



Under the patronage of the Egyptian Ministry of Higher Education and Scientific Research

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The Alexandria University and
The Euro-Mediterranean Consortium TETHYS
(Aix-Marseille University II)
with the participation of IRD and AP-HM

jointly organise an **INTERNATIONAL WINTER SCHOOL** on
Research Promotion, Technology Transfer and Business Creation

within “2010, French-Egyptian Year of Science and Technology”

from November 22nd to 24th of 2010 in ALEXANDRIA, EGYPT

Programme

Name of the Event :	INTERNATIONAL WINTER SCHOOL <i>Research Promotion, Technology Transfer and Business Creation</i>
Dates :	November 22 nd to 24 th of 2010
Target Population :	Professors, Researchers, Laboratory Heads, Young Businessmen, Representatives of Incubation Structures, Representatives of Technopoles, High-Tech Industries, Private Companies...
Objectives :	<ul style="list-style-type: none"> - Compare international models of Research Promotion - Give relevant information on Research Promotion (protection, development, technology transfer and innovative-technological business creation) - Provide training in promotion and evaluation of projects in the field of technological research promotion - Address the issue of University-Business Company relations
Evaluation System :	Questionnaire
Coordinator(s) :	Mr. Morsi El Soda, Mr. Loïc Orofino, Mr. Khaled El Saadany, Mr. Michel Autric





Day	Time	Schedule
Sunday	During the Day	Welcome of Participants Registration
Monday 22 nd	09.00 - 10.00	- Opening of the Conference Opening speeches delivered by : <ul style="list-style-type: none"> ✓ Mrs Hind MAMDOUH HANAFY, President of the Alexandria University ✓ Mr Michel KASBARIAN, President of the University Consortium Tethys represented by Mr Michel AUTRIC, Director of the University Consortium Tethys ✓ Mr Michel LAURENT, President of Research Institute for Development represented by Mr Stéphane RAUD, Director of Expertise an Valuation Department – IRD Marseille, France ✓ Mr Hedi HADDADA, Attaché for scientific cooperation - French Embassy in Egypt ✓ Mr Yasser ELSHAYEB, Coordinator of French-Egyptian Year of Science and Technology 2010 - Egyptian Ministry of Higher Education and Scientific Research
	10.30 - 12.00	Session 1 : Problems and Good Practices of Public Research Promotion. “Techno push” and “Market Pull” approaches: <i>Chairman : Mr. S. Boily (Gestion Valeo-Québec)</i> <ul style="list-style-type: none"> • Mr A. El Shafei, Director of the Science and Technological Development Fund (STDF) – Egypt: <i>“Role of STDF in Supporting Research in Egypt” – Conference cancelled</i> • Mr V. Lamande, Président Honoraire du Réseau Curie et Directeur Adjoint Bretagne Valorisation – France: <i>“Acceleration of Technology Transfer Societies, an answer to the challenges faced by economical developers entrusted to French campuses?”</i> • Mr A. Stevens, President, Association of University Technology Managers - Special Assistant to the Vice President for Research Technology Development, Boston University – USA: <i>“Technology Transfer in the United States -- the Bayh-Dole Act reaches its 30th Anniversary”</i>
	12.00 – 12.30	Roundtable – debate (30 mn)





Monday	14.00 - 15.30	<p>Session 2 : Presentation of International models in "Research Promotion, Technology Transfer and Business Creation" from following areas: Asia, Canada, Europe, Mediterranean Countries, USA:</p> <p><u>Chairman : Mr. V. Lamande (Bretagne Valorisation-Brest)</u></p> <ul style="list-style-type: none"> • Mr S. Boily, Président-directeur général - Gestion Valeo - Québec - Canada : "New strategy in Québec for Research and Innovation" • Mr A. Amrar, Ingénieur Principal, Service Relations avec les Entreprises, Cellule de coordination du Réseau Maroc Incubation et Essaimage (RMIE)- Centre National pour la Recherche Scientifique et Technique (CNRST) - Maroc: "The National Incubation System in Morocco, Achievement and Future Prospects" • Mr N. Rouhana, Director of Berytech Technological Pole – Liban: "Technology Incubation: the experience in Berytech"
	break	
	16.00 -17.00	<p><u>Chairman : Mr. S. Barrijal (Abdelmalek Essaadi University)</u></p> <ul style="list-style-type: none"> • Miss A. Cohen, Chargée de Mission valorisation de l'innovation et transfert de technologies Assistance Publique-Hôpitaux de Marseille - France: "A leading actor in French Public Research Promotion: the Centre Hospitalo - Universitaire - CHU (University Hospital)" – Conference presented by Mr L. Orofino, Université de la Méditerranée / Téthys • Mr A. Saleh, Head of the EU-EGYPT Innovation Fund, RDI Programme Ministry of Higher Education and Scientific Research - Egypt: "The RDI strategy for Promoting Research and Innovation in Egypt" • Mr V. Cerda Martin, Doyen délégué à l'innovation, Université des Iles Baléares - Espagne: "Research Promotion policy in Spain and its implementation in the University of the Balearic Islands"
17.00 -17.30	Roundtable – debate (30 mn)	





<p>Tuesday 23rd</p>	<p>09.00 -10.30</p> <p>break</p> <p>11.00 -12.00</p> <p>12.00 -12.30</p>	<p>Session 3 : Help towards Technological and Innovative Business Creation: Project Development, Incubation, Business Plan, Economical Development:</p> <p><i>Chairman : Mr. N. Rouhana (Beyritech-Beyrouth)</i></p> <ul style="list-style-type: none"> • Mr V. Lamande, Président Honoraire du Réseau Curie et Directeur Adjoint Bretagne Valorisation - France: "<i>Business Units as vectors of business creation</i>" • Mr J-P. Brocart, Directeur de l'Incubateur National Multimédia Belle de Mai, Marseille - France: "<i>Incubation of Technological and Innovative Business</i>" • Mr S. Raud, Directeur du Département Expertise et Valorisation- IRD, Marseille - France: "<i>Innovative businesses creation – IRD experience- and around the Mediterranean Sea : presentation of PACEIM programme</i>" <p><i>Chairman : Mr. V. Cerdà (Balearic Islands University)</i></p> <ul style="list-style-type: none"> • Mr M. Belhaj, Directeur du Centre Universitaire de Transfert de Technologie - Université de Sfax -Tunisie: "<i>The experience of the University of Sfax in promoting an innovative culture and the creation of innovative businesses</i>" • Mr J-P. Brocart, Directeur de l'Incubateur National Multimédia Belle de Mai, Marseille - France: "<i>Business Plan Creation</i>" <p>Roundtable – debate (30 mn)</p>
<p>Tuesday</p>	<p>14.00 -15.00</p> <p>break</p> <p>15.30 -16.30</p> <p>16.30 -17.00</p>	<p>Session 4 : Research Promotion: Patent, Maturing, License, intellectual property, collaboration contract, confidentiality contract, tools for Funding Innovation:</p> <p><i>Chairman : Mr. M. Swellam (STDF)</i></p> <ul style="list-style-type: none"> • Mr E. K. Ibrahim, Vice President of Alexandria University For Graduate Studies and Research - Egypt: "<i>Research strategies in Alexandria University</i>" - Conference presented by Mr M. El Soda, Professor, Alexandria University • Mr S. Boily, Président-directeur général - Gestion Valeo - Québec - Canada: "<i>Open Innovation and Closed Innovation models, parting of the ways</i>" • Mr A. Zeineldin, General Supervisor patent office focal point, University of Alexandria - Egypt: "<i>Intellectual property rights</i>" - Conference cancelled <p><i>Chairman : Mr. D. Caviglia (Genoa University)</i></p> <ul style="list-style-type: none"> • Mr A. Stevens, President, Association of University Technology Managers - Special Assistant to the Vice President for Research Technology Development, Boston University - USA: "<i>The Role of Public Sector Research in the Discovery of New Drugs</i>" • Mr G. Lemoine, Directeur de l'Institut de la Francophonie pour l'Entrepreneuriat – Maurice: "<i>L'Incubateur Virtuel de la Francophonie pour l'Entrepreneuriat (IVFE/AUF): presentation of monitoring mechanism for digitized and distance Business Creation. Outcome and prospect after monitoring of a first group of project leaders in 10 countries part of French-speaking world</i>" <p>Roundtable – debate (30 mn)</p>
<p>Tuesday</p>	<p>20.30 -</p>	<p>Debate Evening</p>





Wednesday 24th	09.00 - 10.30	Session 5 : Technology Transfer - Relationship between Universities/ Research Centers- Economic and Social Actors <i>Chairman : Mr. M. Ouardouz (Abdelmalek Essaadi University)</i>
	break	<ul style="list-style-type: none"> • Mr D. Caviglia, Professeur, Département d'Ingénierie Biophysique et Electronique (DIBE), Université des Etudes de Gênes - Italie et Coordinateur scientifique du projet UNI.T.I.: "The Technology Transfer Scenario in the Liguria Region" • Mr K. El Saadany, Executive Manager of Grants, Innovation & Technology Transfer Center, University of Alexandria - Egypt: "Strengthen the linkage between university and industry" • Mr S. Raud, Directeur du Département Expertise et Valorisation- IRD, Marseille -France: "Marketing and technology transfer"
	11.00 - 12.00	<i>Chairman : Mr. A. Stevens (Boston University)</i>
	12.00 - 13.00	Roundtable – Synthesis
Wednesday	15.30	Visit of Alexandria Library
Wednesday	Evening	Final Reception



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