



TII

Promoting Technology Transfer and Innovation

**A SERVICE ORGANISATION
FOR THE INNOVATION-SUPPORT COMMUNITY**

TII- European Association for the Transfer of
Technology, **I**nnovation and Industrial **I**nformation

Luxembourg-Brussels

<http://www.tii.org>



TII outline: *170 Members in 40 Countries*

- Founded in 1984
- Pan-European with global outreach
- Corporate membership-based
- Non-partisan
- Non-governmental
- A self-financed structure
- Not-for-profit



TII = International Network of Innovation Support and Technology Transfer Professionals

- Innovation and technology consultants
- University and research centre offices
- Science parks, innovation centres and business incubators
- Technology brokers and IPR advisors
- Government agencies and ministries
- Regional development organizations and chambers of commerce
- Contract research organizations and engineering consultants
- Information brokers and technology publishers



High quality innovation support and technology transfer services

- A new professional branch, at the interface of scientific research, information industries, management consulting and intellectual property services
- TII members provide services to companies, and in particular SMEs, to help them acquire new technologies, diversify, innovate and grow



Economic importance of technology transfer and innovation development

- Research is only a small part of the innovation process
- Most innovations are the result of new combinations of existing technologies
- To raise the impact of research results on the economy, a sufficient number of skilled technology transfer and innovation support professionals are more important than research budgets



Technology transfer may follow 7 main routes

- Transfer by persons
- Transfer of patents or licenses
- Joint research projects
- Spin-off
- Spill-over
- Technical services
- Consulting



Specificities of technology transfer and innovation development

- To provide economic benefits, technology transfer needs to be backed by an efficient innovation development capacity and sufficient financing
- Importance of the ability to involve a wide range of complementary services and resources
- Clustering service providers is a key to faster and more successful innovation processes



A combination of skills are required to succeed

- Creativity and brainstorming
- IP protection
- Foresight
- Proof of concept
- New product development
- Market knowledge
- Business planning
- Innovation finance



TII Members are active in

Group A: Research and Technical Consulting

- **Applied research and technical development.**
- **Conception and definition of new products and services, and development of innovation processes: functional analysis and value analysis; design; creativity.**
- **Technical consultancy and expertise: technical studies and specialised technical consulting.**



TII Members are active in

Group B: Innovation Management Consulting (1/2)

- **Consulting in technological development strategies:** technology audits and analysis of technology needs of firms; technology appraisal and diagnostics of innovative products and services; diversification strategies and search for new activities, and technical or commercial partners;
- **Marketing and management consulting:** market studies for innovative products; feasibility studies and business plans; support for exports and exploitation of technologies in foreign markets.
- **Transfer of technologies:** techno-economic evaluations of inventions and innovative projects; search to acquire or sell patents and licences; search for available technologies; technology brokerage and advice on negotiations.



TII Members are active in

Group B: Innovation Management Consulting (2/2)

- **Advice on know-how development:** R&D management; management of innovative projects; preparation and administration of co-operative research projects; studies and consulting for the creation of innovative companies; restructuring of companies; advice on organisation and development; quality assurance and certification of companies; development of human resources; conception and implementation of structures to stimulate innovation.
- **Financial consultancy for the initiation of innovative projects:** economic analysis of technological projects; financial structuring planning, and advice on negotiations.
- **Policy analysis of technological development and innovation support:** general and sector-based studies; definition and evaluation of scientific, technological and industrial policies.



TII Members are active in

Group C: Information and Communication Services

- **Scientific and technical information:** documentary studies, state of the art, technology monitoring; brokerage in scientific, technical and economic information; techno-economic multi-client studies; service or production of techno-economic data banks; specialist technical publications.
- **Organization of contact events:** specialized fairs, conventions and meetings, technology exchange and technology transfer days, conferences and seminars; communication and public relations specializing in technology and innovation.



TII Members are active in

Group D: Consulting in Intellectual Property

- **Management of intellectual property:** research into prior art; preparation, drafting and filing of patents, trademarks, drawings, models, computer software, semi-conductors, biological materials and other rights of originator; evaluations of intellectual property rights; advice on intellectual property strategies.
- **Legal advice:** preparation of research or licence contracts; negotiation support for patent or know-how licenses; taxation of patents, trademarks, models, software, know-how; counterfeiting seizures, claims, appeals and legal remedy.



TII Members are active in

Group E: Infrastructures and Public policies

- **Industrial estate and buildings:** science parks, research parks, company incubators and equipped facilities for new firms.
- **Public policies:** definition and enforcement of laws, regulations, and the provisions for their implementation; provision of public financing for activities of common interest.



Activities and Services provided by **TII** to its Members

- A. Information and networking
- B. Good practice exchange and business development
- C. Technology transfer facilitation
- D. Professional development and training
- E. Innovation and T.T. support policies





A. Information and Networking

INFORMATION DELIVERY

- TII website at <http://www.tii.org>
- Monthly newsletter containing articles on recent EU/international initiatives in the field of innovation support and technology transfer delivered via a blog at <http://blogtii.wordpress.com/>
- Discussion group on LinkedIn (open also to non-members)



A. Information and Networking

TII ANNUAL CONFERENCE

- **State-of-the-Art topics** in the innovation and technology transfer field
- **Workshops on specialized themes**, with examples
- **Demonstration of tools** and methodologies
- **Visits** to R&D sites and high-tech installations
- **22-27 April 2012** in Copenhagen (DK) on «Sustainability – Innovation Services for a Smarter Economy», in partnership with Aalborg University
- **5-10 May 2013** in Beijing (P.R. of China) on «Globalization of Technology Transfer», in partnership with COWAY



B. Good practice exchange/business development

TII PROJECT LAB

● Basic service package

- Feeding of customized information and bidding opportunities under international funding programmes
- Information meetings in Brussels
- Concept notes, prepared by the Project Lab staff, to help build a good application and partnership
- Partner search



B. Good practice exchange/business development

TII PROJECT LAB

● Premium service package

- Concept note and consortium building (based on an original idea from a TII member)
 - Proposal writing service
 - Defining exploitation issues
- An address and meeting facilities for TII members in Brussels



B. Good practice exchange/business development

NEW PROJECT DEVELOPMENT GROUP

- Operates as a sub-group of TII on LinkedIn (open only to TII members)
- Members propose project ideas under EU programme funding lines and consortia are formed around them
- Members use web 2.0 collaboration tools to communicate and write proposals, e.g. Skype for joint discussions, Google Drive for sharing documents and contributing input to the proposal



B. Good practice exchange/business development

QUALITY NET

- Started as a Special Interest Section (SIS) to improve quality standards and operating efficiency in technology transfer
- Peer audit-visit programme to benchmark and exchange good practice
- Track record working as a business development group, forming project consortia to bid for contracts from EU and other funding bodies



B. Good practice exchange/business development

TII INNOVATION TOUR

- 3-5 day visit to centres of excellence in knowledge and technology transfer/academic entrepreneurship and spin-off creation in a selected region
- Opportunities for on-site learning and exchange of good practice with peers from around Europe
- Possibility to organize customized tours in a region of excellence in Europe for groups of innovation and technology transfer professionals from third countries (e.g. China)



C. Technology transfer facilitation

TII KNOWLEDGE VINE

- Functions as a web-based discussion forum
- Helps to identify partners, expertise, technology and market information
- No geographical boundaries
- Participants allowed to ask 1 sentence question—respondents answer only to him/her
- See www.theknowledgevine.net

D. Professional development and training

TII SUMMER SCHOOL

- A 5-day skills development course
- Delivered by practitioners for practitioners
- Covers full spectrum of innovation support methods
- Multi-cultural learning environment





D. Professional development and training

TII SUMMER SCHOOL

This year from 9 to 13 September in Split, Croatia

Themes include:

- Creative problem solving techniques
- Managing the innovation process: from idea to business
- Developing a business case for inventions
- Using 2.0 collaboration tools for technology transfer
- International project management skills

Price for TII members: 990 € for 5-day course, includes materials, documentation and lunches



E. Innovation and technology transfer support policies

TII represents the technology transfer and innovation support professionals

- Formulating responses to public consultations launched by the European Commission on themes such as improving research collaboration and knowledge transfer between public research and industry
- Technology Transfer Block Exemption Rules
- New initiatives for the financing of technology transfer and innovation



5. TII Membership

Open to all organizations and individuals involved in innovation support and technology transfer

- Corporate membership (from 450€ per annum – pro rata if joining during the year)
- Special offer of 620€ for new corporate members – includes a place at next annual conference!
- Individual membership costs 200€ per year



Benefits of **TII** Membership

- Networking with leading European technology transfer organizations
- Opportunities to contribute actively to the development of the profession
- Meetings through which to promote your organization and its services
- International exchange of working methods and training by practitioners
- Information, partner search and transnational business development

TII Management



- 20-person Board
- President (2012-15)
Joachim Hafkesbrink
- Secretary General
Christine Robinson



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Welcome to TII