

# Made in Danube

## Technology Transfer Training

**16<sup>th</sup> of November 2017**

**Conference venue:**

Headquarter of the Budapest Chamber of Commerce and Industry  
 H-1016 Budapest, Krisztina krt. 99, Hungary

**Trainer:**

Dr. Zoltán Peredy - Engineer Economist & Innovation Expert

### Agenda

<b>08:30</b>	<b>Registration and welcome coffee</b>
<b>09:00</b>	<b>Welcome by the organizers and introduction of the Made in Danube project</b>
<b>09:15</b>	<p><b>“Classroom training” 1<sup>st</sup> part</b></p> <p><i>Trainer: Dr. Zoltán Peredy</i></p> <p><u>Introduction to technology transfer – Review the phenomenon of technology transfer</u></p> <ul style="list-style-type: none"> <li>• Concept, role, process and benefits of technology transfer</li> <li>• Overview of challenges at different stages of technology transfer, expectations and needs of different actors</li> </ul> <p><u>Key aspects in technology transfer and business development – Part 1</u></p> <ul style="list-style-type: none"> <li>• Features of innovative and market attractive products technologies, methods for assessing market attractiveness of technologies</li> <li>• Technology transfer model</li> </ul>
<b>10:45</b>	<i>Coffee break &amp; Networking</i>
<b>11:00</b>	<p><b>Classroom Training – 2<sup>nd</sup> part</b></p> <p><i>Trainer: Dr. Zoltán Peredy</i></p> <p><u>Key aspects in technology transfer and business development – Part 2</u></p> <ul style="list-style-type: none"> <li>• Basics of intellectual property rights</li> <li>• Factors and strategies for effective and successful cooperation</li> <li>• Successful cases and lessons learned</li> </ul>

<b>13:00</b>	<i>Buffet Lunch and networking</i>
<b>14:00</b>	<p><b>Interactive mentoring part A</b></p> <p><i>Trainer: Dr. Zoltán Peredy</i></p> <p>Analysis a study case related to the technology transfer in the field of bioeconomy, where the participants will be assigned the different roles and where they will have an active part.</p>
<b>15:30</b>	<p><b>Interactive Mentoring part B - <u>interactive exchange of experience</u></b></p> <p><i>Trainer: Dr. Zoltán Peredy</i></p> <p>sharing experiences and real problems about the transnational cooperation among the participant in interactive way .</p>
<b>16:45</b>	<p><b>Closing remarks</b></p> <p>Summary of the outputs of the training course, lessons-learnt from the technology transfer training, main messages</p>
<b>17:00</b>	<b>End of Meeting</b>

**Contact person for any questions regarding the event:**

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**Online registration available at:**

<http://regisztracio.bkik.hu/?q=node/108>