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University of
Zagreb



SUB-REGIONAL WORKSHOP

WIPO/STL/BEL/13/INF/1 PROV
ORIGINAL: ENGLISH
DATE: : AUGUST 2013

Working Together for Promoting Innovation and Knowledge Transfer in the Sub-Region (Meeting of Technology Transfer Offices of the Region)

Organized by
The World Intellectual Property Organization (WIPO)
The State Intellectual Property Office of the Republic of Croatia (SIPO) and
The University of Zagreb

Zagreb, Croatia, September 5 and 6, 2013

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, September 5, 2013

08.30 – 09.00 Registration

09.00 – 09.30 Opening Ceremony

Welcome addressed by:

Ms. Ljiljana Kuterovac, Director General, State Intellectual Property Office of the Republic of Croatia (SIPO),

Prof. Bojan Baletić, Vice-rector for Master Planning and Inter-institutional Cooperation, University of Zagreb,

Ms. Silvija Trpkovska, Senior Program Officer, Department for Transition and Developed Countries, World Intellectual Property Organization (WIPO), Geneva

THEME ONE: IP COMMERCIALIZATION IN THE CONTEXT OF R&D AND SUB-REGIONAL COLLABORATION

09.30– 10.00

**Topic 1:
European Universities and *Horizon 2020* EU Innovation Strategy**

Speakers: Mr. Olivier Eulaerts, Head of Sector, IP and Technology Transfer, Joint Research Center (JRC), European Commission (EC), Brussels

Mr. Alessandro Fazio, Policy Officer, IP and Technology Transfer, Joint Research Center (JRC), European Commission (EC), Brussels

10.00 – 10.30 Coffee Break

10.30 – 13.00

**Topic 2:
Round Table Discussion – Challenges that Sub-Regional Universities and PROs are Facing in the Area of IP Commercialization**

- a. Government Commitment and Support
- b. Expectations of Society (*Income or Impact*)
- c. Specific Funding for TTO Activities
- d. Lack of Policy Framework (IP Institutional Policy) and Structures
- e. Scarcity of Professionals and Training Opportunities
- f. Capacity of National R&D to Respond to Needs:
Perspectives of Industry
- g. Summary

Speakers: Ms. Vlatka Petrović, Head,
Technology Transfer Office, University of Zagreb

Three Invited Regional Participants:

Mr. Milosavljević Nedeljko, Director, Center for
Technology Transfer, University of Belgrade

Ms. Irena Jakimovska, Head, Patent and Technology
Watch Department, State Office of Industrial Property
of Macedonia

Ms. Sasa Ivanovic, Senior Adviser I, Directorate for
National Programmes, Ministry of Science of
Montenegro, Podgorica

13.00 – 14.00	Lunch Break
14.00 – 14.45	Topic 3: European TTO Circle – Model for TTO Sub-Regional Collaboration
	Speakers: Mr. Olivier Eulaerts / Mr. Alessandro Fazio
14.45 – 15.45	Topic 4: Internationalization of Knowledge Transfer – New Trends in Knowledge Management in Universities and Research Institutions
	Speaker: Mr. Ulf Petrusson, Director, Center for Intellectual Property (CIP), Chalmers University, Göteborg
15.45 – 16.00	Coffee Break
16.00 – 17.30	Topic 5: Round Table Discussion – Potential Ways of Fostering TTO Collaboration in the Sub-Region of South East Europe
	Speaker and Moderator: Mrs. Olga Spasic, Head of Innovation Structures Section, Innovation Division, WIPO, Geneva
18.00	Cocktail

Friday, September 6, 2013

**THEME TWO: NECESSARY INFRASTRUCTURE FOR EFFICIENT INTERNAL AND
TRANSBORDER KNOWLEDGE TRANSFER**

09.00 – 09.45	Topic 6: IP Institutional Policy
	a) <i>10-Question Method</i>
	Speaker: Mrs. Olga Spasic
09.45 – 11.00	Topic 6 (cont'd):
	b) Models of IP Institutional Policies in the Sub-Region

Speakers: Ms. Romana Matanovac Vučković, Senior Law Advisor, Faculty of Law (Civil Law Chair), University of Zagreb

Mr. Anton Habjanič, Director, Technocenter at the University of Maribor, Slovenia

Speakers will provide the text of IP Policy before the event

11.00 – 11.15

Coffee Break

11.15 – 12.30

Topic 6 (cont'd):

c) Practical Exercise in Small Teams – Propose Structural Elements for an IP Policy Based on Examples Presented

Moderator: Mrs. Olga Spasic

12.30 – 13.30

Lunch Break

13.30 – 14.15

**Topic 7:
Structure, Management Processes and Entrepreneurship Policies in the Modern TTO**

- a) What is the optimal structure of the TTO?
- b) Essential management processes
- c) Funding
- d) IP commercialization – licensing or creation of spin-off?
- e) The business model of spin-off
- f) How TTO can support its spin-off in the incubation phase?

Speaker: Mr. Ulf Petrusson

14.15 – 15.00

**Topic 8:
Marketing Research Results – How to Identify Industry Partners and Best Practices in the Sub-Region**

Speakers: Mr. Mario Cindrić, Head, Laboratory for System Biomedicine and Center for Proteomics and Mass Spectrometry, Ruđer Bošković Institute, Zagreb

15.00 – 15.15

Coffee Break

15.15 – 16.00

**Topic 9:
How to Negotiate your Licensing Deal**

Speaker: Mrs. Olga Spasic

16.00 – 17.00

Self-Test about Knowledge Acquired

Coach: Mrs. Olga Spasic

17.00 – 17.15 Discussion about the results of the Self-Test

17.15 – 18.00 **Topic 10:**
**Round Table: Working Together – Operational Areas and
Methods of Joint Work in the Future:**

a) WIPO IP Supportive Tools

b) Round Table Discussion

Moderator: Ms. Silvija Trpkovska

18.00 Closing Session

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