

**De la idee, brevet si inovare prin transfer tehnologic si servicii la unitati puternice inovative cu activitate bazata pe valoare adaugata ridicata**

**Newsletter no 20**

## Technology Transfer and Innovation

### Events in technology transfer and innovation field



The events provide you the opportunity to meet potential cooperation partners during pre-arranged face-to-face meetings, to present your business or technology offers. Do you want to participate at some events? Do you have technology profiles in the fields? Please contact [office@ipacv.ro](mailto:office@ipacv.ro) to support you.

#### January 2010

- 19 [BROKERAGE EVENT TOURISM FITUR 2011](#) MADRID (Spain)
- 25 [BE2WEEN@TERRATECT/ENERTEC 2011](#) Leipzig (Germany)
- 26 [SMM Istanbul 2011 International Partnering Event](#) Istanbul (Turkey)
- 26 [Biomass Business Talks 2011](#) Graz (Austria)

#### February 2011

- 01 [Meetingpoint "Learning and IT" at LEARNTEC 2011](#) Karlsruhe (Germany)
- 02 [MicroMountains iNOVATION FORUM for Micro Technology 2011](#) Villingen-Schwenningen (Germany)
- 04 [Life Sciences Brokerage Event](#) Edinburgh (United Kingdom)
- 10 [b2fair SME Forum 2011](#) Luxembourg (Luxembourg)
- 10 [Fruit Logistica 2011 Brokerage Event](#) Berlin (Germany)
- 10 [European R&D brokerage event during TECH'INNOV2011](#) PARIS - Orly Airport (France)
- 14 [Mobile World Congress Brokerage Event 2011](#) Barcelona (Spain)
- 16 [EGÉTICA-Expoenergetica: Technology & Business Cooperation Event – Energy, Water and Wastes](#) Valencia, Spain
- 22 [Eilat-Eilot Renewable Energy Conference & Exhibition 2011](#) Eilat (Israel)

#### March 2011

- 01 [International brokerage event Future Match at CeBIT 2011](#) Hannover (Germany)
- 02 [Ecobuild match-making event 2011](#) London (United Kingdom)
- 04 [expoEnergy 2011 in Wels](#) Wels (Austria)
- 10 [Successful R&D in Europe - 3rd European Networking Event](#) Duesseldorf (Germany)
- 18 [BUD-GRYF & ENERGIA Brokerage Event for Construction and Energy Sector](#) Szczecin (Poland)
- 22 [6th Taste Nutrition Health International Congress](#) Dijon (France)
- 25 [WOOD Meetings 2011](#) Namur (Belgium)
- 30 [AERODAYS 2011 Brokerage Event in Aeronautics](#) Madrid (Spain)
- 30 [International B2B Software Days](#) Vienna (Austria)

#### April 2011

- 07 [Biomedica Matchmaking 2011](#) Eindhoven (Netherlands)
- 13 [NANOSCIENCE AND MICRO-NANOTECHNOLOGY BROKERAGE EVENT 2011](#) Bilbao (Spain)
- 14 [CHEMIKA 2011](#) Szczecin (Poland)
- 14 [Brokerage Event SINAVAL 2010](#) Bilbao (Spain)
- 20 [La Mêlée Numérique - the most important regional ICT trade show in France](#) Toulouse (France)

#### May 2011

- 03 [European Seafood Exposition - business partnering event](#) Brussels (Belgium)
- 05 [B2B@BalticFuture 2011 - Brokerage Event for Maritime Sector and Offshore Wind Energy](#) Hansemesse Rostock (Germany)
- 11 [GENERA 2011 BROKERAGE EVENT](#) Madrid (Spain)
- 18 ["Unlocking the Potential" - a regional b2b networking event](#) Valletta (Malta)

#### June 2011

09 [Brokerage Event on Solar Technology](#) Munich (Germany)

**November 2011**

07 [BATIMAT - Sustainable construction matchmaking event](#) Paris (France)

15 [WATEC Israel 2011](#) Tel Aviv (Israel)

**Useful links:** [Enterprise Europe Network](#) [DG Enterprise](#) [EU-Services](#) [Portal-for-SMEs](#) [Your-Europe-Your-Business](#) [Cordis](#) <http://www.us-eu-match.com> [Executive-Agency-for-Competitiveness&Innovation-EACI](#) [EIM's Knowledge Web on SMEs & Entrepreneurship](#) [Access2Finance - EU-Finance for SMEs](#) [EU's Information Society: Thematic Portal](#) [Your Europe - Citizens portal](#) [EU law](#)

[Presentation of the Enterprise Europe Network](#) [What is a Network Partner?](#) [Find your local Enterprise Europe Network partner](#) [You are looking for a Commercial or Technology partnership ?](#)

### **1<sup>st</sup> meeting/2011 of EC London, recommended event for start-ups**

We are a global peer to peer support movement for startups and EC London is the London Chapter. We help London based startups to benefit from resources London has to offer. We work with other organisations who arrange events, provide support for start-ups/SME's. Open Mondays is a free event EC London recommends for start-ups, encourages you attend to help you network, benefit from the experience of other members.

**More...** <http://www.meetup.com/startup-fastrack/>

### **b2fair SME Forum 2011 Luxembourg, 10 February 2011**

The 'SME Forum' b2fair matchmaking event combines the assets of a professional trade fair with a business co-operation exchange platform and represents an important gathering in one single meeting place of the economic potential of innovative and dynamic entrepreneurs of the Greater Region. Coming from Rhineland-Palatinate, Saarland, Lorraine, Wallonia and the Grand Duchy of Luxembourg, all the participating companies are all willing to extend their business relations to the neighbouring regions as well as to many other European countries. The participation of business delegations from the Baltic States, Poland, Bulgaria, Romania, Serbia, Italy and Turkey are also expected and will contribute to enhance the international character of the event.

In 2011, the "SME Forum" will be extended to the "Logistics Management Forum", which will take place in parallel for the first time. The aim of this initiative is to gather private/public business leaders, institutions, organisations with an interest in the transport and logistics industry and propose opportunities to participants to have additional business meetings.

**More...** [b2fair SME Forum 2011](#)

### **2<sup>nd</sup> EGÉTICA-Expoenergetica: Technological & Business Cooperation Event – Energy, Water, Wastes, Valencia, Spain, 16-17 February 2011**

The event are held during the International Trade Fairs: EGETICA-EXPOENERGETICA - energies, ECOFIRA - water, soil, air, wastes, technologies, services, EFIAQUA - efficient water management.

It is an platform that allows companies, organizations from the sectors of energy, water, wastes, to meet in order to share innovative technology proposals, seek solutions for technological challenges, begin business co-operations.

**More...** EGETICA-Expoenergetica [www.egetica-expoenergetica.com](http://www.egetica-expoenergetica.com); ECOFIRA [www.feriavalencia.com/ecofira](http://www.feriavalencia.com/ecofira); EFIAQUA [www.feriavalencia.com/efiaqua](http://www.feriavalencia.com/efiaqua); Technological & Business Cooperation event: <http://www.enterprise-europe-network.ec.europa.eu/public/bemt/home.cfm?eventid=2460>; Elena Cortesseimed@redit.es

### **7th International Trade Fair & Science Forum for Automatic Identification, 5-7 April 2011, Berlin, Germany**

The EURO ID event will connect people, business, technology. The leading EU trade fair for automatic identification are able to welcome around 100 exhibitors and over 3,400 specialist visitors. The event is a must for experts, decision-makers who want to keep well informed about the latest trends in the areas of RFID, sensor technology, 2D codes, biometrics, barcodes, secure identity and card systems. Important subjects at the EURO ID 2011 will be:

**Secure Identity and personal identification:** RFID-based Smart Cards, mobile data security as well as biometric and electronic identity cards are among the topics at issue at the EURO ID 2011. The applications range from the next generation of forgery-proof personal documents to the protection of electronic business processes, communication between vehicles or products and trademark protection.

**Healthcare:** The use of AutoID systems facilitates the efficiency of medical, logistic and organisational processes and at the same time increases the quality of treatment and care for patients.

**Textiles and trade:** RFID-chips are firmly establishing themselves in the optimisation of logistics and retail processes as well as new forms of article surveillance. AutoID technologies allow both the best possible securing of products and a complete electronic documentation of the transfer of goods during transport.

**More...** <http://www.euro-id-tradefair.com/> ; [Davina.Wenninger@Berlin-Partner.de](mailto:Davina.Wenninger@Berlin-Partner.de) ; <http://www.eu-service-bb.de>

### **7<sup>th</sup> b2fair matchmaking event at HANNOVER MESSE, 4-8 April 2011**

This international matchmaking event are organised by the Enterprise Europe Network-Luxembourg of the Luxembourg Chamber of Commerce in close collaboration with the Enterprise Europe Network Hanover at the NBank and the support of many colleagues of the Enterprise Europe Network.

With over 5,000 exhibitors and some 200,000 trade visitors, Hannover Messe offers an enormous potential of companies looking for business contacts on an international level. As connecting link between trade fairs and business co-operation events, b2fair allows visitors as well as exhibitors of the world's biggest industrial trade fair to optimise their trade fair participation by organising customised business meetings. Partner country of HANNOVER MESSE 2011 is France.

More... [www.b2fair.com/HannoverMesse2011](http://www.b2fair.com/HannoverMesse2011)

### EUREKA Event Smart Systems Integration, SSI2011, 22-23 March, 2011, Dresden, Germany

SSI 2011 is a European conference & exhibition on integration issues of miniaturized systems - MEMS, MOEMS, ICs, electronic components, it is a international communication platform for research institutes, manufacturer.

More... [Smart Systems Integration 2011 - SSI 2011](#)

### Technology transfer services / All reasonable models of co-operation will be considered

You are an inventor, do you have technology to transfer, do you have new products, technology based on innovations to offer; do you need news technologies, do you need technical assistance in technology transfer...

Please contact IPA CIFATT Craiova, e\_mail: [office@ipacv.ro](mailto:office@ipacv.ro) ; web site: [www.ipacv.ro](http://www.ipacv.ro).

### Intellectual Property



What are the IP mistakes commonly made by exporters? ... [more](#)

IP: Issues for small and medium sized exporters ... [more](#)

Is copyright protection valid internationally? ... [more](#)

Do all countries protect intellectual property? ... [more](#)

How do I protect my intellectual property rights abroad? ... [more](#)

### SMEs

#### Business Offers

**Bulgarian Company Complex Credo" LTD** was established in 2008 with its c. Trudovec. We are training and vocational centre. The education policy of the Centre is aimed at creating the conditions for qualitative study, vocational training and is ready to meet the current educational needs and specific vocational requirements. The Centre offers excellent facilities equipped with modern technical means. All training rooms with 30/60 places computer training room equipped with 10 jobs specialized laboratories for training with professional "Gas installations and air-conditioning". The hotel "Credo", as part of the complex "Credo" offers comfort and calm atmosphere for its guests high quality services at affordable prices.

1. We would like to contact partners to conduct joint training sessions on topical themes (new technologies, solar technologies, ecological balance)
2. We want to work with clients interested in corporate training, customers searching for conducting basis of their seminars, celebrations, events. We are interested in contact with tourists to organize tours and travel itineraries.
3. We are looking for information on the developments in the field of training and tourism information about the new requirements in the European regulations.
4. We want to participate in EU programs and projects in the field of training of personnel

**Contact:** "Complex Credo" LSD, Bulgaria, Trudovec, 6, Car Simeon Street, Tel: 035972393379; 0878 620 425; 0878 620 319, Mrs Galina Nikolova, [g.nikolova@centrecredo.com](mailto:g.nikolova@centrecredo.com) ; [info@otvaszavas.bg](mailto:info@otvaszavas.bg)

#### Looking for manufacturers (precision milling of aluminium castings) Romania

Looking on behalf of a Scottish company for manufacturing partners who can offer improved efficiency with precision milling of aluminium castings (waveguide and other related components) up to 5kg maximum weight. The company supplies Dplxers, Couplers to the major global telecom companies. It is a high quality company and look for the same features in their partners.

Casting capability; Available capacity

Customer orientated; Pays attention to detail

Proactive and open communicators

Experience in machining waveguide compents

Good understanding and ability to communicate well in English

Focus on quality through complete business end to end process

Availability of electroless nickel and silver plating

Excellent engineering knowledge and practices exercised

**Contact:** Tracey Ward, European Knowledge Transfer Executive, Enterprise Europe Scotland, Tel: +44 (0)141 2282252 ; Mob: +44 (0)7879085873; email: [tracey.ward@scotent.co.uk](mailto:tracey.ward@scotent.co.uk)

#### Business Request

##### Worldwide Independent Inventors Association – Romania are looking for partners, investors for own inventions

We have a portfolio a wide range of inventions and prototypes for the renewable energy industry, green energy, as NEW ELECTRIC GENERATORS WITH PERMANENT MAGNETS - PROTOTYPE November 2010, in alternative medicine, 2010 Prototype SPECIFIC FREQUENCY GENERATOR ACUPUNCTURE POINTS for DIABETES by Stavar Iordan and Micu Ioan D.Sc., Doctor Honoris Causa Alternative Medicine of The Open International University - Munich, Germany and Doctor of Alternative Medicine - Malaga, Spain.

Members of our association owning gold medal, silver and bronze at international exhibitions of inventions Geneva. We are currently seeking investors and manufacturing companies to license, purchase patent rights or enter into a royalty agreement for this inventions or other inventions.

We have a team for energy medicine and search projects with foundations / associations to treat serious diseases with efficient bioenergetic treatments in: ALS (Amiotrophic lateral sclerosis), incipient cases, MS (Multiple Sclerosis), incipient cases, Cancer (especially acute leucemia, lymphomas, melanomas etc.), not advanced in evolution, AIDS (not terminal cases), Severe infections that do not respond at antibiotics.

**Contact:** Mr Stavar Iordan, Email: [contact@inventatori.ro](mailto:contact@inventatori.ro) , [contact@worldwideinvention.com](mailto:contact@worldwideinvention.com)

#### A company from Eastern Europe (Transylvania, Romania) search for partners in renewable energy field

The company profile design consultancy European funds and we are looking for unconventional energies investors (wind, small hydropower, solar and photovoltaic panels, biomass). We offer our services from the establishment phase of the site, project development, obtaining approval of operation, building permits, including supervision of construction works.

**Contact:** Mr. Vlad Dan, email: [stelutaimpex@gmail.com](mailto:stelutaimpex@gmail.com) ; phone: +040740235675

### **BABADAG" WIND ENERGY PROJECT Investment Opportunity**

The developer (or the "Shareholder") of a wind energy project (the "Project") has expressed his intentions to proceed with the sale of up to 100% of the shares held in the project company (the "Special Purpose Vehicle" or the "Company"). To this end, the shareholder invites either strategic or financial investors to participate in this sale process.

The Project consists of building and operating a 31,5 MW wind farm (15 x 2,1 MW Suzlon S88 WTGs), located in Dobrogea region, SE Romania, with the following characteristics : Capacity : 31,5 MW ; Mean wind speed (80 m) : 6,5–7 m/s ; Main Wind Direction : NNW ; Capacity Factor : 26,1% ; Annual production (E) : 73.656 MWh ; Project life : 20 years Data analysis and modelling and the preliminary wind study performed by MEGAJOULE II - Consultoria em Energias Renovaveis SA (Portugal), based on the data from the existing 3 met masts covering an area of 25 km radius.

In order to obtain a better characterization of wind resource and to reduce the inter-annual variability, a correlation with two auxiliary station with enough data period was performed. The Measure-Correlate-Predict (MCP) methodology was applied between the MJ084 – Babadag 1 *in situ* measurement station, two near masts with enough measurement period, MJ030 – Agighiol, located at about 15 km to Northeast, and MJ017 – Acic Suhat, located at about 25 km to Southeast.

The MCP was done to enlarge the time period of Babadag 1 met station wind data up to 4 years.

**Contact:** Mr. Vlad Ion, email: [stelutaimpex@gmail.com](mailto:stelutaimpex@gmail.com) ; Tel/Fax: +40 36 141-3126

### **Company from Scotland is looking for a distributor for their product(s) in Romania.**

A background about the company: it markets a portfolio of innovative consumer healthcare products in Central and Eastern Europe, Scandinavia and the CIS. They sell a range of branded medical devices, over-the-counter medicines and food supplements via a network of distributors and affiliated companies.

Current product innovations in the Ear, Nose and Throat category have lead to strong sales across a broad spectrum of markets. This should be repeatable in Romania offering good revenue and profit streams to the local company.

In sum the client is looking for a company to act as a distributor for one or more of the company's range of over-the-counter (OTC) products through the pharmacy channel with the support of medical representatives visiting General Practitioners, Ear, Nose & Throat (ENT) specialists and possibly also paediatricians.

**Contact:** Anis Mourad, Scottish Enterprise, Glasgow, Email: [anis.mourad@scotent.co.uk](mailto:anis.mourad@scotent.co.uk) ; Tel: +44 (0)141 228 2522

### **Looking for manufacturers (precision milling of aluminium castings) Romania**

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**Contact:** Tracey Ward, European Knowledge Transfer Executive, Enterprise Europe Scotland, Tel: +44 (0)141 2282252 ;

Mob: +44 (0)07879085873; email: [tracey.ward@scotent.co.uk](mailto:tracey.ward@scotent.co.uk)

### **A Company from Turkey, search for the following issues**

1. Engineering and design work for 500KV and 220KV High Voltage Energy Transmission Lines (HVTL). Contact with engineering companies having experience in HVTL is required.
2. Tower manufacturing companies with reference in HVTL. (special interest for companies in Ukraine, Makedonia, Russia, Bulgaria, Romania)
3. Conductor manufacturing companies, certified by EN
4. HVTL izolator manufacturing companies

**Contact:** EEN-Anatolia and Mr. Ugur Yuksel, Director of Procurement, email: [ugur.yuksel@lotus-enerji.com](mailto:ugur.yuksel@lotus-enerji.com)

### **Technology Offers**

#### **Technology for build barrier against flooding, erosion, ground stabilisation, coastal protection from Switzerland**

"Quick-Snake" distinguished by the "Prix Prevention" from Swiss Real Estate Insurance". If the sand bags, in the case of erosion are considered the quickest solution, the modular barrier were each modular unity corresponds to 70 sand bags could represent a more efficient solution. Anyway plausible were that this system, thought to erect sand-barriers (also submerged) to combat flood-and erosion damages, by means of a modular and mechanical driven filling method, as well could serve to create larger spaces of safety around other civil strategic objectives.

The barriers "Quick-Snake" are recommended by the VKF/AEAI (Vereinigung Kantonaler Feuerversicherungen (Organisation of Canton Fire Insurances and Federal Office for Water and Geology), Bern und Bundesamt für Wasser und Geologie, Biel March 2004. *At the moment the Company for the Rhine Protection in Switzerland and Austria has ordered 2 Km of our modular mobile barrier, as first integration for its equipment of sandbags followed form the Flooding defence of the Rhon (650 m)*". We have experimented with success in Switzerland this barrier-set up system, in company with a team of armed forces specialist on the field of disaster management, as well on a air field.

**Contact:** GAIATEC AG, Tel/Fax +41 71 3111908, Dr. Sergio Manzin [manzin@bluewin.ch](mailto:manzin@bluewin.ch) ; [www.gaiatec.ch](http://www.gaiatec.ch)

A **Romanian University** have developed a new technology: TELEMON, Integrated system for real-time telemonitoring of patients, elderly people; Key worlds: e-Health, telemonitoring, embedded systems, (bio)signal processing, elderly people  
**Contact:** Prof. dr. eng. HARITON COSTIN, "Gr.T. Popa" University of Medicine and Farmacy Iasi, e-mail: [hcostin@gmail.com](mailto:hcostin@gmail.com), tel: 40-0232-21.41.46, 40-0232-21.35.93, [www.umfiasi.ro](http://www.umfiasi.ro)

### **Technology Offer from Sri Lanka**

We are small group of researchers we have invented a new motor engine after research. Our aim is to give an engine with better mechanical action and less friction. After research done for a number of years we have selected one which can be considered successful. This engine has been made with a **view to economical use of fuel** and also to get more power. This **technique will help reduce the large amount of fuel** used for big vehicles and increase the efficiency of their engines. This new system can be used for all types of motor vehicles. We have obtained patent for this engine.

**Contact:** K.D.R.Hemachandra, Sri Lanka, E-mail; [kdrhema@gmail.com](mailto:kdrhema@gmail.com)

### **Research / Innovation and Entrepreneurship**

#### **Cash advance: Imperial to back others' spin-offs**

The commercialisation arm of Imperial College London is to provide financial backing to entrepreneurial academics from other leading institutions. Imperial Innovations, has raised financial backing worth £140 million in an attempt to grow its business and expand its reach.

Despite the difficult economic climate, the rector of Imperial, said the college had identified "a golden opportunity to invest in university spin-outs & intellectual property". The money primarily will be used to commercialise inventions, ideas inspired by research. Innovations provide commercial support, investment for companies established on the back of work carried out at other leading R&D institutions, including the universities of Oxford, Cambridge, College London.

The rector said the work could lead to "interesting joint ventures" with other universities.

**More...** [newsArticle](#) ; [hannah.earn@tsleducation.com](mailto:hannah.earn@tsleducation.com) ; [www.timeshighereducation.co.uk](http://www.timeshighereducation.co.uk)

#### **TAKE IT UP survey on service innovation through structural funds**

TAKE IT UP, promotion pillar of the Europe INNOVA initiative of the EC, is conducting a survey of "who is doing what" in the regions to support innovation in the service sector. The results of this survey will be presented at an international workshop on "New ways to promote service innovation in Europe: The role of the structural funds", to be organised by the EC in Warsaw at the end of January 2011. The challenge is to replicate positive experiences, leverage them into effective regional policies.

In order to obtain a better picture of what kind of measures are already being supported in European regions and in which sectors, and what kind of measures/programmes are under development, we invites managing authorities, policy makers and implementing bodies to complete the short questionnaire at the following link by the 15th of January:

**More...** [http://www.surveymonkey.com/s/Supporting\\_service\\_innovation](http://www.surveymonkey.com/s/Supporting_service_innovation)

#### **A Policy Maker's Guide to Crafting Effective Innovation Policy**

An interesting article on what policy makers should do to distinguish "good" innovation policies from the "bad"/"ugly" ones.

**More...** <http://www.ostina.org/content/view/5341/1433>

#### **BOOZ & Co 2010-Global Innovation 1000**

Year after year, certain companies succeed in producing innovative new products & services, in so doing generate superior financial results. As Global Innovation 1000 study, now in its sixth year, has demonstrated, the success of these companies is not a matter of how much these companies spend on R&D, but rather how they spend it.

This year, we took under consideration the particular sets of innovation capabilities—the specific talents, knowledge, teams, tools, processes—that truly innovative companies have put in place that allow them to outperform the competition.

Every company follows one of three innovation strategies—need seeker, market reader, technology driver.

While no one or another of these strategies offers superior results, companies within each strategic category perform at very different levels. And it turns out that the top 25 percent of performers in each category focuses tightly on a very narrow, consistent set of capabilities across the R&D value chain that are quite different from those on which their weaker rivals depend.

Putting together the necessary innovation capabilities, however, will not ensure superior financial results.

Companies must also match up those capabilities with an equally consistent set of overall companywide capabilities related to such functions as manufacturing, logistics, sales and marketing, and human resources.

Companies whose innovation strategy are closely aligned with their corporate strategy can be said to be "coherent." These results demonstrate the importance of approaching innovation in terms of creating the capabilities needed for success, focusing tightly on them, and coherently aligning them with corporate strategy.

**More...** [http://www.booz.com/media/file/sb61\\_10408-R.pdf](http://www.booz.com/media/file/sb61_10408-R.pdf)

#### **Innovative Industry Evaluation of Top 12 VoIP Products**

The whitepaper gives insights on determining the best VOIP system suitable for your business and an evaluation of top 12 VoIP products, 30 must-have features & VOIP-news reviews.

**More...** <http://budurl.com/voipnewspx>

#### **Innovation by Objectives Blog**

Innovation management, best practices, specific processes, toolkits for an Innovation faced to getting competitive advantage and profit.

More... [www.innovationbyobjectives.com](http://www.innovationbyobjectives.com)

### What is Innovation? Points of view

- I once met the man who held the patent to the hole in the old ballpoint pen, he made so much money he was part owner of a bank. Was that innovation or just opportunism. What did Starbucks do that other CoffeeHouses around since the 17th Century didn't, was that innovation or just good marketing. Did you ever own a Pet Rock, me neither but it made someone a millionaire. The man who invented the lip on the paper cup, built an entire multi million television production facility for his wife. Who would have guessed the size of the pent up need for lips on throw away cups.
- Innovation is about rearranging bits/pieces of information or modus operandi in a new, creative, original way, with the end result being a better way of understanding things or acting in order to solve an existing problem. It is not the turbulent times (a short specific turbulent period of time) we are living which make the innovation so important, it may be rather the historical moment in the society's evolution which makes everything around us change so fast that compels us to continuously innovate in order to find answers to the new challenges, to readjust to the ever shifting reality.

### When it comes to innovation, what is the biggest challenge that you see organizations facing?

- Innovation is mainly synonym of NEW and UNKNOWN, 2 subjects which are hardly bearable by organizations. What figures do you write in an NPV formula when you invent Nespresso, Iphone or Dyson vacuum cleaner? It's not so easy to guess. Nespresso, ipod took more 3 years to become blockbusters : the time necessary to create their market...
- In face of this situation, 2 options : your management has entrepreneurial culture and is ready to help you take some risks (but not necessarily disruptive risk, more on a prudential way) or you management is totally risk averse (and in this case the only way is to take your own risk by cheating on figures which is sad).
- In any case, innovation is not chaos or "by chance" management : it must be organised.
- I think that the answer will differ slightly among different organizations due to company cultures etc, a large majority of businesses experience difficulty with innovation due to leadership and fear of failing. Many people still believe that all of the good ideas are born in the boardroom, but this is just not the case. By breaking down the silos, companies are uncovering invaluable knowledge. Allowing employees to collaborate cross-functionally creates a community that is conducive to creating new, game-changing ideas. The thought of being "open" is scary for a lot of people. But to get ahead, you have to take chances. In a time of economic hardships, business simply can't afford to waste innovation. The ideas are there. If you give your employees a voice, I bet they'll surprise you.
- Unqualified change agent trying to catalyze change!! The agent needs to build trust/respect. And individually needs to build a respected team. An agent or a team that listens and learns before trying to teach: teaching this by example.
- Look at the [www.itoe.com](http://www.itoe.com), the case study of 7th principle & [www.organizationalchangetheory.com](http://www.organizationalchangetheory.com)
- The need and emphasis on innovation does not lie well with all who do not understand the process. For instance, if a staff member has a good idea, a potential Eureka moment, in order to get financial support to develop the innovation they will have to convince upper management of the financial value of the idea and be backed up by a credible business plan which would show the potential for net income over a short to medium timeframe to the company. However, the idea generator in many cases may lack the business skills to take this forward and would rely on the business knowledge of others who are usually positioned at a higher decision-making level. With mis-understandings, fear of change, potential clashes of ego, protectionism, the process inevitably breaks down and the potential innovation does not undergo development...a potential loss to all.
- In terms of the development of an 'innovation' ethos in a company, I am in agreement with the comments of Erin, Mary-Ann, Priyabrata and Russell. I think Albert Einstein got it right when he said that "Innovation is not the product of logical thought, although the result is tied to logical structure."
- Collecting enough ideas and selecting few to invest in...

### Partner Search

#### Consortia search from Spanish city in TRANSPORT-FP7-SST-CIVITAS-2011-MOVE

In the last years, Culleredo Town Council has been demonstrating a special interest in achieving a more sustainable, clean, energy efficient urban transport system by implementing and evaluating an ambitious, integrated set of technology.

**Contact:** David Seoane, +34 663 991 414, [David.seoane@econet-consultants.com](mailto:David.seoane@econet-consultants.com), <http://www.culleredo.org>

#### Partner Search from Romania for the proposal of a theme for a FP7 project – BS-ERA.NET Competition

**Topics:** Monitoring of anthropogenic impact factors over the frog fish population, over their habitats and their trophic resources for the evaluation of:

- the potential of these populations as bio-indicators for the prevention of pollution in the costal zones.
- sensitivity thresholds of the species to direct action of the pollutants and indirect – through the trophic resources.

The groups of pollutants involved: petrochemical compounds, pesticides, PAHs, heavy metals. Partners search from: Turkey, Ukraine, Bulgaria, Moldova Republic, Italy, etc (countries that have sea exists, where the frog fish might live).

**Contact:** Constantin Lipsa, e-mail address [Constantin.Lipsa@k.ro](mailto:Constantin.Lipsa@k.ro)

#### Partner search from Netherland, for the ITN call, deadline 26 January 2011

**Project type:** People programme, Marie Curie Initial Training Network

The network is looking for (SME) companies (drugs development and diagnostic tests) in the area of osteoporosis, bone-related and -associated cancers, osteoarthritis, osteoarthrosis, osteopetrosis, periodontitis.

The Marie Curie Initial Training Network focus on research and training in the area of bone metabolism, and especially on bone resorption, a process that is central to many common bone pathologies, such as osteoporosis and the inflammatory bone diseases rheumatoid arthritis and periodontitis.

A central theme is the recent finding that different subpopulations of osteoclasts exist. These populations may have different functions and may respond differently to their environment and potentially to therapies.

This realisation opens up a new and fundamental set of questions about osteoclast differentiation, transdifferentiation and function. The project will allow us to advance basic knowledge in osteoclast biology with the goal of improving understanding and treatment of common disorders associated with osteoclast malfunction.

**Contact:** Vincent Everts, University of Amsterdam & VU University Amsterdam, tel: \*31 20 5980882, [v.everts@acta.nl](mailto:v.everts@acta.nl)

### FP 7 – Health, Data base *Fit for Health*

More ... <http://www.fitforhealth.eu>

## Call For Tender / Proposals / Applications / Fundings / Awards

### Open calls for proposals of the Seventh Framework Programme for Research and Development

Political area	Title	Deadline	Themes	More
Cooperation	FP7-NMP-2011-CSA-5	2011-02-01	Nanosciences, nanotechnologies, materials and new production technologies	<a href="#">link</a>
Cooperation	FP7-SSH-2011-1	2011-02-02	Socio-economic sciences and Humanities	<a href="#">link</a>
Cooperation	FP7-SSH-2011-2	2011-02-02	Socio-economic sciences and Humanities	<a href="#">link</a>
Cooperation	FP7-SSH-2011-3	2011-02-02	Socio-economic sciences and Humanities	<a href="#">link</a>
PEOPLE	FP7-PEOPLE-2011-Cofund	2011-02-17	FP7 People	<a href="#">link</a>
Cooperation	FP7-ERANET-2011-RTD	2011-02-22	Energy; General Activities; Health; Food, Agriculture, Fisheries, Biotechnology; Nanosciences, Nanotech, Materials, new Production Tech; Socio-economic sciences & Humanities; Transport (incl Aeronautics)	<a href="#">link</a>
PEOPLE	FP7-PEOPLE-2011-CIG	2011-03-08	FP7 People	<a href="#">link</a>
Capacities	FP7-INCO-2011-6	2011-03-15	Activities of International Cooperation	<a href="#">link</a>
Capacities	FP7-INCO-2011-7	2011-03-15	Activities of International Cooperation	<a href="#">link</a>
Capacities	FP7-INCO-2011-8	2011-03-15	Activities of International Cooperation	<a href="#">link</a>
PEOPLE	FP7-PEOPLE-2011-IRSES	2011-03-17	FP7 People	<a href="#">link</a>
Cooperation	FP7-NMP-2011-EU-RUSSIA	2011-03-31	Nanosciences, nanotechnologies, materials and new production technologies	<a href="#">link</a>
Cooperation	FP7-ENERGY-2011-2	2011-04-07	Energy	<a href="#">link</a>
Cooperation	FP7-SST-CIVITAS-2011-Move	2011-04-12	Transport	<a href="#">link</a>
Cooperation	FP7-ICT-2011-C	2011-05-17	Information & Communication Technologies	<a href="#">link</a>
Cooperation	FP7-ICT-2009-C	2011-05-24	Information & Communication Technologies	<a href="#">link</a>
Cooperation	Call for FP7 experts	2013-07-31		<a href="#">link</a>
Cooperation	FP7-NMP-ENV-2009	2020-03-31	Nanosciences, nanotechnologies, materials new production technologies Environment	<a href="#">link</a>

### Open calls for proposals related to innovation and competitiveness

Political area	Title	Deadline	More
NMP	MATERA Call 2011	2011-02-01	<a href="#">link</a>
Health & Consumer	6th Transnational EUROTRANSBIO Call for Proposals	2011-02-01	<a href="#">link</a>
Environment	NER 300 call	2011-02-09	<a href="#">link</a>
Education	EACEA 32/2010 Joint Projects and structural measures call for proposals	2011-02-15	<a href="#">link</a>
Education	EACEA/37/2010 Transatlantic Degree Partnerships	2011-03-31	<a href="#">link</a>
Space	Call for GMES experts	2012-05-11	<a href="#">link</a>
Environment	Expert evaluators Eco-innovation	2013-09-30	<a href="#">link</a>
Energy	Expert evaluators for Intelligent Energy Europe	2013-09-30	<a href="#">link</a>
Research	Eureka : Euripides call for expert	2013-12-31	<a href="#">link</a>
Education	EACEA/21/08 Erasmus Mundus External Cooperation Window Asia Region in the academic year 2008/2009	2020-10-31	<a href="#">link</a>

### Call for proposals for the trans-national operation of the 'Euraxess Services Network II'

Euraxess II focus on enhancing the overall performance of the network, stimulating cooperation between the members on operational and strategic issues and further partnership implementation.

More... [http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.FP7DetailsCallPage&call\\_id=389](http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.FP7DetailsCallPage&call_id=389) ; OJ No C 340.0

### Eurostars: 6th cut off

EUREKA's Eurostars Programme is the first EU funding/support programme dedicated to R&D performing SMEs. The Eurostars project involves at least 2 legal entities from 2 Eurostars member countries.

**Deadline: 24<sup>th</sup> March 2011**

More... [EUREKA NCPs](#) ; [Eurostars Programme](#).

### 6<sup>th</sup> Transnational EUROTRANSBIO Call for Proposals

Deadline for submission is **1 February 2011**. The objective is to foster the competitive capacity EU's biotechnology industry by supporting the research intensive SMEs, their strategic partnerships including all fields of biotechnology.

**More...** All the information necessary to the submission is available on [the 6<sup>th</sup> call helpdesk page](#)

### **Call for expressions of interest for the ESPON 2013 Knowledge Support System**

The European Commission has published a call for expressions of interest for the ESPON 2013 Knowledge Support System. Within the framework of Priority 1 of the European Observation Network, Territorial Development and Cohesion (ESPON) 2013 Programme, a Knowledge Support System (KSS) has been set up to make sure that projects of applied territorial research have a sound scientific base and meet a sufficient ...

**More...** [OJ No C 318 of 23 November 2010](#) ; <http://www.espon.eu>

## **Policy**

### **The new Europe for Patients website**

It is the information hub where you can find updated factsheets, news, events, press releases. This information is presented by 11 policies of the campaign that put patients at the center of EU health policy:

- cross border health care
- rare diseases
- organ donation and transplantation
- alzheimer and other dementia
- patient safety
- cancer
- flu vaccination
- childhood vaccination
- health workforce
- use of antibiotics
- mental health

On the webpages you find a brief description of the policies, latest updates, upcoming conferences and the initiatives linked to the campaign such as EU health prize for journalists.

**More...** [http://ec.europa.eu/health-eu/europe\\_for\\_patients/index\\_en.htm](http://ec.europa.eu/health-eu/europe_for_patients/index_en.htm)

## **Events**

### **6<sup>th</sup> Workshop on reconfigurable & communication-centric systems-on-chip, 20-22 June 2011, Montpellier, France**

ReCoSoC is an informal workshop aiming to encourage technical/scientific exchanges between senior academics, young researchers in the area of reconfigurable/communication-centric systems-on-chip. Registration fees are kept low, the participation of doctoral students is stimulated aiming to obtain sponsoring from companies/funding agencies.

**More...** <http://www.recosoc.org>

### **2<sup>nd</sup> International conference "Progress in Biogas - Biogas production from agricultural biomass and organic residues" March 29 to April 01, 2011, University of Hohenheim, Germany.**

Parallel to the congress an exhibition takes place, where companies/organisations can present their products, services, technical innovations to an audience of experts. There will be two field trips, an international study tour after the congress.

**More...** <http://www.progress-in-biogas.com>

### **7<sup>th</sup> Scientific Conference "QUALITY 2011", 1-4 June 2011, Neum, Bosnia and Herzegovina**

The event will be performed as plenary session, symposium and workshops. Topics: Quality in business, education, public sector, standards regulation in quality

**More...** [www.quality.unze.ba](http://www.quality.unze.ba)

### **1<sup>st</sup> Conference on virtual & networked organizations emergent technologies & tools, Ofir, Portugal, July 6-8, 2011**

The overall objectives of the conference are to contribute to the development, implementation and promotion of advanced emergent IC technologies to be used in future Virtual and Networked Organizations, through the discussion and sharing of knowledge, as well as experiences and scientific and technical results.

**Deadline:** April 17, 2011

Accepted full papers will be published in the Conference Proceedings to be published by Springer-Verlag in a book of the CCIS series (Communications in Computer & Information Science), which is listed in the ISI proceedings index.

Authors of selected papers will be invited to extend their papers for publication in some international scientific journals.

**More...** <http://www.2100projects.org/vinorg11> ; [vinorg@2100projects.org](mailto:vinorg@2100projects.org)

### **8<sup>th</sup> Information Technology Trade Fair, 26-28 May 2011, Prishtina**

ITTF 2011 bring together key actors of the field of Information Technology from SE Europe. **Exhibition program:**

- |                             |                       |                 |                     |
|-----------------------------|-----------------------|-----------------|---------------------|
| Training Organization,      | • Personal computers, | • IT Services,  | Networks & Cable,   |
| Internet Services, ISP      | • Telecommunication,  | • Software,     | Security Systems    |
| Digital Photography & Music | • Car Sound & Media,  | • Telemedicine, | Printing Technology |
| Design and Printing houses  |                       |                 | SNC Satellite,      |

The focus of the speakers will be on economical, commercial and e-government services.

**More...** [info@ceokos.com](mailto:info@ceokos.com) ; [www.kosovafair.com](http://www.kosovafair.com)

### **10<sup>th</sup> IFIP e-government Conference, EGOV, 29 August - 1 September 2011; Delft, The Netherlands**

The 10<sup>th</sup> annual international IFIP e-government conference is the European core conference in the study domain, which presents the state of the art in e-government and e-governance. Since its beginnings in 2001, the EGOV conference has provided important guidance for research and development in this fast-moving domain of study.

The event brings together leading researchers and professionals from across the globe and from a number of disciplines.

**More...** [www.egov-conference.org](http://www.egov-conference.org)

### **IEEE International Conference on Multimedia and Expo, ICME, July 11-15, 2011, Barcelona, Spain**



IEEE International Conference on Multimedia & Expo (ICME) has been the flagship multimedia conference sponsored by four IEEE societies (Communications, Computer, Circuits, Systems, Signal Processing) since 2000. The goal of the Industrial Program is to promote applied research, applications, promote collaborations between industrial, academia members of the multimedia community. ICME showcases high quality oral/poster presentations/demo sessions. Best industrial/ application paper/poster/demo awards will be selected, recognized in the conference. Accepted papers have to be registered, presented, included in the IEEE Xplore Library.  
**More...** <http://www.icme2011.org>

## Training Events / Jobs

### Calendar of training courses in nanoscience and electronics

<a href="#">RF MEMS and NEMS</a>	18.02.2011	Lausanne (CH)
<a href="#">Smart Materials in Robotics and Microtechnology</a>	3-4.03.2011	Neuchâtel (CH)
<a href="#">Hermetic Packaging Design of MEMS</a>	7-8.03.2011	Lausanne (CH)
<a href="#">Reliability and Test</a>	7-8.03.2011	Neuchâtel (CH)
<a href="#">Conception des guidages flexibles</a>	25.03.2011	Neuchâtel (CH)
<a href="#">Tolérancement des assemblages: revoir la conception</a>	30.03.2011	Neuchâtel (CH)
<a href="#">Comment synchroniser GPAO et R&amp;D ?</a>	03.05.2011	Neuchâtel (CH)
<a href="#">Design et réalité industrielle</a>	04.05.2011	Neuchâtel (CH)

**More...** <http://www.fsrn.ch/e/formAgenda.php>

### EU event Protection of national critical infrastructures-energy-transport-ICT-public security 31.01-01.02 2011 Berlin

- Status quo of the implementation Directive 2008/114/EC
- Effective response to disasters
- Optimising mechanism of information sharing
- Best practice in transport sector protection
- Communication in the event of large scale incidents
- Creating Public-Private Partnerships to protect non-nuclear critical energy infrastructures from security threats

**More...** online registration [click here!](#) [Click here](#) to find detailed brochure information!

### Postgraduate distance learning, Univ. of London, Centre for Development, Environment and Policy

As postgraduate teaching, CeDEP's academic staff have extensive international experience in research, which is published and shared globally with other academics, decision-makers and opinion-formers.

**More...** <http://www.soas.ac.uk/cedep/>

### Calendar of training courses in project management, regional and SMEs development

Coordinating FP7 Research Projects, 26 January 2011, Belgium, Brussels, [www.singleimage.co.uk](http://www.singleimage.co.uk)

EU Funding for Utilities Energy, Water, Waste, Transport, 31 Jan – 1 Feb 2011, Berlin, [Click here](#)

EU Funds Policies, Regulations and Management, **7-8 February 2011, Berlin**, [Click here](#)

Finance in FP7, 9 February 2011, Cambridge, UK, [www.singleimage.co.uk](http://www.singleimage.co.uk)

Coordinating FP7 Research Programmes, 10 February 2011 - Cambridge, UK, [www.singleimage.co.uk](http://www.singleimage.co.uk)

Workshop "**Cost-Benefit Analysis for EU Projects**" 17- 18 February 2011, Berlin, Germany Click [here](#) simply [click here!](#)

Budgetary management, financial control, obligations for EU funded projects, 28.02-1.03.2011, Berlin, [Click here](#)

Training courses in SMEs Danagement & Development, Galilee Management Institute, Nazareth Israel [www.galicol.ac.il](http://www.galicol.ac.il)

**More...** [Cordis Europa Events](#) ; [Selected Events 2010](#)

## Asociatia Româna pentru Transfer Tehnologic si Inovare

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