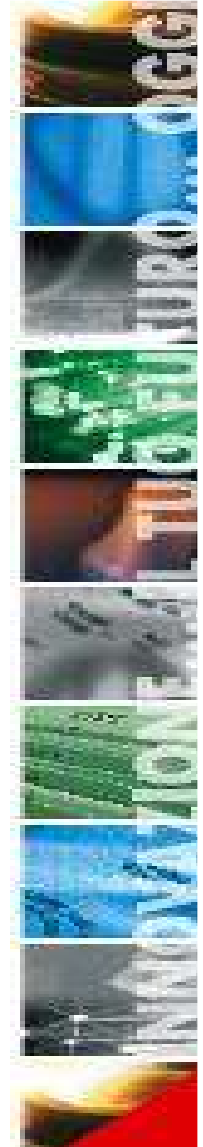


1° October 2009

VENETO INNOVAZIONE

Ing. Matteo Ametis

Ing. Marco Gorini

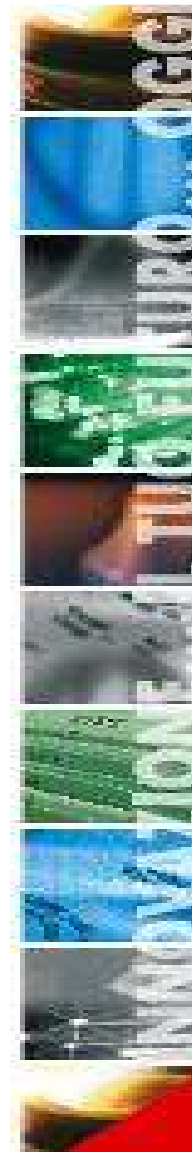


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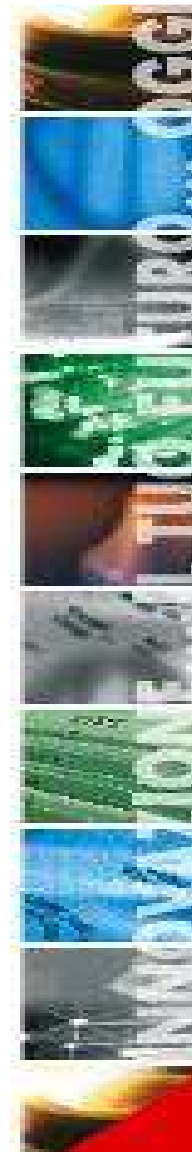
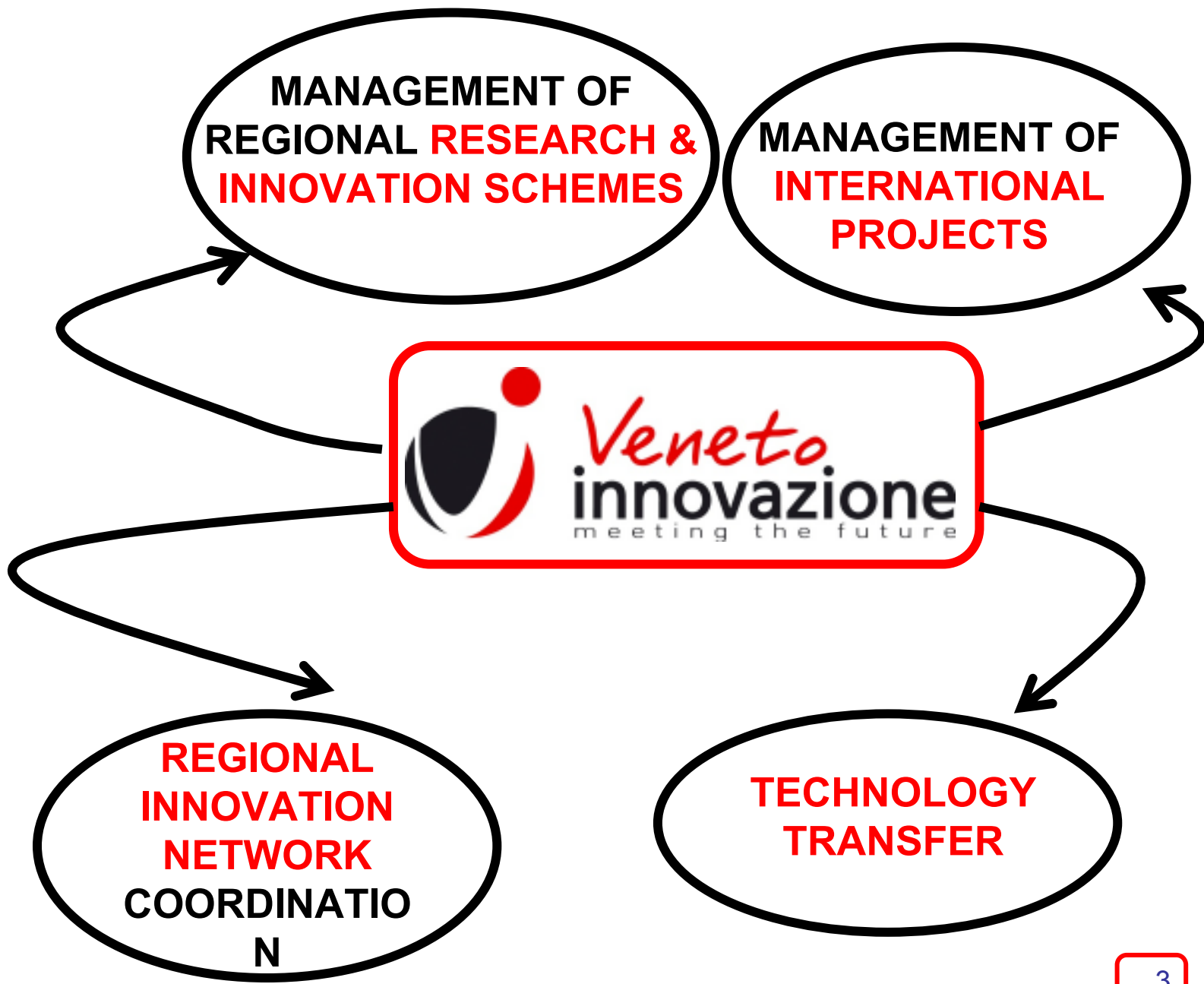
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VENETO INNOVAZIONE



Il progetto è cofinanziato dall'Unione Europea



R&D schemes management

27	Calls for proposals managed
1115	R&D projects assessed
486 mil.€	R&D investment
120 mil.€	Public budget managed



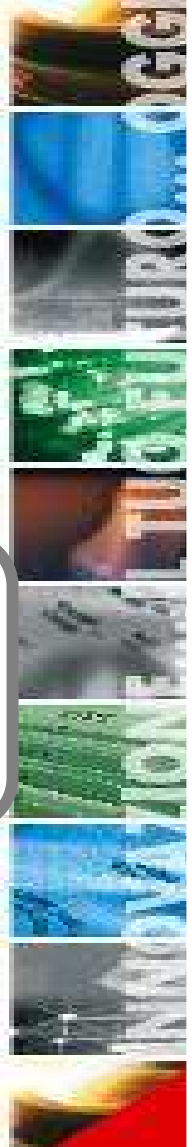
INTERNATIONAL PROJECTS

TRANSNATIONAL INNOVATION POLICIES

SERVICES FOR INNOVATION

GOOD PRACTICES EXCHANGE

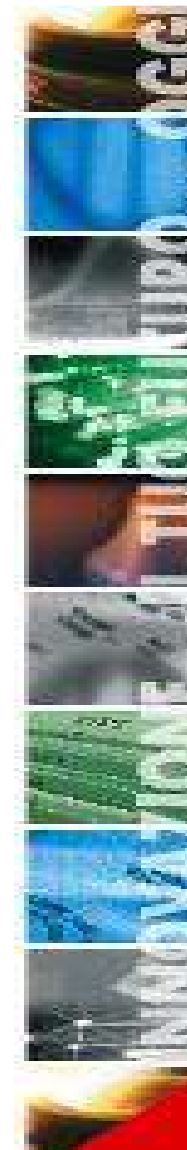
INTERNATIONAL NETWORKING



VENETO INNOVAZIONE Holding



- Galileo Science and Technology Park
- Vega Science and Technology Park
- Star Science Park
- Certottica
- Fondazione La Fornace
- NANOFAB
- Politecnico Calzaturiero
- Promomarghera
- Ritex
- SpinLab
- Tecnologia & Design
- Thetis
- VSIX



Il partner della politica di innovazione europea

Technology Transfer

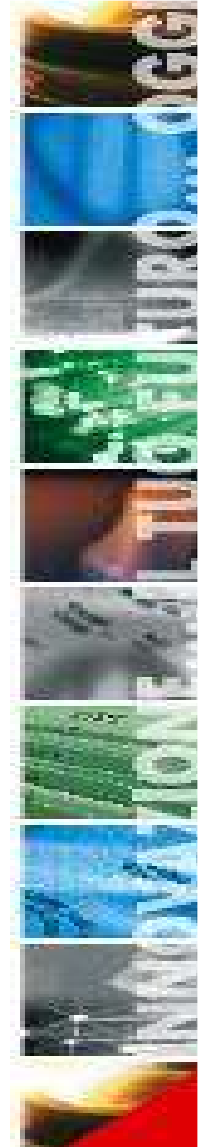
**Regional Act n. 9, 18 may 2007,
PROMOTION AND COORDINATION OF SCIENTIFIC RESEARCH,
ECONOMIC DEVELOPMENT AND INNOVATION IN THE REGIONAL
PRODUCTIVE SYSTEM**

Art. 10 Veneto Innovazione Spa

.....

- e) Providing information and services for the development of national and transnational technology transfer activities;
- f) Supporting transfer activities of public research results, managing the application of patents and promoting the industrial exploitation through licensing agreement.

.....



Technology Transfer

- Infrastructures
- Services
- Funding

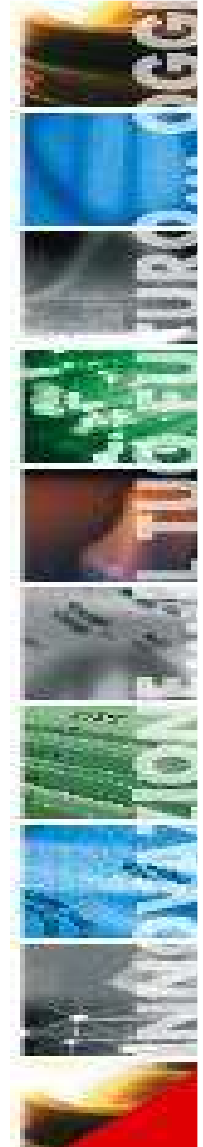


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Il progetto è cofinanziato dall'Unione Europea

Technology Transfer Support Services

- Promoting innovative technologies
- Identifying technology needs
- Promotion of technology co-operation
- Help companies to access to RTD Results



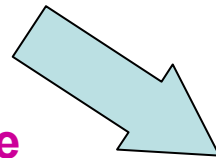
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Enterprise Europe Network

**Innovation
Relay Centre**

**Veneto
Innovazione**

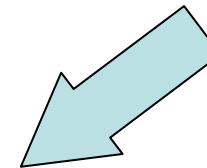
Enea



**Euro Info
Centre**

**Unioncamere
Veneto**

Informest



L'Europa alla portata della vostra impresa.



L'Europa alla portata della vostra impresa

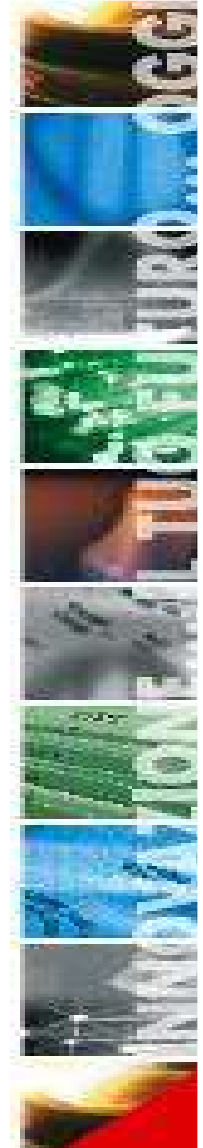
TECHNOLOGY TRANSFER results 2008

-263 local companies assisted with innovation and technology transfer supporting services

- 90 audited local companies

-35 local companies and researchers were assisted during several International Brokerage Events meeting 143 potential partners

- 5 International technology transfer agreements already reached and others are coming



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Why Innovation?:

- Beside the difficulties due to current worldwide economic crisis, many companies in the North East of Italy are also suffering the inadequacy of a competitive model which they are no more able to face:
 - the increasingly rapid advance of the technological frontier (developed countries);
 - concurrency of the low cost manufacture (emerging countries)

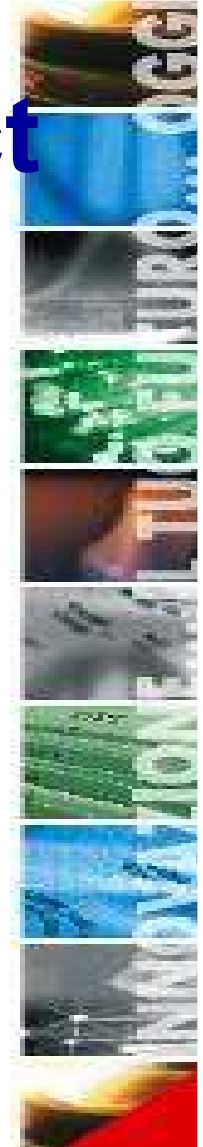


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Importance of continue product innovation

- Innovation ensures new market opportunities and improves competitiveness
- Innovation avoids the maturity of products
- Innovation is not a spot event, it must be planned (as a way of working)

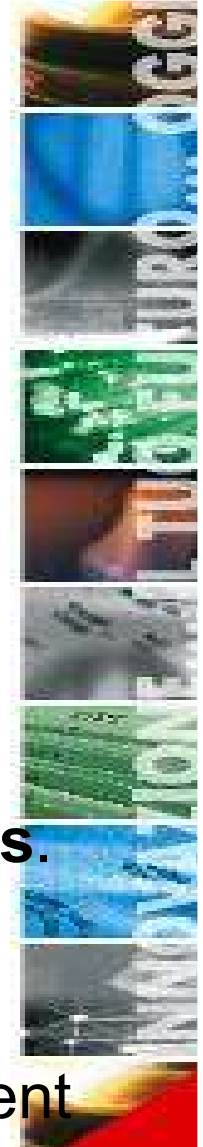


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Changes needed :

- TANGIBLE AND INTANGIBLE ASSETS:
 - Increase the awareness about the valorisation and the management of the know-how
- RESEARCH COLLABORATION:
 - Increase the collaboration with research institutions for **the exploitation of applicable research results.**
- INTERNATIONALISATION :
 - It means widening of the market but also enlargement of the Know how and innovation providers.



Industrial Exploitation of applicable research results

- Difficulty to access the research results
- Information on research results are often not yet “tailored” for the specific potential market applications
- Research results are available without the proper IP protection (able to justify the industrial investment)
- A strong investment is needed with a high market risk



Technology Transfer of the public research in the Veneto

- Actually these difficulties are not easily solvable from neither research side nor industrial front even if they are the main actors.
- The Veneto Regional Government is strongly convinced about the importance of creating innovation with the valorisation of the research on the industrial application.
- This conviction led to a specific article of the new Innovation Regional Act which sets up a Regional Office for Technology Transfer.
- With this act the Regional Government appoints Veneto Innovazione to structure and manage this new office.

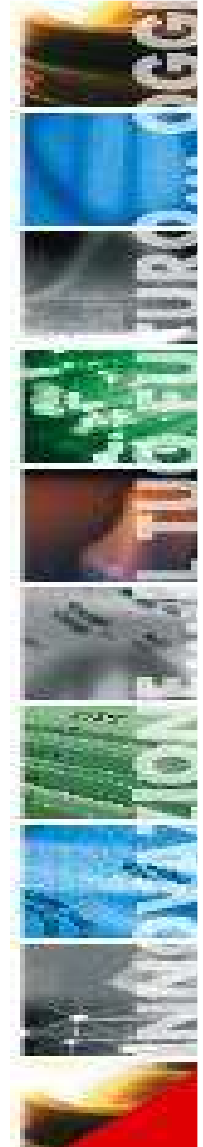


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Technology Transfer of the public research in Veneto

- URTT will manage a special fund dedicated to valorise the identified research results through the Industrial Property and the following licensing or selling of technology
- It is necessary to assure the involvement of all the stakeholders on the entire process and the role of URTT is to merge and integrate all the interests finalizing the exploitation of the technology through licensing and selling agreements.

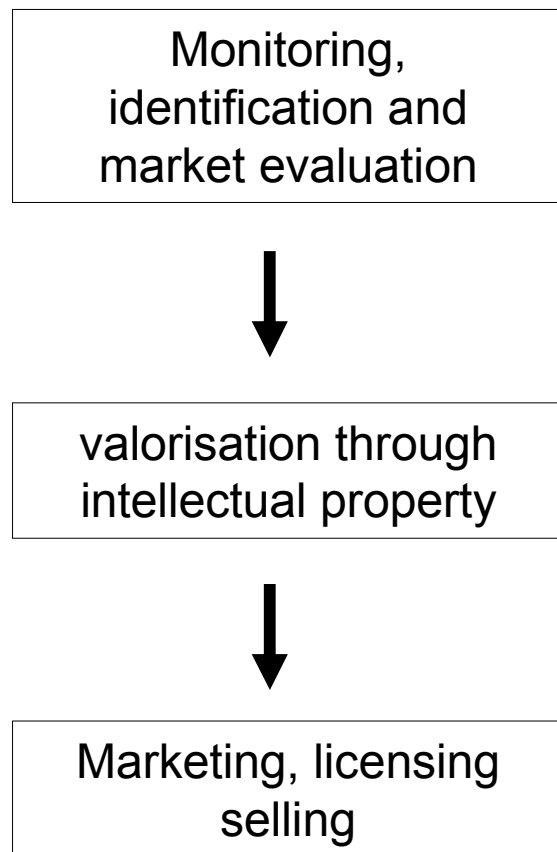


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Technology Transfer of the public research in Veneto

Process



Universities WGs coordinated by the respective ILOs

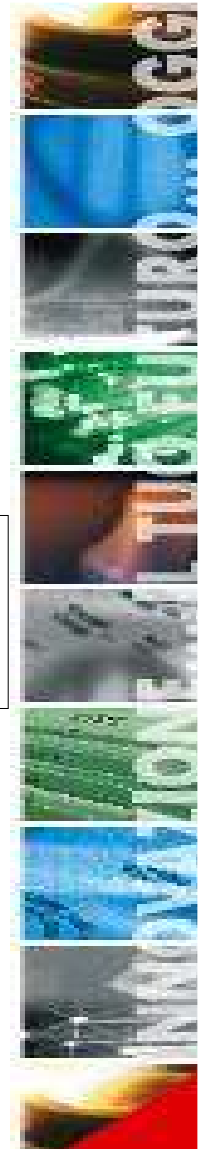
Industrial WGs composed of members from sectorial association, chambers of commerce and URTT/VI delegates

Intellectual Property lawyers and attorneys

Special regional fund managed by URTT/VI

Marketing and “Commercial” promotion carried out by URTT/VI

lawyers expert in licensing and selling contracts



**Many thanks for your
attention !**

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