

*Project: "ICT" - A WAY TO IMPROVE THE SKILLS FOR THE YOUNG ENTREPRENEURS*

**TECHNOLOGY COMMERCIALIZATION: AN INTEGRATED,  
INTERNATIONAL PERSPECTIVE**

**Baia Mare, November 08-09, 2004, Maramures County Library "Petre Dulfu"  
Independentei Street, no. 4B  
Seminar Schedule**

**Day 1:**

**09:30 Participants registration**

**10:00 Seminar opening**

Introduction

Participant introductions and an overview of the workshop

**10:45 A framework for research, innovation, and commercialization**

- Why commercialization is important?
- An integrated model of research and innovation
- The role of the university, incubators, and other elements of the entrepreneurial ecosystem.

**11:30 The process of technology commercialization (1)**

- How research design and product development relate to commercialization;
- Commercialization model;
- Key issues of commercialization and on the critical bridging activities;
- Identify a technology or product and define where it is in the process, and develop a brief description of their technology.

**13:00 Lunch**

**14:00 The process of technology commercialization (2)**

**17:00 Close day session**

**Day 2:**

**09:00 Intellectual Property Protection**

- Basic concepts of intellectual property protection

**10:30 Strategies for commercialization**

- Range of strategies for commercialization;
- Key issues involved in internationalization and partnering.

**13:00 Lunch**

**14:00 Technology transfer at universities: an international perspective.**

- Technology transfer practices within a university setting; cases studies

**16:00 Concluding session**

**17:00 Seminar closing**