

Coimbra, Instituto Pedro Nunes, November 9, 2005

Objectives:

Discuss real technology negotiation experiences from different fields; Identify common mistakes and pitfalls; Recognize strategies and good practices; Discover how to reduce the cost and time necessary to reach an agreement; Observe one negotiation preparation tool.

Overview:

One speaker from a large Biotech company will talk about his experience with technology transfer and acquiring licenses from Universities; A technology-based spin-off CEO will explain how he negotiated with much larger and well established companies; The reasoning behind the UK "Lambert Agreements" and its actual configuration and use will be presented; One powerful tool for gathering information and designing negotiation strategies will be demonstrated.

Workshop Programme

10h00 – How Universities try to negotiate with me – tales, experiences, lessons

Kevin Nachtrab, Director of Intellectual Property & Licensing, Innogenetics

10h40 – Small Company – Big Company: how I negotiated my way through to the market – tales, experiences, lessons

Mathias Kunz, CEO, T- Blade

11h10 – "The Lambert Agreements – how to reduce transaction costs when negotiating with SMEs"

Brian McCaul, Director of Business Development, University of Liverpool

11h40 – "JBEngine, Socrates and Porter: a good trio for preparing negotiations"

Ernst Max Nielsen, CEO, MaxINNO

12h10 – Discussion - 12h30 – Closure

Audience:

Technology transfer officers; R&D and licensing managers; Tech-based entrepreneurs

Registration:

Participation is free of charge but registration is required through:
T: +351239700900/63 or F: +351239700965 or email: gapi@ipn.pt

Organisation:

Instituto Pedro Nunes

Support:



Sponsors:



Support:



**MINISTÉRIO DA ECONOMIA
E DA INOVAÇÃO**

