



# Knowledge Transfer Study

2010-2012

<http://www.knowledge-transfer-study.eu>

[info@knowledge-transfer-study.eu](mailto:info@knowledge-transfer-study.eu)

## Western Balkans Expert Workshop

### Knowledge Transfer from Universities and Public Research Institutes: Approaches for Developing Intellectual Property Management

**13 June 2012, 9 - 17 hrs**

**Hotel Tirana International, Tirana, Albania**

#### *Objectives*

The contribution of universities and public research organisations in Albania, Bosnia-Herzegovina, FYR of Macedonia, Montenegro, and Serbia to economic development is not yet fully recognised, and knowledge transfer is just beginning to gain importance: Universities need to develop concepts for joint research with industry, intellectual property management, and university spin-offs. Research personnel and students need to be trained in knowledge transfer issues. Companies need to become more involved in collaborative research. Agencies funding research and innovation need to spend more attention to knowledge transfer. **This workshop is intended to discuss the status and challenges of knowledge transfer as well as good practices which are visible.**

#### *Background*

This workshop supports the implementation of the European Commission's 2008 Recommendation on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and public research organisations ([http://ec.europa.eu/invest-in-research/pdf/ip\\_recommendation\\_en.pdf](http://ec.europa.eu/invest-in-research/pdf/ip_recommendation_en.pdf)). The event is part of a workshop series covering 39 European countries in 2011 and 2012. It takes place in **co-operation with the WBC-INCO.net** project (<http://wbc-inco.net/>) and back-to-back with a session of the Steering Platform on Research for Western Balkan countries in the morning. Participation is for free.

#### *Target groups*

The workshop convenes stakeholders in research and knowledge transfer, in particular from universities, public research organisations, governmental organisations and business. Attendance is free of charge and by personal invitation. We expect more than 50 participants. Please note that costs for accommodation and travel can only be reimbursed to invited speakers.

#### *Registration*

Please register for the Western Balkans expert workshop at the following website (fc): <http://www.knowledge-transfer-study.eu/workshops/Western-Balkans/register>.

#### *Organisation*

Please address questions to Stefan Lilischkis at empirica in Bonn, the company organising the event, [stefan.lilischkis@empirica.com](mailto:stefan.lilischkis@empirica.com), +49 (0)228 98530-35.

---

#### **About the Knowledge Transfer Study 2010-2012**

The "Knowledge Transfer Study" (monitoring study regarding the implementation of the Commission Recommendation and Code of Practice on the management of intellectual property in knowledge transfer activities in Member States and Associated Countries) is based on a Contract between the European Commission, Research and Innovation Directorate General, and empirica GmbH, the Maastricht Economic Research Institute on Innovation and Technology, and the School of Business of the University of Applied Sciences North-Western Switzerland.





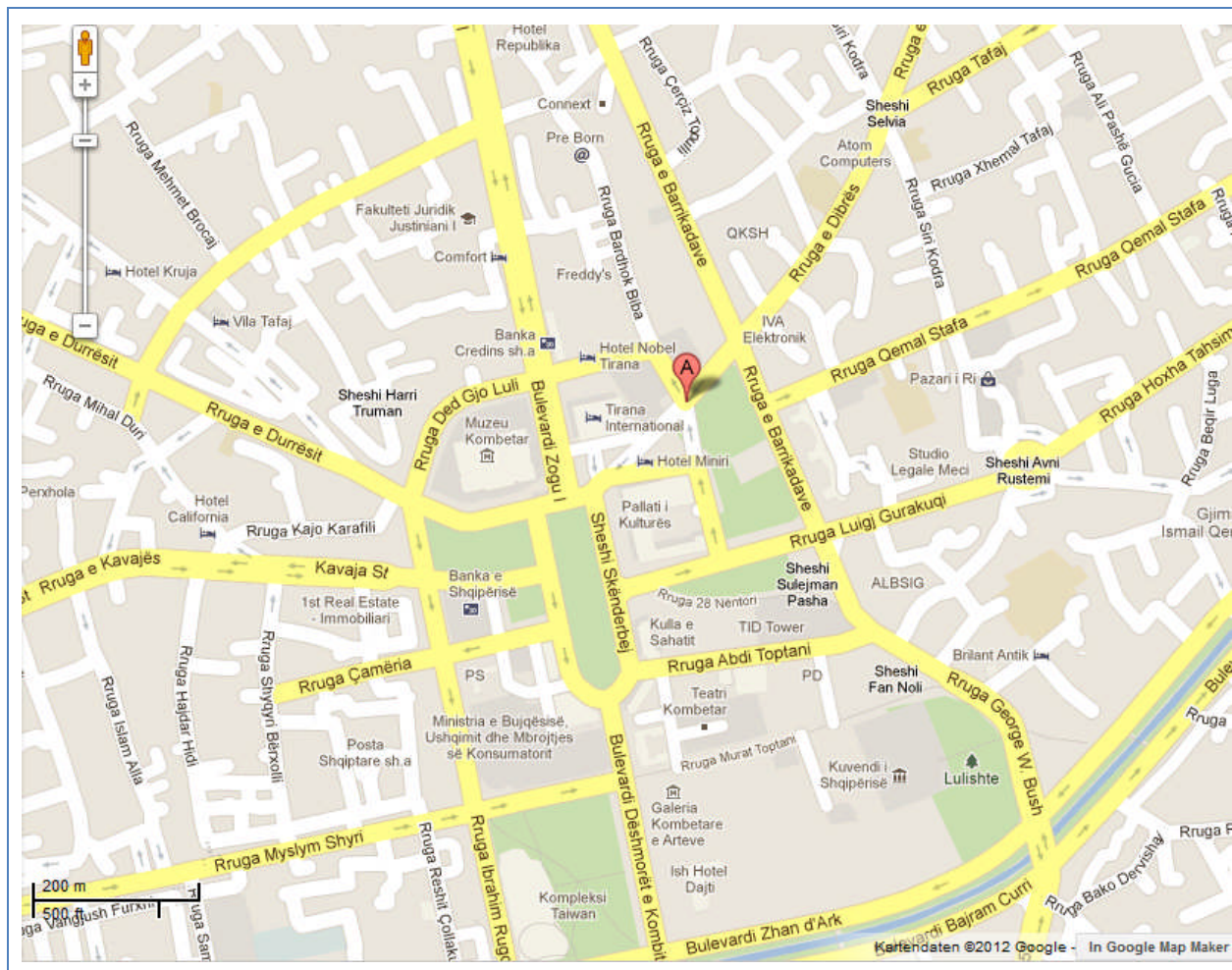
## Programme

Time	Sessions
<b>Joint session with WBC-INCO.net</b>	
	<p><i>Speakers of the Knowledge Transfer Study workshop in the afternoon are invited to participate as observers</i></p>
09.15 – 11.15	<p><b>Steering Platform on Research for Western Balkan Countries</b>  <b>Synergy Research cooperation and Instrument for Pre-Accession Assistance (IPA)</b></p> <ul style="list-style-type: none"> <li>• N.N., DG ELARG: IPA II and research and innovation capacity (invited)</li> <li>• <i>Ciaran Dearle</i>, European Commission, DG Research and Innovation, Unit C.5 Regional Dimension of Innovation: Smart specialisation strategy</li> <li>• <i>Bela Kardon</i>, Hungary: Good examples under Structural Funds</li> </ul> <p>Discussion</p>
11.15 – 12.45	<p><i>Coffee and tea break</i></p> <p><b>Good practice measures to increase innovation capacities in Western Balkan Countries</b></p> <ul style="list-style-type: none"> <li>• Study on good practice innovation policy measures (WBC-INCO.NET)</li> <li>• Presentation and adoption of conclusions including recommendations on future actions and work</li> </ul> <p>Discussion</p>
12.45 – 13.45	<i>Lunch break</i>
<b>Knowledge Transfer Study workshop</b>	
13.45 – 14.00	<p><b>Opening address</b></p> <ul style="list-style-type: none"> <li>• Tania Friederichs, European Commission, DG Research and Innovation</li> </ul>
14.00 – 16.00	<p><b>Country profiles</b>  <b>Knowledge transfer and IP management at universities and public research organisations: current situation, good practice and challenges</b></p> <ul style="list-style-type: none"> <li>• <i>Bosnia-Herzegovina</i>: Sabina Silajdzic, Assistant Professor, School of Economics and Business, University of Sarajevo (Sarajevo, Bosnia-Herzegovina)</li> <li>• <i>FYR of Macedonia</i>: Prof. Ljubomir Kekenowski, Member of the Council for Scientific Research Activities, Ministry of Education and Science (Skopje, FYR of Macedonia)</li> <li>• <i>Montenegro</i>: Milica Petrovic, Intellectual Property Office of Montenegro (Podgorica, Montenegro)</li> <li>• <i>Serbia</i>: Prof. Djuro Kutlaca, "Mihajlo Pupin" Institute, Science and Technology Policy Research Centre (Belgrade, Serbia)</li> <li>• <i>Albania</i>: Dr. Safet Sula, Director General for Patents and Trademarks, Ministry of Economy, Trade and Energy (Tirana, Albania)</li> </ul> <p>Discussion after each presentation</p>
16.00 – 16.15	<i>Coffee and tea break</i>
16.15 – 16.55	<p><b>Knowledge transfer development support</b>  <b>Developing knowledge transfer and IP management in Western Balkan countries: the way forward</b></p> <ul style="list-style-type: none"> <li>• Dr. Bene Tamás, Deputy Director, University of Debrecen Knowledge and Technology Transfer Office (Debrecen, Hungary) (invited)</li> </ul> <p>Interactive presentation and discussion</p>
16.55 – 17.00	<p><b>Conclusions</b></p> <ul style="list-style-type: none"> <li>• Tania Friederichs, European Commission, DG Research and Innovation</li> </ul>
Moderation: Dr. Stefan Lilischkis, empirica, Bonn	



## How to find the venue

### Hotel Tirana International



#### Address

Hotel Tirana International  
Scanderbeg Square, No. 8, Tirana, Albania  
[www.tiranainternational.com](http://www.tiranainternational.com), e-mail: [reservation@hoteltirana.com.al](mailto:reservation@hoteltirana.com.al)  
Phone +355 42 234185; Fax +355 42 232521

#### Directions from the airport

##### By Taxi

The fastest way to the hotel is by taxi. The journey from the airport to Tirana takes 20–25 minutes, depending on traffic, and costs about 2,500 Leke (18 EUR) one way.

Tirana Airport taxi service is provided by ATEX shpk. The website [www.atex.al](http://www.atex.al) offers all passengers the ability to reserve taxis in advance online. The service is 24 hours a day and seven days a week. We recommend using only licensed taxis, which are yellow with a red ATEX logo and the airport logo on both sides of the vehicle. At the airport, these taxis park in front of the terminal and also at the pick-up area of the terminal.

Phone: 00355 4 2222 122; Mobile: 00355 66 20 80191, 00355 66 20 08873

##### By Bus

Rinas Express operates 12 hours (6 am to 6 pm) as an hourly bus service between the Airport and the National Museum in the centre of Tirana. The single fare is 250 Albanian Lek.



## Accommodation

It is recommended that participants book their rooms in the Hotel Tirana International which have been reserved especially for WBC-INCO.NET participants. Please send the reservation inquiries to [rajna.spaho@akti.gov.al](mailto:rajna.spaho@akti.gov.al) and [reservation@hoteltirana.com.al](mailto:reservation@hoteltirana.com.al).

Room rates:

- Deluxe Single Room 99 Euro.
- Deluxe Double Room 108 Euro.
- Standard Single Room 87 Euro.
- Standard Double Room 94 Euro.

These rates include 20% VAT, 5% City Tax and rich breakfast buffet.

- Other special services included in the room rate:
- Free use of SPA Center (Indoor Swimming Pool, Sauna & Fitness Center);
- Free Internet access in room, at the Lobby & also in all Conference Room Areas;
- Free parking area for guests who are accommodated in the Hotel.

**Please kindly note that accommodation costs can only be reimbursed to invited speakers.**

## Practical information

### Currency

The local currency name is LEK. 1 Euro = 139.99 Lek

### Emergency and other phones

Medical emergency (04) 34937

Police 129

Airport 00355 4 2381 600

Country Code 042

Albania Area code 00355xxx