

# Driving Innovation from Science to Business

March 6, 2008  
Aix-en-Provence  
FRANCE

## *How customized marketing practices can help universities and PROs to get their research to market?*

**Driving Innovation from Science to Business** is a conference organised within the framework of **Trans2Tech**, project supported by the **European Commission (FP6)**. This conference will bring together knowledge and technology public providers (Universities, Public Research Organisations, Technological Institutes...) on the topics related to the marketing of research in response to the industry and business' needs and requirements.

### **Professionals of knowledge and technology transfer between public research and industry**

- Universities / High Educational Institutes
- Public Research Organisations (PROs)
- Technology Transfer Offices (TTOs)
- Technological Institutes
- Incubators
- Technological and technical centers
- Intellectual property advisor
- Science parks and clusters
- Networks (regional, national, European)

➔ **Benefit from presentations of experts in knowledge and technology transfer!**

➔ **Be informed of industrialists' needs and expectations!**

The morning plenary session will be devoted to presentations from European experts in knowledge and technology transfer between Public Research and Industry and testimonies from companies' representatives (SMEs and large) who will expose their needs and expectations regarding their collaboration with PROs.

➔ **Exchange on new approaches for more knowledge and technology transfer designed to meet the needs industry!**

➔ **Promote your organisation and your marketing activities at European scale!**

➔ **Open new prospects for European partnerships!**

Following the plenary sessions, attendees will divide into three parallel workshops to explore several of these approaches in more details. Workshops will be led by facilitators to moderate a discussion of particular issues and to try to find responses to the following questions:

- What are the main success factors to transfer knowledge and technology to enterprises?
- What are the necessary qualities of Technology Transfer Offices (TTOs) to manage cooperation with enterprises?

Attendees wishing to present formally their own practice(s), tool(s) for the technology transfer will be invited to do it during those workshops (presentations must be previously described in the registration form).

Notes (experiences, ideas, recommendations) from each workshop will be compiled for presentation to all attendees by the end of the conference.

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