

SEPTEMBER 2012 – AUGUST 2015

Health Market

FROM
HEALTH RESEARCH
TO BUSINESS

TRAINING SEMINAR

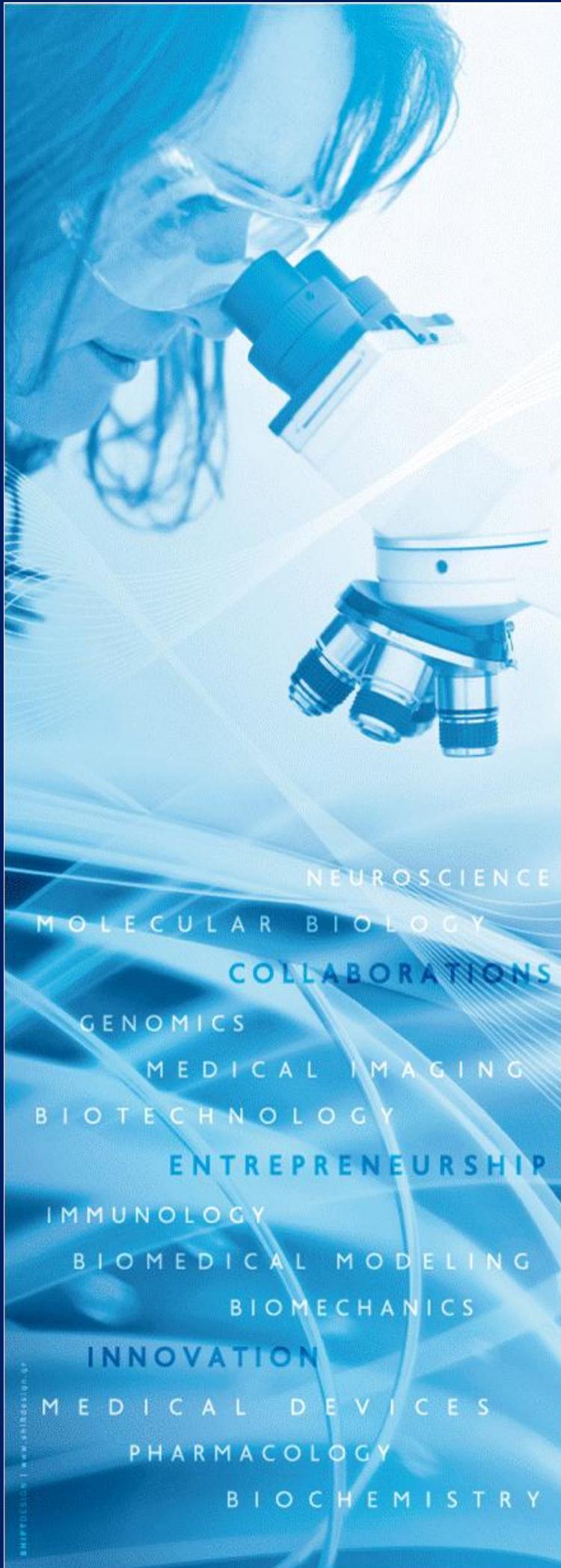
“Intellectual Asset Management and the Utilization of Academic Research”

**September 15-16th, 2014,
at The Cyprus Institute of
Neurology and Genetics
(CING), Nicosia, Cyprus**

www.health2market.eu



Health-2-Market has received funding from the European Union's Seventh Programme for research, technological development and demonstration under grant agreement No 305532



NEUROSCIENCE

MOLECULAR BIOLOGY

COLLABORATIONS

GENOMICS

MEDICAL IMAGING

BIOTECHNOLOGY

ENTREPRENEURSHIP

IMMUNOLOGY

BIOMEDICAL MODELING

BIOMECHANICS

INNOVATION

MEDICAL DEVICES

PHARMACOLOGY

BIOCHEMISTRY

Dear reader

The Health-2-Market Team is in the pleasant position to present to you the **Training Seminar “Intellectual Asset Management & the Utilization of Academic Research” - free of charge!** The seminar will be hosted by **The Cyprus Institute of Neurology and Genetics (CING)** and will take place on **15th & 16th of September 2014** at the amphitheater of **The Cyprus Institute of Neurology and Genetics** in Nicosia, Cyprus. Join us and find out how the researchers can create greater value in their R&D activities through intellectual asset management!

Why

There are still many people that would consider intellectual property an impediment to openness, especially within a university setting. While this may be true in some circumstances, it is increasingly becoming clear that intellectual property is a critical tool to govern open innovation, in particular, the utilization of academic research. This seminar will discuss and provide examples of how intellectual asset management can play a critical role in developing innovation in universities by facilitating both research collaborations and the utilization of research results. The goal of the seminar will be to show how university innovation system actors as well as researchers can create greater value in their R&D activities through intellectual asset management.

The participants will learn to:

- Understand the importance of utilization of Academic research in general and for the individual researcher
- Identify, capture, and assess intellectual assets in research projects
- Understand the various ways to utilize research and consequences of different choices
- Understand the fundamental aspects of IPRs and licensing in relation to the utilization of academic research
- Understand and practice fundamental Intellectual Property Management (IPM) tools for research collaborations, including managing ownership, access, and use of research results
- Evaluate potential options of value creation from research projects

For whom

This training seminar is appropriate for any

- **Researchers** who are interested in **building utilization capabilities to strengthen their research output**
- **Entrepreneurs** in the life sciences who want **better analytical tools to develop commercialization strategies**
- **Technology Transfer Professionals** who wish to **enhance their holistic ability to evaluate academic research**
- **University Management** who want **better models to support the governance of research and innovation**
- **Policy Makers** who wish to create **better regulations and policies to support university research and innovation**

From whom

University of Gothenburg is responsible for the seminar curricula and training. The University of Gothenburg is recognized as **one of the best institutions of innovation, entrepreneurship and intellectual property management** in the world in the field of knowledge-based business, so rated by national as well as international institutions. Strong research and attractive study programmes attract scientists and students from all around the world. 37 000 students and 6 000 employees make the University a large and inspiring place to work and study, with a continuous flow of new knowledge and ideas.

Health-2-Market is a 3-year long project funded by the Seventh Framework Programme of the European Commission. It aims at **providing health researchers with the necessary knowledge and skills for more viable IPR management as well as market exploitation of their results** through setting up of new business ventures in health/life science sectors or in a more broad sense through their more active involvement in interdisciplinary cooperation actions. The provided services will be escalating to address the needs of the potential target groups: **e-learning courses for broader audience, two-day seminars on specific topics, advanced 1-week training courses, hands-on support and ad-hoc counseling services either through face-to-face meetings, or distance ones, etc.** The services address innovation issues such as: IPR and asset management, formulation of business and exploitation plans, preparation for the launch of start-ups in health/life science as well as on demand knowledge transfers. For more information, please visit www.health2market.eu.

The Cyprus Institute of Neurology and Genetics (CING), was **established in 1990**, as a bi-communal, non-profit, private, academic, medical and research center. The Vision of CING is to function as an **International Centre of Excellence and a Regional Referral Centre in the areas of Neurology, Genetics, Biomedical, Medical and other similar and related Sciences**. The Mission of CING is to **develop and provide high level medical and clinical laboratory services, develop and pursue advanced research and provide education in the areas of Neurology, Genetics, Biomedical, Medical and other similar and related Sciences**. Its ultimate scopes are to improve and upgrade the quality of life of all Cypriot citizens, irrespective of religion or national origin, and strengthen its international role in the areas of its specialty.

Cost

All seminar and speaker costs are carried by the EU-funded Health-2-Market project. Travel and hotel costs for participants cannot be reimbursed.

Preliminary seminar agenda

Day 1

9:00-9:30	Opening and Introduction
9:30-09:45	Presentation of the project Health-2-Market
9:45 -10:45	The University in the Knowledge Economy – Governance Models for Utilization of Academy research
10:45-11:00	Coffee break
11:00- 12:00	Introduction to Intellectual Asset Management
12:00-13:45	Lunch
13:45- 15:15	Case: Intellectual Asset Management & the utilization of Academic Research
15:15- 15:30	Coffee break
15:30- 16:30	Discussion and Feedback

Day 2

9:00-9:30	Debriefing of the 1st day & introduction
9:30-10:30	IPR and the Utilisation of Academic Research
10:30 -10:45	Coffee break
10:45- 12:00	Introduction to Licensing
12:00-13:45	Lunch
13:45- 15:15	Case: Intellectual Property Management & Collaborative Research
15:15- 15:30	Coffee break
15:30- 16:30	Discussion and Feedback

The seminar day will start with an introduction by the Minister of Health of the Republic of Cyprus, Prof. Philippos Patsalis, the Director General of the Research Promotion Foundation, Mr Vasilis Tsakalos and the Acting Chief Executive Medical Director of CING, Prof. Leonidas Phylactou. A brief presentation of the project Health-2- Market will follow afterwards.

The 1st morning session of the seminar will focus on the understanding of the importance of utilization for research and in the afternoon on the identification, capture, and assess intellectual assets in research projects.

For the 2nd day the focus will be laid on the fundamental aspects of IPR & IPM tools for research collaboration.

Trainers



Mr. Bowman Heiden is currently the Deputy Director of Center for Intellectual Property (CIP), which is a joint development center for knowledge-based business development between University of Gothenburg and Chalmers University of Technology. Previously he was Innovation Director for the Qatar Science & Technology Park, where he was responsible for driving innovation strategy and intellectual property policy. As deputy director of CIP, Mr. Heiden currently manages the internationalization of the CIP platform and strategic industry relationships. His previous work at CIP involved strategic program

development specifically focused on the building of collaborative innovation platforms to facilitate the creation and development of knowledge-based business. In this role Mr. Heiden has co-developed the Intellectual Capital Management Master program (ICM), which is a graduate education in knowledge-based business development and management for business, engineering, and law students. Mr. Heiden is also co-founder of the Gothenburg International Bioscience Business School (GIBBS), a graduate education that develops real bioscience ventures in an imbedded pre-incubator, and CIP Professional Services, which provides IP and business development services to both established firms and technology start-ups. Mr. Heiden has also developed CIP FORUM, which has grown to one of the leading knowledge-based business events worldwide. Current interests include the development of next generation university innovation systems and IP-based open platforms in the telecommunication sector.

Mr. Heiden holds degrees in engineering and technology management and his PhD work is in the field of innovation and entrepreneurship with a focus on intellectual property and open innovation knowledge-based sectors.



Mr. Christoffer Hermansson is currently working as Project Manager at the Centre of Intellectual Property (CIP), the joint development center for knowledge-based business development between University of Gothenburg and Chalmers University of Technology. One of his key areas is to develop education and educate students from interdisciplinary backgrounds in law, business, life-science and engineering focusing on knowledge based business development and management. Mr. Hermansson is currently teaching in

master level educations at both the University of Gothenburg and Chalmers University of Technology.

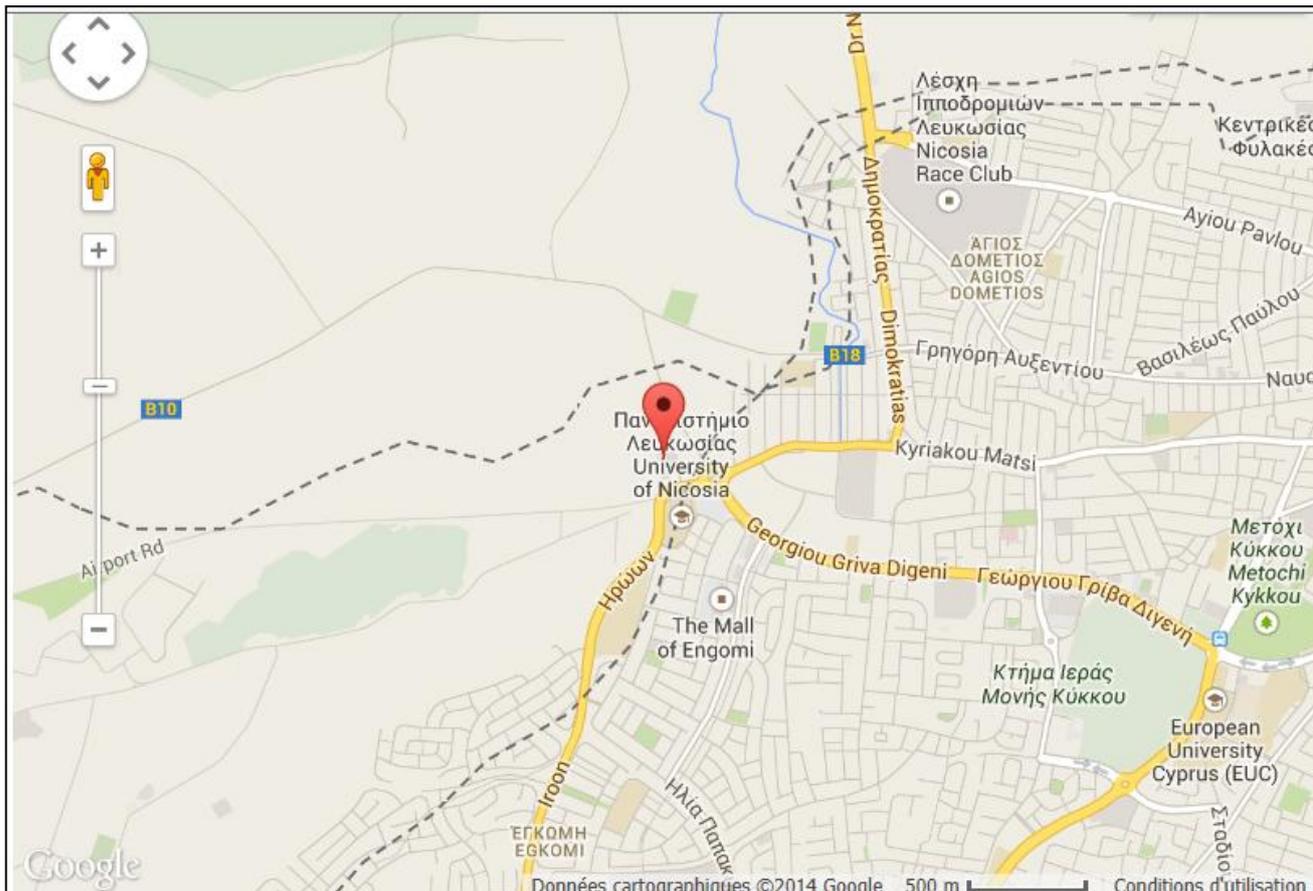
Mr. Hermansson holds a Master in Law from the University of Gothenburg with a specialization in intellectual capital management and strategic business development.

Venue

The seminar will take place at the **amphitheater of The Cyprus Institute of Neurology and Genetics** in Nicosia, Cyprus (6 International Airport Ave., Ayios Dhometios, 2370 Nicosia)



Map of the area



Directions to the venue:

Coming from Paphos, Limassol, Larnaca

Coming from the Limassol/Larnaca-Nicosia highway, keep to the left hand lane when approaching the main roundabout under the bridge and take the 1st exit. Go straight ahead, past Orphanides supermarket (on your left), Metro supermarket (on your left) and Jumbo Toy Stores (on your right) until you reach the T-junction at the top of the hill at Makedonitissa, where you will have Ayios Panteleimon Church on your right (you will pass several roundabouts and traffic lights along the way). Turn right on to Iron Avenue and go straight ahead (pass Makedonitissa Palace on your right and Tymvos Cemetery on your left). Just after the University of Nicosia, and following a sharp bend, the entrance to the Institute is on your left.

Coming from Nicosia center

At the traffic lights where Likavitos Police Station is situated, with Debenhams "Central" and Cyprus Airways on your right, go straight ahead on Spiros Kyprianou Street (previously Santa Roza Street), which then becomes Griva Digenis Street (pass Costa Coffee, Starbucks, Ariston patisserie, Kykkos' Metochi, Alfa Mega supermarket, McDonalds and Hilton Park Hotel), until you reach the Kolokassides roundabout at the end of the road. Take the 1st exit and then immediately on your right you will see the entrance of the Institute.

Accommodation suggestions

Hilton Park Nicosia (5 stars hotel) 5 min by car

Georgiou Griva Digeni, Nicosia 1507, Cyprus TEL: 357-22-695-111 FAX: 357-22-351-918

Holiday Inn Nicosia (4 stars hotel) 10 min by car

70, Regaena Street,, Nicosia 1010, Cyprus TEL: 357-22-712-712 FAX: 357-22-673-337

Europa Hotel, Nicosia (3 stars hotel) 7 min by car

Alkaiou 13, 1311 Nicosia, Cyprus TEL: 357-22-692-692 FAX: 357-22-664-417