



ENHANCE

STRENGTHENING NATIONAL RESEARCH AND INNOVATION CAPACITIES IN VIETNAM

Module 2 Replication Meeting on:

Research management: Creating a research portfolio and strategies for business engagement

Venue: HALL RCRD, AN GIANG UNIVERSITY (AGU), VIETNAM

August 15, 2018



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Project Acronym: ENHANCE

Project Title: strEngthening National researchH And iNnovation Capacities in viEtnam

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Expected results After this workshop, participants shall be able:

1. In order to spread out the spirit of ENHANCE, AGU will hold 6 training replications to all stakeholders to AGU ENHANCE. Each of these will present both theory and practices from the world and Vietnam as well.

Module 2 will cover with sub-topics:

- ✓ *Technology Transfer and its impact over Universities: Definitions, objectives, TTO Models; TT Collaboration schemes, Impact of TT Activities.*
- ✓ *Structure of a Knowledge Transfer Office.*
- ✓ *Creating a Research Portfolio: Technology Offers (Results and Know How); Technology Map / Technology Portfolio – Examples and Case Studies; Technology Promotion (Marketing Strategies –Technology Push / Technology Pull)*
- ✓ *Strategies for Business Engagement*
- ✓ *Technology Audit Methodology: Technology Audit Examples and Case Studies*

After the training, participants should be able to:

1. To get general information about:

- Understand the objectives, models and structure of a Technology Transfer Office and how to apply for faculties and departments at AGU.
- Understand different Technology Transfer Schemes and the impact of Technology Transfer activities.

- Understand how to create a research portfolio and develop marketing strategies.
- The importance of developing strategies for business engagement and how to apply for faculties and departments at AGU.

2. To know more about models form #1 in the world, especially from ENHANCE foreign partners: UA, GCU, STUBA and VIET's partners

3. To link the new concepts and practices to the participants' fields in implication afterwards.

15/08/2018 (Wednesday)			Venue: HALL RCRD, AN GIANG UNIVERSITY (AGU), VIETNAM
From	To	Duration	
7.30	7.45	15'	ARRIVAL & REGISTRATION OF PARTICIPANTS
8:00	8:15	15'	Official Welcome DR. Ho Thanh Binh (main presenter)
8:15	10.00	1 hour +45'	Presentation of Module 2 : Technology Transfer and its impact over Universities: Structure of a Knowledge Transfer Office. Creating a Research Portfolio: <ul style="list-style-type: none"> • Mr. Le Minh Tuan Lam (main presenter)
10:00	10:30	30'	COFFEE BREAK
10:30	11:15	45'	Group discussion (each issue in the content of Module 2) Mr. Le Minh Tuan Lam, (main presenter)
11:15	13:00	1 hour +45'	LUNCH BREAK
13:30	14:30	60'	Idea Exchange, Future Implementation <ul style="list-style-type: none"> • Mr Le Minh Tuan Lam (main presenter)
14:30	15:00	30'	<ul style="list-style-type: none"> • Presentation of Module 2 : Strategies for Business Engagement, Technology Audit Methodology Ms. Ho Thu Ba, AGU
15:00	15:30	30'	Warp up, Closure, Awards & Group Photos Dr.Ho Thanh Binh, Mr. Le Minh Tuan Lam, Mr Trinh Phuoc Nguyen, Mr Le Thanh Phong (AGU)

