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**INSME**  
International Network for SMEs



World Association for  
Small and Medium Enterprises

## INSME - WASME

### International Training on “Management of Innovation and Technology Transfer”

12 - 15 October 2004

Asian and Pacific Centre for Transfer of Technology  
New Delhi, India



Embassy of Italy  
New Delhi



Cluster Development Programme,  
INDIA



APCTT  
New Delhi



**INSME**  
International Network for SMEs

## INSME - WASME International Training on "Management of Innovation and Technology Transfer" 12 - 15 October 2004

Advanced knowledge of Management of Innovation and Technology Transfer have proved to be fundamental to enhance organizations' performance and their becoming active, dynamic and successful players in the knowledge-based economy.

How to market innovation? How to manage the contractual process of technology transfer? How to finance innovation projects? How to effectively foster innovation in small and medium scale industries? Which methodology should be followed to choose the most suitable technology so as to provide a competitive edge in the market? What is the right trade-off between in-house technology development and the technology search/purchase in the market?

Technology professionals that master Innovation Management and Technology Transfer Methodology can provide a competitive service and play a fundamental role in supporting the innovation process in firms.

"Management of Innovation and Technology Transfer" is an intensive training course offering insightful knowledge on these topics, through a theory & practice approach, based on international experiences.

### BENEFICIARIES

The main target of the training course will be the staff of intermediary organisations dealing with innovation and technology transfer to small and medium size enterprises from Asian and African Countries.

In particular, the course will address the needs of senior staff combining complementary managerial experience and technical background, like technology transfer consultants, researchers, managers of financing institutions dealing with technology diligence and assessment, staff of technological enterprises, investors, technology transfer professionals and patent attorneys.

Nonetheless, the programme is open also to policy-makers and public organisations concerned with innovation and technology transfer issues.

Organisations which could directly

benefit from the training programme are: Institutes of Technology or R&D Agencies; Technology Liaison Offices; Technological Enterprises; Scientific Laboratories of Large Companies; Innovation and Knowledge Centres; Science and Technology Parks; Business Incubators; selected Development Banks; Venture Capital Funds; Entrepreneurs and SME Associations; Trade Associations; Chambers of Commerce; Networks or consortia of BSO; Ministries of Industry (Department of SMEs, etc) or of Science and Technology.

### SPONSORSHIP

The Course has been supported by:

- Embassy of Italy in New Delhi
- World Association of Industrial & Technology Research Organisations (WAITRO)
- United Nations Industrial Development Organisation, Cluster Development Programme, India
- U.N. Asian & Pacific Centre for Transfer of Technology (APCTT)

### PROGRAMME

#### Day 1 (9.00 - 17.30)

12th October 2004

#### Opening Ceremony

(h. 15.00) in the presence of:

Dr. R.A. Mashelkar, Secretary to the Government of India and Director General, Council of Scientific & Industrial Research (CSIR), Ministry of Science and Technology

H.E. Ambassador Antonio Armellini, Italian Embassy in New Delhi, co-sponsor of the training course

Mr. Se-Jun Yoon, Director, U.N. Asian & Pacific Centre for Transfer of Technology

- Managing the Technology Transfer Process (Assessing the technology and innovation needs: the innovation system; the role and type of intermediaries; learning from alliances and networks; identification of technologies and preparation of technology dossiers; the technology audit; the profession of technology broker)
- Technology audit test (Part 1 & 2): introduction to a customer needs assessment simulation. Direct interview of an Indian entrepreneur.

#### Day 2 (9.00 - 17.30)

13th October 2004

- Managing Technologies and Innovations in Small and Medium Size Enterprises (SMEs) (Commercialisation of innovation and technology search: identification of potential clients; marketing of technologies; commercialisation of innovation and technologies; connectivity with knowledge institutions; technology watch and business intelligence; technology acquisition; negotiation techniques and strategies)

- Technology Audit Test (Part 3): undertaking a technology audit at an Indian company site.

#### Day 3 (9.00 - 17.30)

14th October 2004

- Legal Aspects of Technology Transfer (IPR issues, technology transfer agreements, agreement to safeguard interest of stakeholders) - role play and group work on drafting an agreement
- Outdoor Training: visit to FITT (Foundation for Innovation and Technology Transfer - www.fitt-iitd.org) and ITT Delhi (Indian Institute of Technology - www.iitd.ernet.in)

#### Day 4 (9.00 - 13.00)

15th October 2004

- Financial Instruments for Enterprise Innovation (Venture capital, angel funding, other Indian and international financing tools, public-private partnership initiatives)

### EDUCATIONAL APPROACH

The training module will provide not only an in-depth theoretical framework, but will stimulate interaction among participants by presenting real-life case-studies, arranging group simulations and presentations and allowing business models exploitation.

It is widely recognised that a learning-by-doing approach enables trainees to maximise the training effectiveness. Keeping this in mind, a technology audit test and customer needs assessment simulation are foreseen on the occasion of the on-site visits to Indian enterprises and institutions, as a means to drive the innovation process life-cycle.

Eventually, in order to assess the outcomes of the course, a final test on the subjects dealt with during the training will be submitted to participants.

The trainers are senior international experts operating in reputed business support structures active in the field of innovation and technology transfer to SMEs.

#### Mr. Aleardo Furlani

INNOVA S.P.A. (Italy)

Since 1993, he is Managing Director of INNOVA S.P.A., a private company specialised in technology transfer services.

Expert in business strategies and international marketing, he is strongly involved in R&D activities. He assists industrial and research organisations in the implementation of their strategies for the exploitation of technologies and the valorisation of R&D results.

He acquired a strong expertise in technology transfer activities, encouraging the participation of SMEs in European R&D programmes. To date, more than 2000 European SMEs have been supported in the analysis of their technology needs, draft and management of R&D projects.

He has been carrying out and co-ordinating training and technical assistance activities for the network of Innovation Relay Centres and Regional Innovation Centres consisting of the 68 most important innovation centres in Europe and forming the world's largest technology transfer network.

Dr. K. V. Swaminathan  
WATERFALLS INSTITUTE OF TECHNOLOGY TRANSFER, India  
Trained in Italy, UK, USA and Japan.

Earlier, he has served as Director, UN-ESCAP Asia Pacific Centre for Technology Transfer (APCTT); Controller General, Patents, Designs and Trademarks, Government of India, Advisor, Ministry of Science and Technology, Government of India; Principal Scientist, Cement Research Institute of India; and Member of Faculty, Indian Institute of Science, Bangalore, India.

Dr. Swaminathan specialises in areas such as technology promotion, technology absorption, transfer and trading and international R&D collaboration. He has also been Chief Negotiator in the field of technology

transfer in several international negotiations, UN and other related forums.

Mr. Rajeev Vijh  
UNITED NATIONS ASIAN AND PACIFIC CENTRE FOR TRANSFER OF TECHNOLOGY

Mr. Rajeev Vijh has 15 years of experience in the areas of technology transfer and technology/trade information dissemination with the APCTT and UNDP sponsored multi-country network, Technology & Trade Information Promotion System (TIPS), focussing on small and medium scale enterprises (SMEs) and environmentally sound technologies.

He is presently working as In-Charge, Technology Exchange Services with APCTT and has also been affiliated as Senior Consultant with the Technology Bureau for Small Enterprises (TBSE), a joint venture of APCTT and Small Industries Development Bank of India.

Mr. Vijh specialises in technology exchange & transfer services, partner search/match-making, facilitation of negotiations and organisation of business meets & technology delegations.

### PARTICIPATION FEE

To take part in the training module candidates are requested to pay the participation fee in advance. It includes:

- 4 day tuition
- training material
- use of training facilities
- 2 outdoor visits
- meals (lunches)

The training tuition fees are:

- € 370.00\* reduced fee for INSME Association/WASME/WAITRO members
- € 530.00\*\* standard fee for non members

Payable by Bank Draft/ Banker's Cheque drawn in favour of World Association for Small & Medium Enterprises.

Or

By wire transfer to Chase Manhattan Bank, New York (Payment should be routed either via CHIPS ABA 0002 or FED ABA 021000021) for credit to Account No. 0011427374, ICICI Bank Ltd., Mumbai, India for further credit to ICICI Bank Ltd., G-31-32, Sector 18, Noida, India, Account No. 05/532 of World Association for Small & Medium Enterprises.

Travel to reach the course venue and vice versa as well as accommodation

(overnight stay in hotel and half board) are not included in the tuition fee.

It is possible to pay accommodation, travel and training fee through private or public sponsorship from governmental bodies, foundations, international organisations, etc.

Participants must ensure also that, if necessary, they have a valid visa to India. An attendance certificate will be provided at the end of the course.

### HOW TO APPLY

Application should be submitted by sending to the WASME Secretariat:

- 1) a complete Curriculum Vitae;
- 2) the attached application form;
- 3) copy of the bank transfer.

Closing date for receiving applications is 15th September 2004

Accommodation has been reserved for all participants at Qutab Hotel, Shaheed Jeet Singh Marg, New Delhi (Phone: +91 11 26521010, Fax: +91 11 26968287), which is a 5 minutes drive from the Course venue.

### FOR FURTHER INFORMATION

Please address further information requests to the INSME or WASME Secretariats:

#### INSME Secretariat

Mr. Enrico Callegati

C/o IPI Italian Institute for Industrial Promotion

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00197 Rome (ITALY)

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\* Corresponding to Rs 21,027 at the exchange rate of March 2004 (European Central Bank).

\*\* Corresponding to Rs 30,119 at the exchange rate of March 2004 (European Central Bank).



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### APPLICATION FORM

#### INSME-WASME

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and Technology Transfer"



**WASME**  
World Association for  
Small and Medium  
Enterprises

(Please complete all sections of this form in block capitals and black pen)

### PERSONAL AND EMPLOYMENT DETAILS:

Your Name and Surname	<input type="text"/>
Date of birth (mm/dd/year)	<input type="text"/>
Nationality	<input type="text"/>
Job Title - Position	<input type="text"/>
Name of your Organisation	<input type="text"/>
Address of your Organisation	<input type="text"/>
Country	<input type="text"/>
Daytime Telephone Number	<input type="text"/>
Fax number	<input type="text"/>
E-mail address and URL	<input type="text"/>
Your role in the Organisation (please be specific)	<input type="text"/>
What are your professional needs in technology transfer and innovation? Which skills you would like to develop or deepen? (please be specific).	<input type="text"/>
What are your expectations in participating in this training course?	<input type="text"/>
How will you and the service you work for benefit from attending the training ? (please be specific).	<input type="text"/>
Have you already attended other courses dealing with the topic of innovation and technology transfer to SMEs in the past? If so, please provide details (title of the course, organisers, dates, location, subjects, etc.)	<input type="text"/>

Is your organisation a Member of INSME Association (www.insme.org), WASME (www.wasmeinfo.org) or WAITRO (www.waitro.org)?

- No, it is Member of none of them.
- Yes, it is a Member of INSME
- Yes, it is a Member of WASME
- Yes, it is a Member of WAITRO

It is possible to withdraw from the course until September 15<sup>th</sup>, 2004: payment will be refunded with a 20% penalty. No refund will be made after that date. However, another employee within the same applicant organisation can attend the course in case of withdrawal. I hereby authorise the use of my personal data for the purpose of this course.

Date :  Signature: