



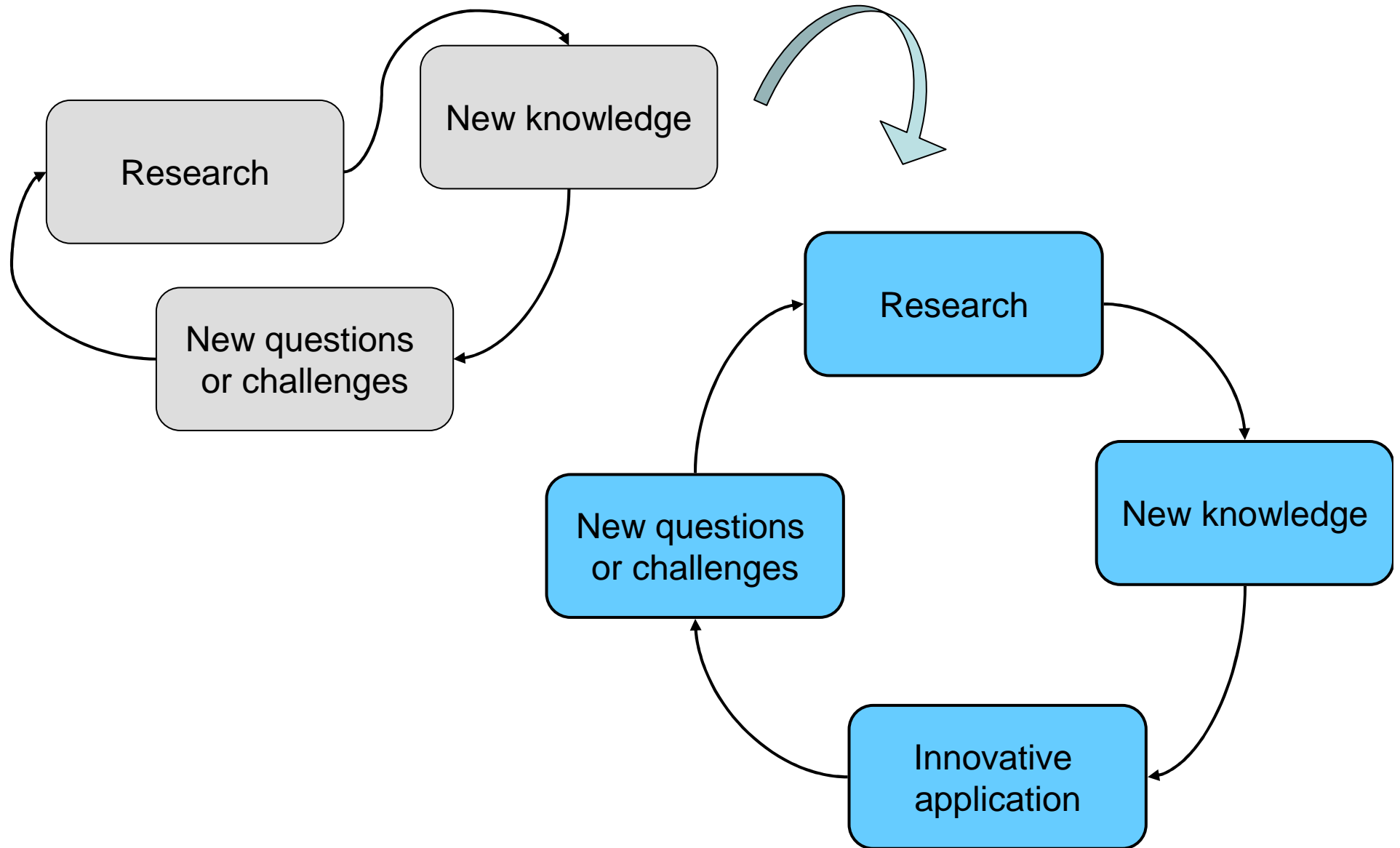
Biocircle

**Going beyond research:
Technology transfer**

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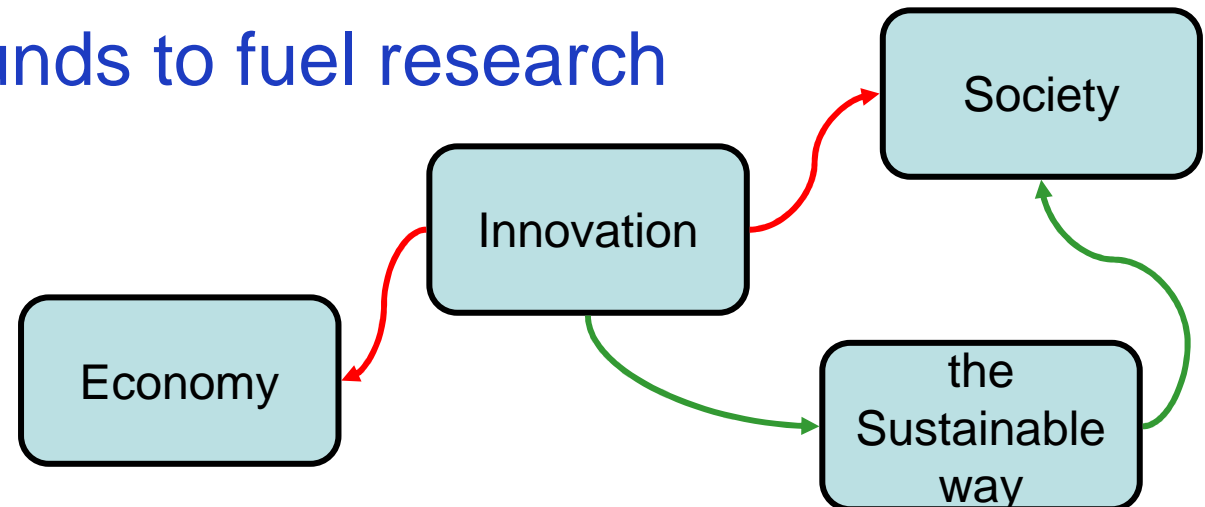


The “circles” of research



Why innovate?

- Innovation, i.e., applied knowledge can lead to:
 - Better financial performance
 - Better societal conditions (e.g., jobs, welfare, sustainability)
 - More funds to fuel research



What “hurts” innovation?

- Not all knowledge produced is available in tangible form (publication, patent, ...)
- No good links between universities/research centres and the industry
- Conservative approach to the innovation chain (sometimes):

Basic research → applied research →
→ further development → application

BUT: There is a clear policy drive, in Europe and elsewhere, to improve effectiveness of knowledge through knowledge transfer

Barriers to industry-academia cooperation (in Europe*)

- Lack of suitable information to motivate the industry
- Difficulty of the industry to communicate with researchers
- Lack of flexibility in academia
- Lack of resources to support such a cooperation
- Unsuitable mentality in academia

How can we increase the
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- Involve industrial players in research
 - Industrial users have a strong motive in utilising research results relevant to their activities
 - E.g., the PARADOX project, which led to the production of wine extract for use as food additive (currently marketed as Paradox 41 by GAT Food Essentials in Austria)



- Design the research path – through a single project or a series of projects – so as to lead to a “proof of concept” or “demonstration” stage
- Provide results also in a form understandable by non-experts
- Disseminate information to a larger audience (not just scientific peers)

- Use technology transfer experts or networks
 - E.g. the EC funded “Enterprise Europe Network”
 - Covers 44 countries via a network of 550 organisations
 - Provides assistance on business, technological and scientific cooperation



The Enterprise Europe Network in Chile

- EUROCHILE
- Founded in 1992
- Mission: to facilitate economic, commercial and technological ties between Chile and the EU
- Food is a priority area



Business Support on Your Doorstep



Thank you for your attention!

