



# Economic and Social Council

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## Economic Commission for Europe

### Committee on Economic Cooperation and Integration

#### **International Conference “From Applied Research to Entrepreneurship: Promoting Innovation-driven Start-ups and Academic Spin-offs”**

Kiev, Ukraine, 9 – 11 November 2010

### **Information notice**

#### **Note by the secretariat**

## **I. Introduction**

1. At its fourth session held on 28-30 September 2009 the Committee on Economic Cooperation and Integration (CECI) of the United Nations Economic Commission for Europe (UNECE) “welcomed a growing volume of technical cooperation services and capacity-building activities provided by CECI to countries with economies in transition and asked the Secretariat to continue seeking synergies between the activities and capacity-building events organized by different Teams of Specialists and networks of experts.”<sup>1</sup> In accordance with this request, and after consultations with the authorities and other stakeholders in Ukraine, it was agreed to hold an International Conference “From Applied Research to Entrepreneurship: Promoting Innovation-driven Start-ups and Academic Spin-offs” followed by a Capacity-building Seminar “Intellectual Property Management at Public Research Organizations” in Kiev, Ukraine, from 9 to 11 November 2010. The two events aim at knowledge-sharing and capacity-building in the three interrelated CECI thematic areas: entrepreneurship and enterprise development, commercialization of intellectual property rights and financing of innovation.

2. This Information notice provides details regarding the organization and participation in the above-mentioned International Conference and Capacity-building Seminar, which will be organized in cooperation with the Ministry of Education and Science and the National Technical University of Ukraine “Kyiv Polytechnic Institute” and with the support of the Science and Technology Centre in Ukraine.

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<sup>1</sup> ECE/CECI/2009/2, paragraph 36.

3. Many countries with economies in transition have had strong and well-established tradition of academic and applied research. In a market environment, however, the commercialization of the results of research and development (R&D) often faces difficulties linked to inadequate general business climate, lack of understanding of the nature of business by academics, complexity of evaluating the market potential of R&D outputs, high cost of international patenting as well as inadequate access to external finance. Consequently, there are communication difficulties between the academia and the business sector, which create additional obstacles to the establishment of new innovation-based enterprises. In addition to that, the potential sources of innovation financing, including public grant programmes, business angels as well as venture capitalists often lack capacity and focus to effectively assist the academic community in establishing spin-off companies.

4. The international experience suggests that effective commercialization of R&D results requires a certain institutional setup, which fosters collaboration between the academia and the business sector. This includes rotation of staff between knowledge institutions and companies, joint research and development projects, research conducted on the basis of contracts with industry as well as the existence of institutions fostering technology transfer. Drawing on this international experience and good practices, while taking into account specific country conditions, could be conducive to developing such a setup in countries with economies in transition. To the same end, stakeholders' attention could be drawn to ways and means of creating a better common understanding of the issues and problems related to commercialization of new technologies.

5. Governments in countries with economies in transition can contribute substantively to improving the business environment for R&D commercialization. In particular, the revision of laws aimed at removing gray areas in the legal definition of intellectual property owners, targeted financial support to international patenting, and broader scope of consultative services to would-be entrepreneurs and development of science parks could contribute to dissolving the existing bottlenecks at various stages of commercialization. At the same time, establishing an environment conducive to innovation-driven start-ups and academic spin-offs requires improved coordination of actions by various stakeholders, including government agencies dealing with innovation and enterprise development, academia and the enterprise sector.

## **II. Objectives and scope**

6. The International Conference will discuss major issues related to the establishment of an enabling environment for setting up new innovative companies and developing their competitive advantages through the commercialization of their R&D results. It will also consider ways and means of facilitating the interaction between knowledge institutions and business sector to support research-based entrepreneurial opportunities. The Capacity-building Seminar, organized in conjunction with the Conference, will tackle the issue of intellectual property management at public research institutions (PROs).

7. The Conference will consider key factors that drive innovative entrepreneurship as well as difficulties that would-be entrepreneurs from within the research community face when establishing an enterprise based on R&D results. It will discuss conditions for commercializing innovative outputs, including through international patenting, licensing and the establishment of new enterprises. The linkages between the existing infrastructure for applied research and the general features of the business environment will be considered in the context of creating a climate conducive to the emergence of spin-off companies. Particular emphasis will be made on the interaction between spin-off companies and external investors enabling the sustainability of both research efforts and the companies

created. The Conference will also reflect on entrepreneurship education, ways and means of fostering the entrepreneurial mindset and reducing barriers to communication between academia and industry. Special attention will be paid to initiatives that seek to facilitate the cooperation of the knowledge and business sectors in the commercialization of research, paying due attention to intellectual property aspects.

8. Drawing on the exchange of experiences and good practices, the Conference will discuss policy options to facilitate the emergence of new innovation-based enterprises and their growth at the initial stages of their life cycle (including targeted financial assistance to would-be entrepreneurs, consultative services, development of science parks, etc.). Proposals from the participants may provide a background for practical recommendations to government bodies dealing with the commercialization of intellectual property, innovation cycle and the promotion of small and medium-sized enterprises (SME), and contribute to future capacity-building activities by the UNECE secretariat in this area.

9. The Capacity-building Seminar will focus on strategies to use, valuation and auditing of intellectual property rights, as well as on how to manage research cooperation between public research organizations and private companies. In particular, it will discuss issues related to identifying the intellectual property of the organization and its potential for knowledge transfer, as well as aligning the latter with other priorities, such as fundamental research, teaching and fund-raising. The Seminar will seek to identify appropriate ways and means of protection, including the acquisition of formal intellectual property rights and licensing. It will also reflect on possible international commercialization strategies and ways and means of creating long-term, mutually beneficial relationships between the public research organization and the business community.

### **III. Organization**

10. The International Conference will take place on 9 and 10 November 2010 at the National Technical University of Ukraine at the following address: Prospect Peremogy 37, Kiev ("Polytechnic Institute" metro station). The Capacity-building Seminar will take place on 11 November 2010 at the same address.

11. The registration of participants for both the International Conference and the Capacity-building Seminar will start on 9 November at 8.30. The Conference will begin at 9.30 on the same day and finish on 10 November at 18.00. It will be organized into an opening session; three working sessions and a general discussion dealing with the role of governments in facilitating the emergence and growth of innovative enterprises (Annex II).

12. The Capacity-building Seminar will start at 10.00 on 11 November and finish at 18.00. It will be organized into two sessions on how public research organizations can build an intellectual property portfolio, and how to exploit it for the benefit of the institution, business community and of society at large (Annex II).

### **IV. Participation**

13. Participation is open to interested parties from UNECE member countries and other Member States of the United Nations, representatives of United Nations specialized agencies and international organizations participating in the activities of UNECE. Broad participation of government officials, private sector, including from the financial community, and academia is welcome.

14. Governments are invited to inform national entities dealing with the issues to be discussed at the two events, including SME and industry associations, consulting

companies and other relevant organizations, on the International Conference and the Capacity-building Seminar to ensure participation of national experts with relevant expertise.

## **V. Conference fee**

15. No conference fee is charged for participation in the International Conference and Capacity-building Seminar. Travel and accommodation expenses are expected to be borne by the participants.

## **VI. Passports and visas**

16. All participants should be in possession of a valid passport, with an entry visa (if required) which can be obtained from the diplomatic representation of Ukraine in their country of residence. It is advisable to make such visa applications well in advance of the date required.

## **VII. Preliminary registration**

17. Interested parties are invited to fill in the attached Registration Form (Annex I) and return it by 29 October 2010 at the latest to the following addresses:

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Room 447, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+4122) 917 0178  
E-mail: iouri.adjoubei@unece.org

or

Mr. José Palacín  
Room 449, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+4122) 917 0178  
E-mail: jose.palacin@unece.org

## **VIII. Documentation**

18. UNECE member States, intergovernmental and non-governmental organizations, companies and individual experts are invited to prepare papers for presentation at the International Conference. Main issues to be covered by such papers are presented in the Annotated Provisional Programme (Annex II).

19. By 15 October 2010, the secretariat should receive papers for presentation in English, French or Russian. The secretariat encourages submission of papers in electronic format, preferably by e-mail. The documentation for the International Conference and Capacity-building Seminar can be consulted at the CECI web site at the following address: <http://www.unece.org/ceci/eed.html>. A limited number of paper copies will also be available in the meeting room. Papers will be circulated in the language of submission. The updated Provisional programmes of the Conference and Seminar will be circulated to the registered participants about one week before these events.

## **IX. Interpretation and visual aids**

20. Simultaneous interpretation in English, Russian and Ukrainian, facilities for projecting slides, as well as computer facilities for computer-aided presentations (e.g. Power Point) will be provided.

## **X. Travel and hotel reservations**

21. Participants are requested to make their own hotel and travel arrangements to and from Kiev.

## **XI. Possibilities of accommodation**

22. The organizers would like to inform the participants of some hotels, conveniently situated in relation to the venue of the International Conference and Capacity-building Seminar (Prospect Peremogy 37, Kiev). The list of hotels can be found in Annex III.

## **XII. Further information**

23. Further information on the International Conference can be obtained from:

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## Annex I

### Registration form

This form should be filled in and returned as soon as possible but **not later than 29 October 2010** to:

Mr. Iouri Adjoubei  
Room 447, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+41 22) 917 0178  
E-mail: [iouri.adjoubei@unece.org](mailto:iouri.adjoubei@unece.org)

or

Mr. José Palacin  
Room 449, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+41 22) 917 0178  
E-mail: [jose.palacin@unece.org](mailto:jose.palacin@unece.org)

(Please type or write in block capitals in **English**)

Family name (Mr., Ms.):.....

First name:

.....

Nationality:

.....

Professional position:

.....

Representing Government, international organization or company:

.....

.....

Professional address:

.....

.....

Telephone (please include country and city codes):

.....

Telefax (please include country and city codes):

.....

E-mail address: .....



companies and external investors, as well as its implications for the sustainability of both research efforts and the companies created. The session will also reflect on existing experiences of entrepreneurship education, ways and means of fostering the entrepreneurial mindset and reducing barriers to communication between academia and industry aimed at creating a better common understanding of the issues related to commercialization of new technologies.

Expected Speakers: Successful academic entrepreneurs

Representatives from Patent Offices

Domestic and foreign investors

Innovative companies

**16.30 - 16.45 Coffee break**

**16.45 - 18.00 SESSION 2 (Continued)**

### **Wednesday, 10 November 2010**

**10.00 – 13.00 SESSION 3. STRENGTHENING COMPANY-SCIENCE-  
EDUCATION LINKAGES: TOWARDS CLOSER  
COLLABORATION AMONG STAKEHOLDERS**

This session will consider modalities of reinforcing the linkages between institutions that generate knowledge and the firms that strive to use it for commercial purposes. The collaboration between those takes the form of staff mobility between academia and industry, joint research and development projects, research conducted on the basis of contracts with the industry and the establishment of institutions dedicated to technology transfer. Special attention will be paid to intellectual property initiatives that seek to facilitate the cooperation of the knowledge and business sectors in the commercialisation of research through the provision of templates and toolkits to create a better common understanding of the issues involved.

Expected Speakers: Representatives of academic community

Successful spin-off companies

Innovative companies

Representatives of Patent Offices

**11.15 - 11.30 Coffee break**

**11.30 - 13.00 SESSION 3 (Continued)**

**13.00 - 15.00 Lunch break**

**15.00 - 18.00 SESSION 4. GENERAL DISCUSSION: OPTIONS FOR  
EFFECTIVE GOVERNMENT POLICY**

This concluding session will discuss the major issues of government policy required to facilitate the emergence of new innovation-based enterprises and their growth at the initial stages of their life cycle. The discussion will focus on the identification of bottlenecks (e.g. gray areas in the legal definition of intellectual property owners, inadequate business infrastructure at the final stages of innovation cycle and inadequate access to finance) and the corrective action required from governments and other stakeholders (revision of legal texts, targeted financial assistance to would-be entrepreneurs, broadened scope of consultative services, development of science parks, etc.). Proposals from the participants may provide a background for some practical recommendations to government bodies

dealing with commercialization of intellectual property, innovation cycle and SME promotion, and contribute into the future capacity-building activities by the UNECE secretariat in this area.

Panel discussion: Speakers from the previous sessions

## **CAPACITY-BUILDING SEMINAR “INTELLECTUAL PROPERTY MANAGEMENT AT PUBLIC RESEARCH ORGANIZATIONS”**

**Thursday, 11 November 2010**

### **10.00 – 13.00      SESSION 1. BUILDING AN INTELLECTUAL PROPERTY PORTFOLIO**

The objective of this session is to provide participants with new knowledge and skills on knowledge transfer (commercialization) strategies and options of public research organizations based on their comparative strengths in research and/or education, and on their positioning in the local, regional and national economy. The Seminar will discuss how to identify the intellectual property of the organization and its potential for knowledge transfer and how to align the latter with other priorities, such as fundamental research, teaching and fund-raising.

**11.15 - 11.30      Coffee break**

**11.30 - 13.00      Session 1 (Continued)**

**13.00 - 15.00      Lunch break**

### **15.00 - 18.00      SESSION 2. USING THE INTELLECTUAL PROPERTY PORTFOLIO FOR THE BENEFIT OF BUSINESS AND SOCIETY**

The objective of this session is to provide participants with new knowledge and skills on how to evaluate the commercial potential of different types of intellectual property and the cost of its protection. The session will also seek to identify appropriate ways and means of protection, including the acquisition of formal intellectual property rights and licensing. Along the same lines, the Seminar will also discuss possible international commercialization strategies, the management of intellectual property in licensing deals and spin-off companies, and options of leveraging an intellectual property rights portfolio with a view to creating long-term, mutually beneficial relationships between the public research organization and the business community.

## Annex III

### LIST OF HOTELS IN KIEV <sup>2</sup>

#### **Ukraine Hotel**

Administrative Centre, Institutskaya Street 4  
(about 20 minutes by metro to the National Technical University of Ukraine)  
Single room: UAH 740  
Double room: UAH 860  
Tel. (booking): +38044 278 6675 or 279 0347  
Web site: <http://www.ukraine-hotel.kiev.ua/rus/home/>

#### **Lybid' Hotel**

Peremogy square, 1  
(about 10 minutes by bus to the National Technical University of Ukraine)  
Single room: UAH 830  
Double room: UAH 830  
Tel. (booking): +380 44 239 7600  
Web site: <http://www.hotellybid.com.ua/en>

#### **Dnipro Hotel**

Administrative Centre, Khreschatik Street 1/2  
(about 20 minutes by metro to the National Technical University of Ukraine)  
Single room: UAH 880  
Double room: UAH 1280  
Tel. (booking): +38 044 254 67 91, 254 67 65  
Web site: <http://www.dniprohotel.ua/>

#### **Gintama Hotel**

Administrative Centre, Tryokhsvyatytelska Street 9  
(about 20 minutes by metro to the National Technical University of Ukraine)  
Single room: UAH 1520  
Double room: UAH 1800  
Tel. (booking): +38044 278 50 92, 278 53 47  
Web site: [http://www.gintama.com.ua/eng/main/1/about\\_us/](http://www.gintama.com.ua/eng/main/1/about_us/)

#### **Radisson Hotel**

Administrative Centre, Yaroslaviv Val Street 22  
(about 20 minutes by metro to the National Technical University of Ukraine)  
Single room: UAH 2580 (special price for STCU's guests 1500UAH)  
Double room: UAH 3080  
Tel. (booking): +380 44 492 2200  
Web site: <http://www.radissonblu.com/hotel-kiev>

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<sup>2</sup> Rates quoted may change by the time of booking.