

ISTA Knowledge Transfer Management Forum Series

Myth and Truth: Measuring Technology Transfer Success

Date : 11 May 2017

Venue : Zhejiang University, Hangzhou

Hosted by Zhejiang University, the Second Meeting of 9th ISTA Executive Committee has been held in Hangzhou on 11 May 2017.

A half-day Knowledge Transfer Management Forum themed “**Myth and Truth: Measuring Technology Transfer Success**” was held afterwards. The Forum brought 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 measure university technology transfer in alignment with their own organizational strategy and institutional legacy.

In the order of presentation, the Keynote Speakers are:

1. **Mr Benjamin SOFFER**, CEO, T3 – Technion Technology Transfer, Technion-Israel Institute of Technology, Israel
2. **Mr Sean P. FLANIGAN**, Director (Industry Liaison Office), National University of Singapore, Singapore
3. **Prof. YAN Jianhua**, Vice President, Zhejiang University, China

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

- [Knowledge Transfer Management Forum Program](#)
- [Knowledge Transfer Management Forum Presentations](#) (authorized users only)