

Project 'INTERNATIONAL TECHNOLOGY TRANSFER ACADEMY is funded by the Erasmus +
Program



International Technology Transfer Academy

Draft AGENDA

**Sofia, BULGARIA
25-27.11.2020**

ZOOM ENVIRONMENT

The goal of the training and learning activity is to develop the international group and sharing the participants experience. The group will focus on technology transfer, understanding the value of marketing in innovation process and technology transfer, cooperative business environments.



TO APPLY, SEND E-MAIL TO: urska.rauter@tp-lj.si

1st DAY
25.11.2020

VENUE: ZOOM

1. 10:30 – 11:15 From Technology transfer to the Business map

Prof. Kostadin Kostadinov, PhD

- Strategic documents for knowledge and technology transfer in R&I EC policy
- Increasing the impact of research.
- The value added chain and the role of knowledge and technology transfer in Linking Input, Output and Outcome

11:55 – 12:00 Intellectual property - The Key to Success of knowledge and technology transfer

Prof. Kostadin Kostadinov, PhD

- General IP Misconceptions in academia/industry
- IP Challenges with Transfer of Knowledge
- IP with perceived commercial value – evaluation by using IP Score 2.2

12:00 – 12:20 Comfort Break

12:20 – 13:30 From technology to business

- Strategy for exploitation and commercialization of research results to the Business
- Technology readiness level vs. Business readiness level
- Technology – Business Map – (TB.Map): How does my “race” to market look like
- Open discussion and feedback on the module

Prof. Kostadin Kostadinov, PhD

13:30 – 13:40 Closing notes and evaluation of the modules

All times are Eastern European (Bulgarian) times 9 am in Bulgaria = 10 am. in Turkey

2ND DAY
26.11.2020

VENUE: ZOOM

10:30 – 12:00 Understanding the value of marketing in innovation process and technology transfer

Assoc. Prof. Stanimir Andonov, PhD

- Understanding the value of marketing in innovation process and technology transfer. Marketing myopia.
 - Understanding the Marketplace and Customer Needs
 - Creating customer value-driven marketing strategy
 - Origin of innovations - from the needs and wants of consumers or from scientific laboratories
 - The path of innovations - from their creation to market success. The role of marketing.
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12:00 – 12:20 Break

12:20 – 13:30 Some working and proven marketing tools - how and when to use them

Assoc. Prof. Stanimir Andonov, PhD

- Design thinking and innovations
 - The market development process
 - The value of Market segmentation
 - Choosing target markets
 - Product and brand positioning
 - Building brands for new products/services. Important brand elements and brand architecture.
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13.30 – 13:40 Open discussion and feedback on the module

3RD DAY
27.11.2020

VENUE: ZOOM

09:00 – 09:45	Comparative Business Environments Prof. Milen Baltov, PhD
	<ul style="list-style-type: none">• Understanding and comparing different cultural, political, legal and economic environments facing the transfer of technologies and business practices• Describing how transfer technologies manager can formulate and implement strategies to deal with foreign environments
09:45 – 10:30	International Trade & Investment Prof. Milen Baltov, PhD
	<ul style="list-style-type: none">• Explaining foreign direct investments logic towards the technologies transfer• Demonstrating how companies choose between exporting, licensing and foreign direct investment
10:30 – 10:30	Short after break assignment

10:30 – 10:45	Comfort Break
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10:45 – 11:30	Financial Management when Internationalising the Technology Transfer After break feedback on the assignment
	<ul style="list-style-type: none">• Show how capital structure of firms differs across different countries and technologies• Suggest how firms can adjust their international management of money to increase efficiency.• Consider alternatives for managing and minimising foreign risk when transferring technologies
	Open discussion and feedback on the module Prof. Milen Baltov, PhD

11:30 – 12:00	Closing notes and evaluation of the modules
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LECTURERS

1. Kostadin Kostadinov



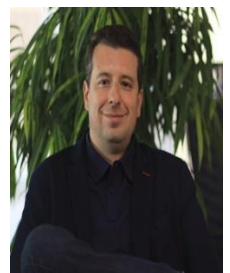
Prof. Kostadin Kostadinov is himself an example of the transition from a scientific researcher through the high-tech start-ups to an innovation and technology transfer expert. He is Professor Dr.-Eng. of Robotics and Mechatronics at the Institute of Mechanics – Bulgarian Academy of Sciences. His main research field is robotics with application in manufacturing, micro and nanotechnologies, biology etc. Professional achievements are more than 100 publications and 16 patents and 4 patent applications. He is a team leader of many research projects financed by EC framework programs Copernicus, FP6, FP7 and H2020, as well as the DFG and Bulgarian science fund.

Since 6th of June, 2017 Prof. Kostadinov is Advisor to the Minister for Education and Science for Research and Innovation.

Prof. Kostadinov was a founder chairman of Managing Board of GIS-TransferCenter Foundation (May 15th 2001 – November 11th 2014), which is a non-profit organization for social benefit to support technology transfer and innovation. Currently, he is certified KAM and Senior Innovation Expert in GIS-TransferCenter.

Prof. Kostadinov is co-founder of 2 high-tech start-ups Microna Ltd. established to commercialize the IP generated under EC FP6 Project Hydromel, and NanoBioSense.

2. Stanimir Andonov



Stanimir Andonov is an economist, market analyst and marketing expert. He has PhD degree in Marketing. He is a graduate of University of National and World Economy. He worked as a lecturer in Marketing and a programme director at New Bulgarian University. In addition to that, he also taught Marketing as a visiting assistant professor at the State University of Library Studies and Information Technologies, University of National and World Economy, International University College and VUZF University. He is currently a regular lecturer at the Varna University of Management. His academic interests are related to the study of consumer perceptions and preferences. By means of a national representative sampling he has researched the positioning of insurance companies operating in Bulgaria. Stanimir Andonov has written a number of articles on the subject.

Stanimir is cofounder and manager of Neuromarketing Bulgaria – agency specialized in neuromarketing research. The subjects of the studies of Neuromarketing Bulgaria are

viewers of TV commercials. The object of the study is attention, excitability, memorability and processing of a TV commercial during its viewing.

3. Milen Baltov



Prof. Milen Baltov, PhD is himself an example of the transition from a business consultant to the small and medium-sized enterprises (SMEs) and start-ups to an academic and researcher in the field. A graduate (1994) of the University of National and World Economy in Sofia, Bulgaria, he was the first in CEE to draft and defend a PhD dissertation (2000) on the topic of “Management Consulting for SMEs”. For two decades he was an expert and a team leader in a capacity building and business promotion projects in almost all the current CEE countries, with best impressions from his missions in Macedonia, Croatia and Serbia. Further he was active in Georgia and in Kazakhstan.

For the moment, Prof. Baltov is a Vice Rector of the Burgas Free University and a National Contact Point for the field of the Innovation to SMEs, under the EU Horizon 2020 Programme.