



Joint Training Programme



INSME-WASME International Training on “Management of Innovation and Technology Transfer”

WASME International Training Centre in Noida (New Delhi) , India

12th to 15th 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 Countries at international level.

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; Public agencies of scope.

PROGRAMME

Day 1 (9,00 – 17,30) **12th October, 2004**

- *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)
- *Outdoor training*: visit to FITT (Foundation For Innovation and Technology Transfer – www.fitt-iitd.org) and IIT Delhi (Indian Institute of Technology - www.iitd.ernet.in).

Day 4 (9,00 – 13,00/ Optional 14,00 -17,30) - **15th October, 2004**

- *Financial Instruments for Enterprise Innovation* (Venture capital, angel funding, other Indian and international financing tools, public-private partnership initiatives)
- Debate with an expert about *potential technology transfer or technological cooperation projects* submitted by interested participants (optional).

EDUCATIONAL APPROACH

The training module will provide not only a 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.

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 Members
- **€ 530.00** standard fee** for non INSME/WASME Members

Application and payment received by **July 31st, 2004** entitles participants to **10% discount**.

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. Yet, particularly advantageous conditions (regarding price) at selected hotels (located close to WASME's offices) will be offered.

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 **30th September, 2004**

FOR FURTHER INFORMATION

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

INSME Secretariat

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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).



Application Form



INSME-WASME International Training on “Management of Innovation and Technology Transfer”

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

Your Name and Surname	
Date of birth (mm/dd/year)	
Nationality	
Job Title - Position	
Name of your Organisation	
Address of your Organisation	
Country	
Daytime Telephone Number	
Fax number	
E-mail address and URL	
Your role in the Organisation (please be specific)	
What are your professional needs in technology transfer and innovation? Which skills you would like to develop or deepen? (please be specific).	
What are your expectations in participating in this training course?	
How will you and the service you work for benefit from attending the training ? (please be specific).	
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.)	
Is your organisation a Member of INSME Association (http://www.insme.org/) or WASME (www.wasmeinfo.org)? <input type="checkbox"/> No, it is Member of neither of them. <input type="checkbox"/> Yes, it is a Member of INSME <input type="checkbox"/> Yes, it is a Member of WASME	

The course may be cancelled in case the requested minimum number of trainees has not been reached. Fees already paid would be wholly refunded.

It is possible to withdraw from the course until September 30th, 2004: payment will be refunded **with a 20% penalty**. No refund will be provided 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:
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