
*Science and Innovation Investment Fund*  
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## TECHNOLOGY TRANSFER WORKSHOPS SCHEDULING 2010

In **September** 2010, four TT workshops will be held in English.

\*Registration deadline: **September 16<sup>th</sup> 2010**.

- **September 20<sup>th</sup>-21<sup>st</sup>, 2010 in Zagreb**  
University of Zagreb, Ulica kralja Zvonimira 8
- **September 23<sup>rd</sup>-24<sup>th</sup>, 2010 in Osijek**  
University of Osijek, Trg Svetog Trojstva 3 (dvorana 2)
- **September 27<sup>th</sup> - 28<sup>th</sup>, 2010 in Dubrovnik**  
University of Dubrovnik, Ćira Carića 4
- **September 30<sup>th</sup> – October 1<sup>st</sup>, 2010 in Split**  
University of Split, Matice hrvatske 15

In **October** 2010, four TT workshops will be held in English.

\*Registration deadline: **October 13<sup>th</sup> 2010**.

- **October 18<sup>th</sup>-19<sup>th</sup>, 2010 in Pula**  
University of Pula, Preradovićeveva 1 (OET building), Pula
- **October 21<sup>st</sup> -22<sup>nd</sup>, 2010 in Zagreb**  
University of Zagreb, Ulica kralja Zvonimira 8
- **October 25<sup>th</sup> -26<sup>th</sup>, 2010 in Rijeka**  
University of Rijeka, Trg braće Mažuranića 10
- **October 28<sup>th</sup> -29<sup>th</sup>, 2010 in Zadar**  
University of Zadar, Mihovila Pavlinovića bb (2nd floor PDS hall)

In **November** 2010, five TT workshops will be held in English.

\*Registration deadline: **November 10<sup>th</sup> 2010**.

- **November 15<sup>th</sup>-16<sup>th</sup>, 2010 in Šibenik**  
Polytechnics of Šibenik, Trg Andrije Hebranga 11
- **November 18<sup>th</sup>-19<sup>th</sup>, 2010 in Split**  
University of Split, Matice hrvatske 15
- **November 22<sup>nd</sup> -23<sup>rd</sup>, 2010 in Rijeka**  
University of Rijeka, Trg braće Mažuranića 10
- **November 25<sup>th</sup>-26<sup>th</sup>, 2010 in Zagreb**  
University of Zagreb, Ulica kralja Zvonimira 8
- **November 29<sup>th</sup>-30<sup>th</sup>, 2010 in Osijek**  
University of Osijek, Trg Svetog Trojstva 3 (dvorana 2)

## TRAINERS

The workshops will be led by international expert team: **Dr. Rein Ruubel** (Estonia), **Mr. Karl-Heinz Jach** (Germany) and **Dr. Hugo van Veghel** (Belgium/Serbia).



**Dr. Rein Ruubel** – Team Leader for Human Dynamics Consortium that provides Technical Assistance to SIIF Grant Scheme – Technology Transfer expert (Estonia).

International expert having over 25 years international experience in the field of research and development; in development of regional and institutional innovation support strategies and measures; in development and financing of spin-off and start-up companies; in development and management of EU projects on knowledge and technology transfer. He has been working as researcher, developer, lecturer, consultant, mentor and coach for different public and private organisations nationally and internationally.



**Mr. Karl-Heinz Jach** – Key Expert for Human Dynamics Consortium that provides Technical Assistance to SIIF Grant Scheme – Technology Transfer expert (Germany).

International expert having over 22 years experience in the field of innovation, knowledge and technology transfer: in establishing partnerships between Higher Education Institutions, Public Research Organisations, as well as working directly with SMEs for the commercialisation of research results. He has vast experience in elaborating and carrying out training programmes based on thorough training needs analysis, developing guidelines and materials for trainings.



**Dr. Hugo van Veghel** – Senior Expert for Human Dynamics Consortium that provides Technical Assistance to SIIF Grant Scheme – Technology Transfer expert (Belgium).

International expert having over 10 years working experience in South-Eastern Europe. He has extensive practical knowledge on SME and cluster environments with studies on clusters and FDI in Croatia. Also he is a non-conservative lecturer and trainer on creativity and innovation having experiential T&KT in the researcher – developer – producer - buyer chain. Multi-disciplinary project development and implementation experience for EU Funds and FDIs, mainly based on public-private partnerships. His experience in HE covers working as a lecturer and director for Centre of Management and Entrepreneurship facilitating the integration of study processes in industrial/business environments.

## TECHNOLOGY TRANSFER WORKSHOP AGENDA

### Day 1

Time	Activity
08:30 – 09:00	Registration of participants
09:00 – 09:45	<b>Opening of the workshop</b> ➤ SIIF grant – scheme Call objective, priority issues, conditions and activities
09:45 – 10:30	<b>Introduction to the workshop</b> ➤ Trainers & participants ➤ Organization and program
10:30 – 11:00	Coffee break
11:00 – 12:30	<b>Introduction to Knowledge and Technology Transfer;</b> ➤ <b>Why knowledge management?</b> Experience and observation show knowledge is managed with three distinct types of goals: <ul style="list-style-type: none"> <li>• Process execution.</li> <li>• Project development.</li> <li>• Capability building.</li> </ul> ➤ <b>Technology transfer - What is it?</b> <ul style="list-style-type: none"> <li>• Technology partnership</li> <li>• Technology exploitation</li> <li>• Technology transfer</li> </ul> ➤ <b>Case study</b> – Croatian modular tri-cogeneration system based on wood processing waste
12:30 – 14:00	Lunch break
14:00 – 15:30	<b>Commercialization of R &amp; D results, commercialization models and cooperation between science and business</b> ➤ from lab to market ➤ innovation management models and tools ➤ marketing of innovative products ➤ management of intellectual property rights ➤ technology transfer
15:30 – 16:00	Coffee break
16:00-17:30	<b>EC policy and programmes for Innovation and commercialization of R&amp;D results</b>

Day 2

Time	Activity
09:00 – 10:30	<p><b>Management of Innovation and TT initiatives, financial management, sustainability</b></p> <ul style="list-style-type: none"> <li>➤ <b>The role of the knowledge manager</b> The main function of the knowledge sharing position would be to help organization-wide knowledge sharing, so that the organization's know-how, information and experience is shared inside and (as appropriate) outside the organization with clients, partners, and stakeholders.</li> <li>➤ <b>Framework of a technology transfer guide for the organisation</b> <ul style="list-style-type: none"> <li>• Technology partnership</li> <li>• Technology exploitation</li> <li>• Technology transfer</li> </ul> </li> </ul>
10:30-11:00	Coffee break
11:00 – 12:30	<p><b>Networking - finding partners and support;</b></p> <p><b>Knowledge and Technology Transfer Management:</b></p> <ul style="list-style-type: none"> <li>➤ Development of networks for commercialisation of existing and emerging technologies</li> <li>➤ Experience and best practices of existing technology transfer networks</li> </ul>
12:30 – 14:00	Lunch break
14:00-15:30	<p><b>Capacity building/development tools for Knowledge and Technology Transfer:</b></p> <ul style="list-style-type: none"> <li>➤ <b>What does it mean - capacity for technology transfer?</b> The importance of skills, competences, practices, experiences to implement, manage and control the processes</li> <li>➤ <b>Capacity building</b> Capacity building/development tools for Technology Transfer, such as: technology scouting, mapping and auditing, fore-sites, valuation and assessment, technology appraisal and market evaluation</li> </ul>
15:30 – 16:00	Coffee break
16:00 – 17:30	<p><b>Transnational Technology and Knowledge Transfer:</b></p> <ul style="list-style-type: none"> <li>➤ Innovatory activities as key factors for competitiveness especially in the context of internationalization</li> <li>➤ Transnational technology transfer as positive impact on the technological capability of enterprises in the host country and on regional economic development</li> <li>➤ Dependence of an internationalization strategy on the methods of strategic orientation</li> </ul>
17:30 – 18:00	Conclusions of the workshop