

Driving Innovation from Science to Business

How customized marketing practices can help Universities and PROs to get their research to market?

European Trans2Tech Conference
March 6, 2008 - Hotel Aquabella, 2 rue des Etuves, Aix en Provence – France

08:45 Registration – coffee

09:15 Welcome – Tran2Tech project – Innov7 program

Régine LORENZI, Director, Méditerranée Technologies
Alain LIBEROS, Deputy Head of Unit Support for Innovation, DG Enterprise, European Commission

09:45 Plenary Session 1

➔ *Create effective marketing and commercialization strategies*

Moderator **Bernard FROMENT**
Head of the Office of valorization, intellectual property and partnerships
Research and Innovation Directorate General / Innovation and Regional Action Service
Ministry of Higher Education and Research

Developing Knowledge Sharing in the ERA

Gillian MCFADZEAN, Chair of the European Commission's Expert Group on Knowledge sharing in the ERA, Chair of PROTON

Public-Private Partnerships for effective Technology Commercialization and Innovation Development:

Michel DUHAMEL, President, TII Technology Innovation Information, European association of technology transfer and innovation support professionals

The new trends of IP commercialization

Claude CARRIERE, President, Curie network

Science-to-Business Marketing, an innovative approach to getting Research closer to Markets

Thomas BAAKEN, Head of Marketing Research Centre, Science2Business, University of Applied Sciences of Munster

11:15 Coffee break

11:35 Plenary Session 2

➔ *Companies' needs and expectations for valuate partnerships with Public Research Organizations*

Moderator **Anders BROSTRÖM**
Researcher, Swedish Institute for Studies in Education and Research (SISTER)

Companies' motives and rationales for cooperating with universities

Anders BROSTRÖM, Researcher, SISTER

From brains to business: Industry perspective on public-private partnership

Gerjan VAN DE WALLE, Director Business Development, MiPlaza, Philips Research Europe, Netherlands

R&D in the Media Business, the Science and Technology of Entertainment

Xavier ARMANGUE, Researcher, Mediapro Group, Spain

To a balanced and relevant partnership

Philippe BRUN, MED'inVent consulting, France, Former Intellectual property group Manager

Collaboration with public research organisations

François CAZALAS, CEO Claranor, France

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European Commission

13:00 Lunch and networking

14:30 Parallel workshops

Workshop 2 → *Evaluation, IP and strategic marketing*

Moderator **Michel BICHERON**, Consultant, Agro-Food Industries Technology Transfer, Former C.E.O. SCALIME France SA

**Workshop 3 → *Operational marketing and commercialization*
→ *Knowledge and people flows* (workshop 1 topics included)**

Moderator **Jan CHOJECKI**, Managing Director, Plant Bioscience Limited (PBL), Norwich, UK

Doru TALABA, Professor, University Transylvania of Brasov, Romania, President of European University-Enterprise Network

16:30 Coffee break

16:45 Plenary Session 3: workshops reporting by moderators and General Conclusion

Moderator **Philippe PEREZ**, Deputy Director, Méditerranée Technologies

Doru TALABA, Professor, University Transylvania of Brasov, Romania, President of European University-Enterprise Network

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Thomas BAAKEN, Head of Marketing Research Centre, Science2Business, University of Applied Sciences of Munster

Alain LIBEROS, Deputy Head of Unit Support for Innovation, DG Enterprise, European Commission

17:30 Cocktail and networking

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