Session 2: Internationalization

Fostering technology transfer in emerging economies: the Latin America experience
Agenda

- Experiences from International Technology Transfer Projects
- Critical Factors & Models Applied
- Identified Gaps
- The case of Project TUCAN 3G
- The challenges and opportunities
- The approach and a proposed framework
International Technology Transfer Projects

- EU Projects (South Europe, MET3)
- EUROPAID (EU- MEDA, MEDIBTIKAR)
- INCO / FP7 (EU- S. AFRICA, ESASTAP)
- INCO / FP7 (EU- L. AMERICA, TUCAN 3G)
- R2I / FP7 (EU- MEDA, MARE)

Technologies / Applications / Tools

Sustainability !!!
International Technology Transfer

CRITICAL FACTORS

- Technologies
- IP status
- Exploitation Channels
- Market / Sectors Drivers
- Financing & support schemes
- Infrastructures
Existing Models

- Push and Pull Models
- Exploitation channels used
- Types of Partnerships
- Roles of the Provider and Recipient

Phases of Technology Transfer

1. Idea Generation
2. From idea to Product
3. Innovation Strategies
4. Innovation Financing
5. Open Innovation

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International Technology Transfer GAPS

- Culture
- Skills / Capabilities
- Stakeholders
- Knowledge & People Flows
- System Boundaries
- Intermediaries

Non-technical (soft) factors
The Project TUCAN

- "TUCAN3G - Wireless technologies for isolated rural communities in developing countries based on cellular 3G femtocell deployments", FP7 Programme

- The aim of the project is to evaluate the viability of backhauling 3G femtocells with WiLD-WiMAXVSAT networks, from both technical and economical points of view in the areas of Perú and Colombia.
The challenges faced in Latin America

- Technology exists
- The needs of local communities exist
- Need for set-up investments and operations
- Users with low income in remote areas
- The concept of a Business Plan is “weak”
The Opportunity

- A solution that allows users to access the technology / service
- Public and Private bodies to cooperate in sharing costs
- But NOT based on funding
- Involving local people in the “transfer process”
- Business model based on relationships
- Designing a viable business model
The approach

- Inclusive technology transfer business models that include local communities in technology transfer value chains.
- Take ownership and responsibility
- Beyond the provider – recipient rationale
- Different uses of technology than anticipated
A Framework proposed

- Inclusive technology transfer business models
- Input from emerging markets for products’ redesign
- Based on actual needs (health, food, energy, transport)
- Knowledge EXCHANGE, NOT “Transfer”
- Innovation Brokers re-defined
- TT as means of international collaboration
Thank you!!

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