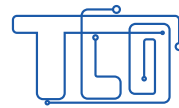




# Technology Commercialization and Innovation: Challenges & Opportunities in Georgia



ტექნოლოგიების კომერციალიზაციის ოფისი  
TECHNOLOGY COMMERCIALIZATION OFFICE



საქართველოს ინოვაციების და ტექნოლოგიების სააგენტო



საქართველოს ეკონომიკისა და მდგრადი განვითარების სამინისტრო



საქართველოს განათლებისა და მეცნიერების სამინისტრო



საქკაიქიძე

საქართველოს ინტელექტუალური საკუთრების ეროვნული ცენტრი





organized by  
Ilia State University and Technology Commercialization Office @ ISU

Sponsored by  
CRDF Global and Defense Threat Reduction Agency (DTRA)

In cooperation with  
Georgian Research & Development Foundation (GRDF)  
Georgia's Innovation and Technology Agency (GITA)  
Ministry of Economy and Sustainable Development of Georgia  
Ministry of Education and Science of Georgia  
National Intellectual Property Center (Sakpatenti)  
U.S. Embassy Tbilisi

Tbilisi, Georgia  
March 29 – March 31, 2017  
Location: Tech Park Georgia  
(Innovation Str.7, Okrokana, Tbilisi)



## Day 1 – March 29, 2017

- 9:00 – 10:00** Registration & Networking
- 10:00 – 10:15** Welcome Speech  
■ Speaker: Dwight D Nystrom, Political/Economic Chief @ U.S. Embassy Tbilisi
- 10:15 – 10:35** Opening Keynote Speech 1  
Technology Commercialization Role in Economic Development  
■ Speaker: Giorgi Cherkezishvili, Deputy Minister of Economy and Sustainable Development
- 10:35 – 10:55** Keynote Speech 2  
Strategic Importance of Tech Commercialization at Ilia State University  
■ Speaker: Giga Zedania, Rector, Ilia State University
- 10:55 – 11:35** Government Track  
Role of Government Organizations in Supporting IP and Scientific-Research Works at Universities in Georgia  
■ Speaker: Avtandil Kasradze, Chairman of GITA  
■ Speaker: Aleksandre Jejelava, Minister of Education and Science  
■ Speaker: Nikoloz Gogilidze, Chairman of Sakpatenti  
■ Speaker: Marina Chitashvili, Head, Rustaveli National Science Foundation
- 11:35 – 12:00** Coffee Break
- 12:00 – 13:00** Use of IP Policies at Universities and R&Ds in Europe; Lessons Learned  
■ Speaker: Mr. Emil Pot, European Patent Attorney, Former Founder and General Counsel of ActoGenix NV, Ghent, Belgium
- 13:00 – 14:00** Lunch
- 14:00 – 15:00** TECHNOLOGY COMMERCIALIZATION
- Panel Discussion: Selecting and Assessing Technology for Commercialization; IP Valuation; IP Marketing
  - Speakers:
    - Mr. Emil Pot, European Patent Attorney, Former Founder and General Counsel of ActoGenix NV, Ghent, Belgium
    - Dr. Ralf Schäfer, Director of the Video Division at Fraunhofer Heinrich Hertz Institute (HHI), Berlin Germany
    - Mr. Ed Hsieh, Technology Transfer Officer of Technology Development Group at UCLA, Los Angeles, California, USA
    - Dr. Guven Yalcintas, Chairman of Applied Professionals International, LLC, New York, USA
  - Moderator: Mr. David Chechelashvili, Marketing and Business Development Associate of TCO, Ilia State University, Tbilisi, Georgia



15:00 – 16:00

ATTRACTING CAPITAL

- Panel Discussion: Strategies

▣ Speakers:

- Mr. Omer Hizirolu, General Partner, Diffusion Capital Partners, Istanbul, Turkey
- Mr. Aieti Kukava, Chief Executive Officer, Alliance Group Holding JSC, Tbilisi, Georgia
- Mr. Emil Pot, European Patent Attorney, Former Founder and General Counsel of ActoGenix NV, Ghent, Belgium
- Dr. Guven Yalcintas, Chairman of Applied Professionals International, LLC, New York, USA
- Mr. Ed Hsieh, Technology Transfer Officer of Technology Development Group at UCLA, Los Angeles, California, USA

▣ Moderator: Mr. David Chechelashvili, Marketing and Business Development Associate of TCO, Ilia State University, Tbilisi, Georgia

16:00 – 17:00

USING IP ASSETS

- Panel Discussion:
- Strategic Partnering
- International Partnerships
- Public-Private Partnerships
- Spin-Offs and Start-Ups
- Licensing
- Royalties Distribution
- Negotiations

▣ Speakers:

- Mr. Emil Pot, European Patent Attorney, Former Founder and General Counsel of ActoGenix NV, Ghent, Belgium
- Mr. Ed Hsieh, Technology Transfer Officer of Technology Development Group at UCLA, Los Angeles, California, USA
- Mr. David Chechelashvili, Marketing and Business Development Associate of TCO, Ilia State University, Tbilisi, Georgia
- Ms. Kathleen Schröter, Head of Corporate Communications, Fraunhofer Heinrich Hertz Institute (HHI), Berlin, Germany

▣ Moderator: Mr. Omer Hizirolu, General Partner, Diffusion Capital Partners, Istanbul, Turkey

17:00 - 17:15

Q&A Session and Closing Remarks



## Day 2 – March 30, 2017

- 9:30 – 10:00 Coffee and Networking
- 10:00 – 11:00 TECHNOLOGY TRANSFER OFFICES
- Panel Discussion: Structure, Role, Goals and Objectives
  - Speakers:
    - Ms. Kathleen Schröter, Head of Corporate Communications, Fraunhofer Heinrich Hertz Institute (HHI), Berlin, Germany
    - Mzia Kutateladze, Director @ Eliava Institute of Bacteriophages, Microbiology and Virology, Tbilisi Georgia
    - Mr. Ed Hsieh, Technology Transfer Officer of Technology Development Group at UCLA, Los Angeles, California, USA
    - Dr. Guven Yalcintas, Chairman of Applied Professionals International, LLC, New York, USA
  - Moderator: Mr. David Chechelashvili, Marketing and Business Development Associate of TCO, Ilia State University
- 11:00 – 11:30 IP Issues Relevant to Researchers and Scientists; North American Model
- 11:30 – 12:00 University Entrepreneurial Ecosystems Review in Georgia: Preliminary Findings
- 12:00 – 12:30 How to Think Like Leonardo Da Vinci
- 12:30 – 13:30 Lunch
- 13:30 – 14:00 CRDF Global/GRDF Program of Activities to Promote Knowledge-based Economy in Georgia
- 14:00 – 14:45 Transferring Media Technologies to Industrial and Medical Applications
- 14:45 – 15:15 Fraunhofer Model, How to Attract Industrial Partners
- 15:15 – 15:30 Coffee Break
- 15:30 – 16:30 TECHNOLOGY COMMERCIALIZATION
- Panel Discussion: Situation at Universities and R&Ds, Questions & Answers, Comments/Suggestions on Reports Provided by the Universities Representatives
  - Speakers:
    - Eka Lepsveridze, Director of TCO @ Ilia State University, Tbilisi, Georgia
    - Mzia Kutateladze, Director @ Eliava Institute of Bacteriophages, Microbiology and Virology, Tbilisi, Georgia
    - Giorgi Benashvili, Analyst @ Innovation Lab & Business Incubator, Tbilisi State University, Tbilisi, Georgia
    - Sandro Asatiani, Rector, GeoLab, Tbilisi, Georgia
  - Moderator: Akaki Mamaladze, Head of Technology Commercialization Department at GITA
- 16:30 – 17:00 GEORGIAN SPIN-OFFS – From Inventors --> Innovators --> Academic Entrepreneurs



Karlo Khutsishvili

Natia Shamatava, Dea Chitaia, Alexi Tkebuchava, Lika Kokaia and Gvantsa Chikovani

17:00 – 17:30

Technology Commercialization Challenges in Georgia – the view from NSF  
Live from Arlington, Virginia: Dr. Maija M. Kukla & her team, Program Director, International Science and Engineering, NSF

## Day 3 – March 31, 2017

9:30 – 10:00

Coffee and Networking

10:00 – 11:00

Technology Commercialization for Emerging Economies

■ Speaker: Mr. Omer Hizirolu, General Partner, Diffusion Capital Partners, Istanbul, Turkey

11:00 – 11:30

Negotiations

■ Speaker: Dr. Guven Yalcintas, Chairman of Applied Professionals International LLC, New York, USA

11:30 – 12:00

The Government's Role in Commercialization of New Technologies

■ Speaker: Akaki Mamaladze, Head of Technology Commercialization Department at GITA

12:00 – 13:00

Lunch

13:00 – 14:30

Workshops split by interest groups

4 groups, each facilitated by invited guest speakers: hands on discussions, training, Q&A, interactive case studies, etc.

Group I – Fraunhofer/Industry Research Collaboration (Dr. Ralf Schäfer, Ms. Kathleen Schröter)

Group II – Seed/Venture Capital for spin offs (Mr. Omer Hizirolu)

Group III – Licensing/IP Management (Mr. Ed Hsieh)

Group IV – Selecting Technology for Patenting (Dr. Guven Yalcintas)

14:30 – 15:00

Closing Remarks