



**Workshop "How to leverage researchers' talent for economic growth"
held by prof. Mark Coticchia, American expert of
innovation, technology transfer and valorisation of research**

**12th May - 3.00 p.m.
SISSA (International School for Advanced Studies of Trieste)
via Beirut 2-4, Trieste
Lecture hall**

Dear sirs,

AREA Science Park and SISSA, in the Frame of the VIII annual Conference of the Friuli Venezia Giulia regional Research Centres, are pleased to invite you to the technical workshop **"How to leverage researchers' talent for economic growth"** held by prof. Mark Coticchia, which will take place on Tuesday May 12, 2009 in the lecture hall of SISSA in Trieste.

The meeting, structured as a seminar in order to facilitate the interaction between the speaker and the audience, is of great interest to anyone involved in research and its exploitation, as well as in the processes of innovation and technology transfer.

Prof. Stefano Fantoni, Director of SISSA, will moderate the seminar.

Program :

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| 3.00 - 3.15 p.m. | Welcome and introduction
<i>Stefano Fantoni – Director
SISSA</i> |
| 3.15 - 4.45 p.m. | "How to leverage researchers' talent for economic growth"
<i>Mark Coticchia – Vice President for Research and Technology Management
Case Western Reserve University</i> |
| 4.45 – 5.15 p.m. | Debate and exchange of ideas and experiences |

Prof. Coticchia, Vice President for Research and Technology Management at Case Western Reserve University in Cleveland (Ohio), in the frame of his speech will address the following issues:

- Role of innovation agencies (universities, science and technology parks) in supporting economic growth and entrepreneurship exploiting research results. Focus on the Ohio Innovation Network and on success stories coming from the Cleveland area.
- The Technology Transfer Process. Focus on the different targets (Licensing vs. Starting new companies) and on the different approaches/policies/support needed to achieve them.
- Focus on the role of the researchers: how best to work together to achieve mutual goals, with particular reference to new company formation

The initiative is part of the fruitful cooperation between AREA Science Park and Case Western Reserve University, ratified by a Memorandum of Understanding signed in August 2008.

For information and registration please contact:

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Deadline for registrations is set on Friday, May 8, 2009.

The workshop will be held in English; simultaneous interpretation service in Italian will be provided.

Participation is free of charge.

Please find attached the short CV of prof. Mark Cotichia..