

ICT forum 2012 is biannual event organized in Nis which gathered people from industry and academia in the region. A special session was dedicated for KNOWTS project starting from 14h. Several presentations were given for wider audience as part of the dissemination of results.

Dr. Nedeljko Milosavljevic has presented the experiences of introducing TTC in University of Belgrade. He addressed details of establishment, donor conference, realization the project “from idea to license”, and demonstrating the most successful projects.

Dr. Vladimir Ciric presented the realization of software to support the TTC. It allows establishment of information system about research activities., to gather data about users and potential areas.

Dr. Darko Tasic as TT Officer of TTC in Nis. He referred to steps undertaken to realize the project to establish the TTC, including office establishment, trainings via seminars, workshops, and preparation of legislation. The next steps are opening ceremony and promotion activities by presentations and marketing on TVs and other channels.

Prof. Claudio Moraga has presented a review on knowledge/ technology transfer. He commented the paradigm of “I need” and “I can”. The problem arises in matching. Another view on top of iceberg is treatment of pure and usable technologies, interfaces, support, legislation, patents etc. The aspect of research is one of the most important interactions between university and industry, along with technology transfer and education. Other interactions are also extension like the one between university and society and transfer back the knowledge from companies back to the universities. He referred to challenges of K/TTO like support the convergence of capabilities, developing perception of needs, and internal – external marketing.

Prof. Gusev has presented the role of University in knowledge transfer. He pointed out the relevant forms of knowledge transfer, and which are the activities required for it. The heart of knowledge transfer is the university, but it should not be the only actor. Industry is another player very important in all research activities. Several characteristics of research were analyzed in order to define applicable knowledge transfer that will produce innovation. Finally, Universities need to create a long term strategy for knowledge transfer including technology transfer offices, spin offs and start ups.

The session ended with fruitful discussion for all presentations at 16h.