



ENHANCE

STRENGTHENING NATIONAL RESEARCH AND INNOVATION CAPACITIES IN VIETNAM

2nd Training Workshop: “Research Management”

**Venue: Meeting room 03, University library
Hue University of Agriculture and Forestry
102 Phung Hung, Hue City, Vietnam**

23rd & 24th February 2017



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Project Acronym: ENHANCE

Project Title: strEngthening National researchH And iNnovation Capacities in viEtnam

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Venue: Hue University of Agriculture and Forestry
Meeting room 03, University library in HUAF campus
Hue City, Vietnam

Expected results

After this workshop, participants shall be able:

- To increase their knowledge on key topics for a better R&I management and implementation.
- To understand the objectives, models and structure of a Technology Transfer Office.
- To understand different Technology Transfer Schemes and the impact of Technology Transfer activities.
- To define the mission and list of services for the ENHANCE R&I Units to be officially certified by each institution.
- To understand how to create a research portfolio and develop marketing strategies within their institutions.
- To understand the importance of developing strategies for business engagement.



DAY 1 – Technology Transfer & Technology Offers

23/02/2017 (THURSDAY)			Venue: Meeting room 03, University library, HUAF Campus
From	To	Duration	
08:45	9:00	15'	ARRIVAL & REGISTRATION OF PARTICIPANTS
9:00	9:15	15'	Official Welcome Assoc.Prof. Dr. Le Van An - The Rector of HUAF
09:15	09:30	15'	Presentation of the agenda and Workshop objectives Ms. Noelia López, OGPI Senior Project Manager, UA
9:30	10:15	45'	Technology Transfer and its impact over Universities <ul style="list-style-type: none"> • Definitions, objectives, TTO Models • TT Collaboration schemes, Impact of TT Activities Mr. Iván Rodríguez, Technology Transfer Service, UA
10:15	11:00	45'	Structure of a Knowledge Transfer Office Ms. Noelia López, OGPI Senior Project Manager, UA
11:00	11:30	30'	COFFEE BREAK
11:30	13:00	90'	Group exercise: Discussion on R&I Units mission and list of services All partners (5 minutes per partner for presentation after discussion)
13:00	14:00	60'	LUNCH BREAK
14:00	15:00	60'	Creating a Research Portfolio Mr. Iván Rodríguez, Technology Transfer Service, UA
15:00	15:30	30'	COFFEE BREAK
15:30	16:30	60'	Technology Offers (Results and Know How) Mr. Iván Rodríguez, Technology Transfer Service, UA



Day 2 – Technology Audits & Business Engagement

24/02/2017 (FRIDAY)			Venue: Meeting room 03, University library, HUAF Campus
From	To	Duration	
8:45	9:00	15'	ARRIVAL OF PARTICIPANTS
9:00	10:30	90'	Creating a Research Portfolio <ul style="list-style-type: none"> • Technology Map / Technology Portfolio – Examples and Case Studies • Technology Promotion (Marketing Strategies – Technology Push / Technology Pull) Mr. Iván Rodríguez, Technology Transfer Service, UA
10:30	11:00	30'	COFFEE BREAK
11:00	12:00	60'	Good practices on Technology Promotion by ENHANCE partners All partners (5 minutes per partner for presentation)
12:00	13:00	60'	Strategies for Business Engagement Mr. Iván Rodríguez, Technology Transfer Service, UA
13:00	14:00	60'	LUNCH BREAK
14:00	15:00	60'	Good practices/lessons learnt on Business Engagement by ENHANCE partners All partners (5 minutes per partner for presentation)
15:00	15:30	30'	COFFEE BREAK
15:30	16:30	60'	Technology Audit Methodology <ul style="list-style-type: none"> • Technology Audit Examples and Case Studies Mr. Iván Rodríguez, Technology Transfer Service, UA
16:30	16:45	15'	Workshop wrap up and closure

