



TII Newsletter

25 March 2008

SCIENCE MARKETING CLINIC, 23 APRIL 2008, VALENCIA

TII, in collaboration with ProTon Europe and RedOTRI, is pleased to invite you to attend a one-day pre-conference Science Marketing Clinic run by Judith Marcure of Calibre Communications in Australia. Entitled "Effective Marketing Communications from Prospect to Client", the workshop will help you **plan and implement a persuasive campaign of marketing communications**, through more effective use of websites, and other interactive media, scientific publications, print and digital promotions, media coverage, key account management tactics, events, client consultation and performance evaluation programmes, among others. Participants receive a 63-page workbook developed by Calibre Communications, which provides clear explanations of each stage of the project development process, together with exercises to help users apply workshop learnings to their own organisation. A programme and registration form may be found on the TII website at http://www.tii.org/2008Workshop_Valencia

INNOVATORS MAKE BREAKTHROUGH FOR WOMEN

A piece of software developed in Manchester that can detect osteoporosis by automatically reading routine dental X-rays has secured a deal that could see it help millions of women world-wide. **The technology, Osteodent, which is being commercialised by TII-member UMIP** (The University of Manchester's IP commercialisation company), has secured a deal with Swedish company Crebone AB for the rights to sell the software until 2010. The University of Manchester received a €1.4m EU grant in 2003 to conduct a study of 670 women's dental X-rays in the UK, Sweden, Belgium and Greece. The results of the study show that Osteodent is the most accurate method for identifying individuals with osteoporosis using dental X-rays and clinical markers. In addition to offering early detection to osteoporosis sufferers (and thereby effective treatment), the technology has enormous potential for saving money for healthcare systems around the globe and could also provide a lucrative sideline for dentists. More information may be obtained from Dr Stephen France at UMIP, Tel. +44 161 606 7249.

OECD PUBLISHES WORKING PAPER ON TECHNOLOGY TRANSFER IN DEVELOPING COUNTRIES

The Working Party of the OECD Trade Committee has recently published a working paper on the theme of "**Technology transfer and the economic**

implication of the strengthening of IPR in developing countries".

Among the main conclusions, the authors highlight that strengthened IPRs stimulate technology transfer, particularly the transfer of technology-intensive goods, services and capital. IPRs can both stimulate local innovation directly and indirectly by stimulating the transfer of technologies that foster local innovation. The report may be found on the OECD website at <http://www.oecd.org/trade>

WINNER OF THE 2008 MILLENNIUM TECHNOLOGY PRIZE TO BE ANNOUNCED ON 11 JUNE

A total of 99 individuals have been nominated for the 2008 Millennium Technology Prize. **The names of the four laureates will be announced on 8 April** and on 11 June the winner and the other laureates will receive their awards at the Grand Award Ceremony in Helsinki. The Millennium Technology Prize is awarded every second year to inspire and recognise technology innovations that provide answers to the challenges of our time and improve the quality of life. At the 1 million euro mark, the Millennium Technology Prize ranks as one of the world's most prestigious awards. The winner of the 2006 prize was Shuji Nakamura, the inventor of bright-blue, green and white LEDs. More information on <http://www.millenniumprize.fi>

BUILDING AN INNOVATION NATION

The UK government recently launched a White Paper which **aims to make the UK the best place in the world for innovation**. Proposed measures include (1) the creation of 5 new "innovation platforms" to coordinate government support and funding to firms and organisations involved in developing new products and solutions to global challenges; (2) a system of "innovation vouchers" to allow SMEs access to university research. At least 1,000 vouchers a year to be spent with a public research organisation of their choice to develop a new product or service will be available by 2011; (3) doubling the number of the highly regarded academic/industry scheme "Knowledge Transfer Partnerships" between businesses and PROs to boost competitiveness and productivity. More information on <http://www.dius.gov.uk/Press/13-03-08b.html>

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"The Global Gateway to Innovation - the network that takes you further"
