Cross-Industry International Conference on Technology Transfer and Innovation (TTI-2012)
Followed by after-conference networking visits

November 3-16, 2012 in PRAGUE, Czech Republic

**ADVANCE in the World of Technology**

**Attending this Technology Transfer Conference Will Enable You to:**
- **Understand** the framework necessary for successful innovation and technology process management
- **Evaluate** experiences and factors behind successful innovative and technology transfer performance
- **Determine** the key challenges facing transferring discoveries and innovations resulting from university research to the commercial sector and develop the correct strategies to overcome them
- **Establish** the effective strategies in developing an organizational environment and operational culture to make your organization market focused

**Target audience** are diverse sectors’ representatives:
- University leaders
- R&D managers and staff
- Intellectual property professionals
- Business executives responsible for R&D and technology policy
- Technology focused Governmental and NGO experts

**Organizers & Supporters:**

**Prague Development Center**
Knowledge sharing and networking expert

**The Technology Centre**
A key national institution for the research and development infrastructure.
It carries out oriented research in the area of science, technologies and innovations

**Centre for Higher Education Studies**
National leader in the basic and applied research in the field higher education and research infrastructure

**Enterprise Europe Network**
Helping small businesses make the most of the business opportunities

**Learn advanced experience and policies to develop innovation and technology management policies**

**INDUSTRY CLUSTERS OF THE CONFERENCE**

- Mechanical engineering and new materials
- Transportation technologies
- Biotechnology and medical technology
- Nanotechnology
- Ecology and environment
- Information technology
- Food industry
- Textiles
- Energy and renewable energy resources

The conference covers these industry clusters. Technology and innovation concepts, experiences, and successful technology transfer cases will be presented and discussed.

**PARTICIPATING R&D THINK TANKS, BRS, UNIVERSITIES, NON-GOVERNMENTAL AND GOVERNMENT AGENCIES AND MINISTRIES REPRESENT A DIVERSE GROUP OF SECTORS AND AREAS...**

| **AlterMed, Výzkumný ústav bea neologický** | **SKODA AUTO University, Masaryk University, Institute of Chemical Technology, Pardubice University, Brno University of Technology, Charles University** |
| **MemBrain** | **high education contribution to economy** |
| **Topolwater, Vodnì energie, Czech Water Alliance, TOP Water Industry Technologies, Water Treatment Alliance** | **water management solutions** |
| **MISTRA** | **metal machinery and fabrication equipment** |
| **PLASTELITE SE, DMT** | **medical equipment and medical research products** |
| **GeoTest** | **servecs in geology, hydrology, geotechnics and environmental remediation** |
| **SumoGroup** | **laboratory equipment and diagnostic products** |
| **Integoo** | **smart security solutions** |
| **VIDIA** | **biotechnologies for human medicine and environment control** |
| **Czech and Moravian Electrical and Electronic Association** | **KyberTec industrial control systems, logistic and information systems** |
| **Technology Centre AS CR, South Moravian Innovation Centre (LIC), Technology Agency effective consultancy and guiding in technology transfer** | **Institute of Physiology AS CR physiological and pathophysiological processes in animals and/or humans** |
Brokerage: Matching event opportunities in November 6 and November 15, 2012. 

Organizers will prepare matchmaking events to delegates. The aim of the event is to encourage international business and technological cooperation. Representatives of companies and trade-fair visitors will have opportunity to meet potential business partners, make new contacts and find new solutions in interested areas and industries.

**November 3-4, 2012**
Arriving and orientation

**November 5, 2012 / Monday**
Conference day

1. **TECHNOLOGY AND INNOVATION POLICY FRAMEWORK**

- **08:30** Registration
- **09:00** Opening Address
- **09:10** Transfer of technology for successful integration into the global economy
  - Innovation policy in Europe: Experience and lessons learned from European innovation projects
  - The system approach to innovation, greater emphasis on education
  - Economic contribution of technology transfer: macro- and industry views
  - Institutional and technological factors of technology transfer
  - Innovation and technology transfer impacts on the community and society in general

- **10:30** Coffee and networking break

2. **ACADEMIC AND INDUSTRY INNOVATION CASE STUDIES**

- **11:00** Successful innovation management and technology transfer cases
  - Cases from selective companies will demonstrate what key factors led to successful technology transfer. Speakers represent companies from education and research, biotechnology, pharmacy, engineering, machinery, food industry, environmentally-sound technologies, etc.

- **13:00** Luncheon

3. **DESIGN AND MODELS OF TECHNOLOGY TRANSFER: STAKEHOLDERS**

- **14:00** Modelling of technology transfer and innovation processes
  - Market mapping, stakeholders institutions in technology transfer, Business processes and services, Business environment, Gaps and issues in whole market
  - Horizontal and vertical models
  - Public-private, private-private, university-private partnerships
  - Technology intermediaries, NGOs, Government, innovation and transfer agents
  - Drivers of technology transfer. Incentives, increased information exchange, guarantees, integrated planning

- **15:30** Coffee and networking break

4. **ACADEMIC-BASED TECHNOLOGY TRANSFER**

- **16:00** Higher education and R&D institutions: Commercialisation and technology transfer
  - University technology transfer process. Rationales for university leaders to involve in technology transfer and commercialisation
  - Challenges to commercialisation. Information about and access to university technology. Nature of research, its design, management, resources. Culture gap between academia and industry. Metrics or measuring the success
  - Technology transfer infrastructure: Laboratories, transfer units, innovation parks, incubation programs. Strategies speeding technology transfer and commercialisation
  - Various technology commercialisation strategies. Research organizations and the private sector. Design research in university-industry collaborative innovation

- **17:30** Closing

**Registration for matching event (6-15.11.2012):**
Delegates intending to participate in matching events (November 6 and November 15) should submit registration form to: info@questreach.com
cc: Radka Havova havova@tt.cz

**Speaking at Conference:**
If your qualifications and topic expertise are considered appropriate for our Conference, please send interest in speaking to: info@questreach.com
c: Jan Beseda beseda@csvs.cz

Call for publications:
You can read call for the Conference publications at www.questreach.com. Interested authors should submit their papers to: info@questreach.com
c: Jaroslav Holccek jaroslav.holeccek@pradec.eu

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c: Jaroslav Holccek jaroslav.holeccek@pradec.eu

**Conference registration:**
Please send registration interest and forms to: info@questreach.com
cc: orijan.namozov@pradec.eu
Tel:+420 222 222 799; +420 775 599 096

**November 7, 2012 / Wednesday**
Concluding after-conference target meetings

9:00-13:00 Concluding meeting and discussions with target groups of delegates
- Visiting WEBA Education Fair 2012, Prague.

**November 8, 2012 / Thursday**
Social event – Škoda factory and museum visit
9:00-13:00 Delegates will visit Škoda factory and museum in Mladá Boleslav city

**November 9, 2012 / Friday**
Social event day
8:00-18:00 Visit to Dresden

**November 10-11, 2012 / Saturday-Sunday**
International Gastronomic Festival in Ceske Budovce

**November 12-14, 2012 / Monday-Wednesday**
Individual research days
Delegates can schedule additional networking meetings with Czech organisations

**November 15, 2012 / Thursday**
Brokage: Matchmaking meetings \ Prague
Visit central European bus & public transport fair basis
- Buses, trolley-buses, spare parts, vehicles, diagnostics, fuels, tourism, ecology, IF in public transport

**November 16, 2012 / Friday**
Conference + Brokerage

**Note:** The Conference program can undergo additions, deletions and other changes. PRADEC defines the conditions, rights and obligations between the organizers and delegates in the Conference in the Registration Form.
### Registration Form

**term: November 3-16, 2012 Prague, Czech Republic**

#### 1. Participants:

<table>
<thead>
<tr>
<th>Name: ____________________________</th>
<th>Position: ____________________________</th>
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<tbody>
<tr>
<td>2. Name: _________________________</td>
<td>Position: ____________________________</td>
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<tr>
<td>3. Name: _________________________</td>
<td>Position: ____________________________</td>
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</tbody>
</table>

**Short profile of organisation for brokerage:** pls describe in short and clear manner the profile of your company

#### 2. Authorization:

- **Group leader**
  - Name: ____________________________
  - Phone: ____________________________
  - Email: ____________________________
  - Position: ____________________________
  - Organization: ____________________________

**Signature**

This registration is invalid without a signature

<table>
<thead>
<tr>
<th>Business delegate fees:</th>
<th>€ 600 + VAT</th>
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<tbody>
<tr>
<td>CONFERENCE (5-6.11.2012)</td>
<td>€ 550 + VAT</td>
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<tr>
<td>CONFERENCE+Networking</td>
<td>€ 1500 + VAT</td>
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</tbody>
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<th>Solution provider fee:</th>
<th>€ 500 + VAT</th>
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<tr>
<td>CONFERENCE (5-6.11.2012)</td>
<td>€ 700 + VAT</td>
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**Other delegates' fees:**

| Conference+Networking | € 160 + VAT |

**At-Distance delegates (special opportunity):**

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<th>Cost</th>
<th>€ 550 + VAT</th>
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<tr>
<td>At-Distance CONFERENCE PUBLICATION</td>
<td>€ 500 + VAT</td>
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</table>

**Call for publications:**

You can read call for the Conference publications on www.questreach.com. Interested authors should submit their papers to info@questreach.com cc: Jaroslav Holecek jaroslav.holecek@pradec.eu

**Conference registration:**

Please send registration interest and forms to emails info@questreach.com cc: orijan.namozov@pradec.eu

Tel: +420 222 222 799; +420 775 599 096

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#### Terms & references:

1. The signing of Conference Registration Form (RF) by a participant means accepting all terms and conditions.
2. Participant (group of participants) should send the signed RF to the required emails. Signed RF confirms legal contracting with Prague Development Center (hereinafter PRADEC) on agreed services of PRADEC.
3. Following completion and return of the registration form, the participant must pay the invoice in amount indicated by the RF. Invoice can include the specially negotiated and discounted hotel accommodation costs. In addition to accommodation services to clients are offered to save costs when using alternative hotel accommodations.
4. By signing this contract, the client agrees that in case of dispute or cancellation of this contract the PRADEC will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, PRADEC decides to cancel or postpone this conference, PRADEC is not responsible for covering airfare, hotel, or other travel costs incurred by clients.
5. Cancellations must be received in writing by email 1.5 month before the conference is to be held. The conference fee will not be refunded, but can be credited to a future conference. Thereafter, the full conference fee is payable and is non-refundable. Event programme content is subject to change without notice.
6. While every reasonable effort will be made to adhere to the advertised package, PRADEC reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Czech Republic the parties submit to the exclusive jurisdiction of the Czech Courts in Prague. However PRADEC only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client’s office is located.

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#### Who should attend:

- High schools. Administrators. Innovation and technology transfer managers, leaders, researchers, students, Intellectual property experts
- Business companies. Heads of R&D, marketing and business development managers
- Technology and innovation centres. Heads, managers
- Governmental structures. Managers responsible for technology and science development and promotion
- Regional authorities. Experts on SME, environment, infrastructure development
- Engineers, technologists, technicians and administrators

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**Call for publications**

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**Two days conference + brokerage + attending fairs and exhibitions**

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**PRADEC**

Network with us

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Send the signed form to info@questreach.com cc: orijan.namozov@pradec.eu