

Myth and Truth: Measuring Technology Transfer Success

ISTA Knowledge Transfer Management Forum Series

Organized by: International Strategic Technology Alliance (ISTA)

Hosted by: Zhejiang University

11 May 2017 (Thursday)

Hangzhou. China

Background

Following the amendment to the Technology Commercialisation Promotion Act in August 2015, the China's equivalent of Bayh-Dole Act which grants fundamental rights to Chinese universities to manage their intellectual properties, an array of significant government initiatives has been introduced to pave the road for the commercialisation of the research outcomes from the universities to the industry.

A new landscape of technology transfer among the Chinese academic institutions is emerging, filled with springing Technology Transfer Offices (TTO), ambitious schemes and exciting experiments.

Despite the apparent desire to establish a thriving technology transfer culture, the lack of entrenched policy and experience poses new challenges to the policy makers and the university administrators. On the top of these challenges is measuring the impact of technology transfer.

The Forum

In this context, we have set the theme of this ISTA KT Management Forum as "Myth and Truth: Measuring Technology Transfer Success", to be held in conjunction with the 2nd Executive Committee Meeting of the Alliance on 11 May 2017. The Mini Forum aims to bring together university administrators and experts from both locally and abroad to share their experience and views for the audience's better appreciation of the frameworks and approaches to measuring university technology transfer in alignment with their own organizational strategy and institutional legacy.

Participants of this half-day Forum will include representatives from institutional ISTA members, typically top executives overseeing R&D and knowledge/technology transfer of their respective universities, senior university directorates responsible for commercialisation, and public administration officers and intermediaries who are actively involved in university-industry technology transfer.

The Programme

Time	Programme	Speaker
13:30 - 15:15	<p>Aligning Technology Transfer Measurement with University Strategy</p> <ul style="list-style-type: none"> Multi-Channel Commercialisation and Measurement: The T3 Approach (Presentation file) Checks and Balances in Technology Transfer: NUS Experience (Presentation file) University Technology Commercialisation Trailblazer: Zhejiang University (Presentation file) 	<p>Mr Benjamin SOFFER CEO, T3 – Technion Technology Transfer, Technion-Israel Institute of Technology, Israel</p> <p>Mr Sean P. FLANIGAN Director (Industry Liaison Office) National University of Singapore, Singapore</p> <p>Prof YAN Jianhua Vice President Zhejiang University, China</p>
15:15 - 15:30	Tea Break	
15:30 - 17:00	<p>Panel Discussion</p> <p>Finding the Metrics: Assessing University Technology Transfer Performance</p> <p>Moderator Dr Alwin WONG Director, Institute for Entrepreneurship, The Hong Kong Polytechnic University, HKSAR, China</p> <p>Panel</p> <ul style="list-style-type: none"> Prof. ZHU Changfei Vice President, University of Science and Technology of China, China Prof. PAN Yi Vice President, Nanjing University, China Prof YAN Jianhua Vice President, Zhejiang University, China 	
17:00 - 17:30	Closing Remarks	

ISTA members are welcome to download the presentation slides listed above. To access the protected files, please send a request to ista.secretariat@polyu.edu.hk for the password.

About ISTA (www.ista-net.net)

Founded in 1995, International Strategic Technology Alliance (ISTA) is the only higher education network in China on technology transfer with strong international orientation and participation. As a unique platform for 27 renowned universities in China and the world, ISTA aims to foster cross cultural R&D collaborations, promote international networking and high-impact knowledge transfer for the sustainable development of society.

Members of ISTA:

CHINA / HONG KONG	
Beijing Normal University	Dalian University of Technology
Fudan University	Harbin Institute of Technology
Hong Kong Polytechnic University	Huazhong University of Science and Technology
Nanjing University	Nanjing University of Aeronautics and Astronautics
Northeastern University	Northwestern Polytechnical University
Peking University	Renmin University of China
Shanghai Jiaotong University	Sichuan University
South China University of Technology	Southeast University
Sun Yat-sen University	Tongji University
Tsinghua University	University of Science and Technology of China
University of Shanghai for Science and Technology	Wuhan University of Technology
Xian Jiaotong University	Zhejiang University
UNITED KINGDOM	
Cardiff University	University of Warwick
UNITED STATES	
Purdue University	

About Zhejiang University (www.zju.edu.cn)

Located in the historical and picturesque city of Hangzhou, Zhejiang University is a prestigious institution of higher education with its origin dates back to 1897. ZJU is one of the most-funded universities in China. Listed in both "211 Project" and "985 Project", its annual research fund amounted to RMB 3.3 billion (US\$500 million) in 2015.

With the spirit manifested in the motto "Seeking the Truth and Pioneering New Trails", ZJU maintains a leading position in China in output indicators including publications, patents and etc. In Jan 2016, Essential Science Indicators (ESI) ranks 18 disciplines of ZJU world's top 1%.

With a great reputation in its research excellence in natural sciences, ZJU has turned out numerous outstanding talents in its history, among whom more than 200 were elected members of Chinese Academy of Sciences or Chinese Academy of Engineering.

As a national university in Yangtze River Delta, ZJU has exerted itself to drive innovation through joint research labs, satellite institutes and university science parks, etc., fostering a vibrant innovation ecosystem within and beyond the region.