

Technology Commercialization: An Integrated, International Perspective

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Technology commercialization, the process of converting knowledge into products and services, is a highly effective way to move ideas from the mind—or the laboratory—to the wider world. It plays an important part in an integrated regional or national approach to research and innovation. And it can be an important driver of economic development.

A primary source of new technology is the university, where the creation of new knowledge is a primary goal. Such knowledge has intrinsic intellectual value and potentially significant broader benefits to society. But to have social and economic impact beyond the academic community, additional value may need to be created. Commercialization is the process through which such additional value is added.

Drawing on the most successful current practices internationally, this intensive, interactive, practical two-day workshop will describe the commercialization process and examine what it takes to make it work and generate economic growth. It is designed for inventors, entrepreneurs, incubator managers and staff, and individuals in research institutions, universities, and corporations who need a basic understanding of the basic concepts of successful commercialization of a technology. Participants will learn

- Why commercialization is important
- The elements of an integrated process research and innovation and how they work together
- How an idea gets from the mind and the lab to the wider community
- How value is added through the commercialization process
- The fundamentals of intellectual property protection and related strategies
- How to communicate the essence of a technology
- How to locate a technology in the commercialization process
- Successful commercialization strategies based on current practice in the U.S., Europe, and Asia
- Successful current practice in technology transfer at universities internationally

The benefits of the program to participants include:

- Understanding how the commercialization process works to develop value
- Understanding how each element of the process works with other elements
- Practical recommendations for improving the process
- How to avoid the potential conflict between publication and preserving intellectual property protection
- Having more options for getting ideas out from the laboratory into the wider community
- Having more options for getting a return for the value of the knowledge created
- Understanding what options are available for commercializing technologies