

"ICT" - A WAY TO IMPROVE THE SKILLS FOR THE YOUNG ENTREPRENEURS"

Technology Commercialization: An integrated, international Perspective

Bucharest, June 23-24, 2004

Workshop Schedule

Day 1:

- 9:00 Introduction
Participant introductions and an overview of the workshop
- 9:45 **A framework for research, innovation, and commercialization**
- Why commercialization is important?
 - An integrated model of research and innovation
 - The role of the university, incubators, and other elements of the entrepreneurial ecosystem.
- 11:30 **The process of technology commercialization (1)**
- How research design and product development relate to commercialization;
 - Commercialization model;
 - Key issues of commercialization and on the critical bridging activities;
 - Identify a technology or product and define where it is in the process, and develop a brief description of their technology.
- 12:30 Lunch
- 1:30 **The process of technology commercialization (2)**
- 5:00 Close day session

Day 2:

- 8:30 **Intellectual Property Protection**
- Basic concepts of intellectual property protection
- 10:30 **Strategies for commercialization**
- Range of strategies for commercialization;
 - Key issues involved in internationalization and partnering.
- Noon Lunch
- 1:00 **Technology transfer at universities: an international perspective.**
- Technology transfer practices within a university setting; cases studies
- 4:00 **Concluding session**