



SRTD Newsletter



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SRTD project is funded by the European Union with 4 million Euros to help the innovation and R&D sectors of the Jordanian economy. The project aims at increasing Jordan's scientific and technological capacity by fostering research and innovation linked to private sector and by accelerating the Kingdom's integration into the European Research Area. The Higher Council for Science and Technology and Jordan Enterprise are co-funding some of the activities implemented by the project.

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Welcome to SRTD Newsletter

Welcome to the sixth issue of the SRTD e-newsletter. This issue will provide you with the latest activities and achievements of the project; you may also find the forthcoming activities we are planning to conduct in the last period of the project. We hope you enjoy reading the latest update on our programme and find it helpful and informative.

Focal Points Activities

Awareness Campaigns

The PMU has continued delivering awareness presentations to its focal points, presenting opportunities offered by EU funded projects, research and innovation initiatives in Jordan and information.

The latest awareness events were delivered at the Royal Scientific Society, the Jordan Forum for Business & Professional women.

"Bridging Science & Business IV: Expanding the Network" 3rd of June, 2010 - Amman-Jordan

SRTD conducted the forth Bridging Science and Business meeting under the title "Expanding the Network". The meeting this time included the liaison officers and the technology transfer officers at the Technology Transfer Offices (TTBOs).



H.E Dr Adel Al Tweissi – Secretary General of the Higher Council for Science and Technology – attended the meeting and presented the new “EU-JORDANNET” project. The outcomes of the 3rd internship of the focal point liaison officers were presented during the meeting along with other presentations



conducted by the Tech Transfer Officers after attending the ASTP Conference. A success story in Research-business partnership was presented by Ms. Doha Abdelhaleq- Eskadenia Managing Partner. As usual the meeting was adjourned with a small networking activity.

Researchers: Training Activities

“FP7 Thematic Area: NMP Workshop” 18th-22nd July, 2010 Amman- Jordan

Under the Patronage of His Excellency Dr. Khaled Shraydeh, the SRTD organized a workshop aimed to give an overview for the interested Jordanian researchers about the specific call of proposals and the work program of FP7- Nanosciences, nanotechnologies, materials and new production technologies (NMP) them. Moreover, the workshop aimed to help them in preparing an appealing proposal to join the research consortia. Additionally, it aimed to enhance the collaboration opportunities of the Jordanian researchers with European researchers by establishing their own partner search forms and distribute them to the National Contact Points NCPs. The workshop was presented by the European FP7 expert Mr. Giles Brandon is the principal consultant at Intelligentsia Consultants in Luxembourg



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The workshop was held in two days and repeated, the first day was an overview about the FP7 NMP work program 2010/2011, the different calls and topics, the funding schemes, the special opportunities for SMEs, how to write a successful proposal through understanding the evaluation criteria and about how to find partners and present your abilities as a Jordanian researcher in an effective way. The second day was one to one meeting between interested participants with the expert in which they discussed their area of interest in the particular calls and how to express their ideas and publish their profiles in order to attract present consortia looking for partners.

**"Workshop on FP7 thematic area: KBBE" 25th-29th July, 2010
Amman- Jordan**

An FP7 workshop on thematic area Food, Agriculture, Fisheries and Biotechnology (KBBE) was held under the Patronage of His Excellency Dr. Faisal Awawdeh the General Director of the National Center for Agricultural Research and Extension (NCARE). The workshop was held twice each in one day by the European Expert Mr. Jean-Christophe de Tauzia who also through this workshop visited NCARE and the Faculty of Agriculture at the University of Jordan.



The workshop gave a general overview about the FP7 and the funding instruments and procedure followed under this program, and how to

find partners and build consortium, how to write a competitive proposal and the importance of SMEs and academia partnership in the life science towards knowledge bio-based economy.

**"Workshop on FP7 thematic area: Energy" 1st – 5th August, 2010
Amman- Jordan**

Realizing the importance of energy to the socio-economic development of the Kingdom, and finding the increase in interest to cooperate in European Funded Energy Research, the SRTD organized a specific workshop on the 7th Framework Programme, Energy Thematic Area.

The workshop was held under the patronage of Eng Walid Shahin, the acting president of the National Energy Research Centre.

The FP7 Energy Theme was presented by Mr. Milan Von Gesseneck who is a highly qualified Senior Expert with more than 30 years of experience as a



Team Leader and Engineer in the field of Energy and Environment. He is also a Long-term evaluator for the European Commission (FP6, FP7, IIEA, EACI), with extensive experience in assessing, monitoring and evaluating proposals, including infrastructure projects. His presentation conveyed to us through his vast experience about the FP7 and the funding instruments, the procedure followed under this program. He also elaborated the best

ways to find partners and build effective consortiums, how to write a competitive proposals and also highlighted the importance of SMEs and academia partnership in life-sciences towards knowledge bio-based economy.



Events:

"Journalists Tour" 1st of June ,2010

Irbid- Jordan

SRTD Project organized a tour to the local journalists to show the achievements of the project in Irbid. The first destination of the tour was Al Yarmouk University, there they got the chance to meet Prof. Hanan Malkawi, Dean of research and SRTD liaison officer at the University, who conducted a presentation on the university's benefits from being a focal point with the SRTD project. The next station for the journalists was the Jordan Innovation Centre at Al Hassan Industrial Estate. At the JIC the journalists were able to meet Ms. Reham Gharbiyeh - CEO of Al Urdinia Lil Ebda, who gave a presentation that summarizes the role of incubators in Jordan and the support provided by the JICs. The visit also gave the journalists a chance to meet some of the Start-up grant beneficiaries of the project and have a look at their projects.



The last destination of the tour was Jordan University of Science and Technology; where the journalists had the chance to meet Dr. Fahmi Abu Al Rub, Dean of Research at JUST, and Dr



Tarek Al-Qasim, Technology Transfer Officer at the Technology Transfer Branch Office, who also gave a brief about his duties as a TT Officer and introduced the latest news of technology transfer at the university.

JIC Network Activities

Incubation Strategy Meeting, 1st of August 2010 Amman-Jordan

A workshop was conducted by SRTD in conjunction with Jordan Enterprise Development Corporation and attended by representatives from many Jordanian business support organisations, universities and the private sector. The purpose of the workshop was to firstly understand what support is currently being provided to entrepreneurs wanting to start a new business. Following this, the workshop discussed the issues and barriers facing such entrepreneurs. Finally, key questions that JEDCO should address we discussed and agreed upon. The results of the workshop provided valuable input into a mission to help define a *Start-up and Incubations Strategy*.

"iPark achievements and future plans" event, 3rd of August, 2010 Amman- Jordan

As a part of the SRTD's role in supporting the JIC Network; SRTD supported the iPark incubator in organizing "*iPark Achievements and Future Plans*" event at the Grand Hyatt Amman Hotel under the patronage of HE. S.G. of the Higher Council for Science & Technology Dr. Adel Al Tweissi. Many Jordanian entrepreneurs, investors, supporting



organization, incubated and graduated companies attended the event. Welcoming the attendees, HE. Dr. Adel Al Twessi, Secretary in his welcoming speech emphasized the importance of the public-private partnership in the creation of an innovative ecosystem in Jordan.

Director of the iPark, Dr Wissam Al Rabadi, talked about iPark objectives, achievements and future plans, he also added that iPark, has succeeded since its establishment in 2003, to incubate 34 technology-based startups in the ICT sector of which 22 companies had graduated creating over 1000 jobs and a wealth of intellectual capital in the process.

Grants Update

Mrs. Barehan Tarhan – Start up Grant Beneficiary, has recently conducted a training course in collaboration with Zaha Cultural Centre to teach the disabled children the arts of Rolief and Fimo.

It is worth to mention that Mrs. Tarhan had conducted several training courses on different Handcrafting arts in collaboration with many Centres like: Zaha Cultural Centre, IRADA and Naur Youth Centre, those training courses aim at increasing the job opportunities for women by helping them to be self-employed by opening their own handcraft shops and projects.



Eng. Widad Al Tamimi, another Start up Grant beneficiary who owns the EDOM, that is specialized in renewable energy, devised and organized a conference to discuss the chances and opportunities of using the renewable energy in the north region of Jordan. The conference targeted potential customers and some decision makers to discuss promoting her new systems to use renewable energy.



Technology Transfer

"Tech Transfer Study Tour" 20th -26th June, 2010

Germany, Czech Republic, Austria

The SRTD organized a Study Tour for the Jordanian Technology Transfer officers to visit several Technology Transfer Offices around Europe to develop their capacities and to allow them having a closer look at the operations of their European counterparts. The participants visited Germany, Czech Republic, and Austria.

The Tour included visits to several institutes and programs such as:

- Innovation programs in Germany that are run by VDI-VDE-Innovation and Technology
- Innovation Clusters and networks in Germany that are managed by VDI-VDE-Innovation and Technology

Imperial Innovations is a British technology transfer and commercialization company. It combines the activities of technology transfer, company incubation and investment. Its goal is to bring valuable ideas to market either by building businesses or licensing to industry. The company was founded in 1986 and its ordinary shares admitted to trading on the Alternative Investment Market of London Stock Exchange plc in July 2006
<http://www.imperialinnovations.co.uk/>

- Technology Transfer Company for universities and research institutes of Berlin (iPal)
- Business & Innovation Centre in Science and Business Park, Pilsen, Czech
- History and achievements of the industry and university cooperation in Pilsen between Skoda and the university of west Bohemia
- Tech Transfer office operations and achievements in the university of west Bohemia
- European Enterprise Network and Technology Transfer in the Czech republic
- Technology Transfer activities within the Technology Centre, Prague
- Industrial Property Office in the Czech Republic
- Innovation support programs in the Czech Republic
- Virtual Incubator at the Business Support Centre, Prague
- Innovation Policies and Tech Transfer programs and achievements at Masaryk University, Brno
- Innovation, research and Tech Transfer support programs in Austria, by FFG (The Austrian Research Promotion Agency)

"Identifying IP within research institutes Training" 4th -5th July, 2010 – Amman, Jordan

The training was conducted by Mr. Brian Graves the Director of Commercialisation Services at Imperial Innovations the Tech Transfer Company of Imperial College of London to the Technology Transfer officers to enable them to deal with researchers and to evaluate the Technological opportunities they have. The two days training provided them with the basic skills to look for commercially viable IP within their research institutes, interacting with the researchers and extract valuable information for the commercialisation process.

During the training the Tech Transfer officers at universities and research centers were able to evaluate real cases from their institutes with the guidance of the expert who also advised them with the steps to be taken to follow up with researches and local international industries.

Forthcoming Events

The SRTD Project wishes to announce about the forthcoming events to be held in the coming few months.

ENPI CBC MED Workshop (September)

The ENPI CBC MED is considered as the multilateral cross-border cooperation "Mediterranean Sea Basin Programme" which is part of the new European Neighbourhood Policy (ENP) and of its financing instrument (European Neighbourhoods and Partnership Instrument - ENPI) for the 2007-2013 period. The programme aims at reinforcing cooperation between the European Union (EU) and partner countries/regions placed along the shores of the Mediterranean Sea. For more details about the ENPI CBC MED programme please check: <http://www.enpicbcmed.eu/>

The workshop will be presented by the EU Expert Ms. Pamela van de Bunt. Below are the main topics to be discussed in the workshop:

Day 1: ENPI CBC Mediterranean Sea Programme

- Introduction
- Eligible territories
- Objective, priorities, measures
- Type of projects
- Eligible actors
- Management structures
- Calendar for call for proposals
- Where to find information about ENPI
- How to find the partners

Including Practical Sessions

Day2: ENPI CBC Mediterranean Sea Projects – the steps to prepare and submit proposals

- Collection and study of materials
- How to apply
- ENPI Forms
- Budget costs
- Financial procedures
- Evaluation criteria and procedures
- Tips for successful proposals

Including Practical Sessions

ICT 2010 (September)

The SRTD project is funding five Jordanian researchers to attend this important ICT brokerage event in Brussels from 27 to 29 September. The event will focus on the Research and Innovation in the Digital Agenda for Europe, Driving Societal Change, Opportunities for All, and networking event to discuss the FP7: ICT work programme of 2010/2011. SRTD aims at helping those researchers partner with European researchers to conduct collaborative research and include them in the European Research Area (ERA). The selection of the researchers to attend the conference resulted from a comprehensive evaluation process.

Biotech Symposium (September)

The SRTD project is funding six Jordanian researchers to attend the 14th International Biotechnology Symposium and Exhibition, to be held in Rimini, Italy, from 14-18 September 2010. The conference aims to explore the frontiers and applications of biotechnology for a healthier, more sustainable future and a knowledge-based bio-economy. Jordanian researchers attending aim to find partners for collaboration in future research between Jordan & Europe. The selection of the researchers to attend the conference resulted from a comprehensive evaluation process.

BIC Master Class (September)

As part of SRTD's continuous efforts to support Jordan's Innovation Centres and build the capacity of their staff and their supporting organisations, four people are being funded to attend EBN's BIC Master

LES Arab Countries

The LES - Arab Countries is the regional society of the LES International (LESI) family that consists of 32 national and regional societies. LESI has a worldwide membership of over 11,000 members representing 93 countries. LES is committed to providing the Arab world with professional executives in the fields of licensing and technology transfer as well as developing the economic growth by encouraging, facilitating and enforcing Intellectual Property (IP) licensing and Research and Development (R&D) investment.

Class Course number 2: "Increasing market and technological intelligence to better support your start-ups/SMEs". The aim of this training is to offer the business incubation teams a reference framework so as to help them organize a Business Intelligence activity that will be used to reinforce the innovation capacities of the incubated firms.

LES Training (September)

The SRTD Project has identified the Licensing Executives Society (LES) as a partner in delivering training to the Technology Transfer Officers. LES through its Arab Branch (LES-Arab Countries) will run the "*Arab Certified IP Licensing Practitioner*" programme which was developed by the most successful practitioners in LES International.

A group of LES-Arab Countries members have translated and developed the curriculum to be consistent with the laws in the Arab countries. This training will be offered to the Technology Transfer Officers to enable them to reach Level 2 (of 3) of this certified course. The workshop is given over 5 days by one LES International Senior Expert and one LES Arab Countries Local Senior Expert.

TTO Business and Management Training (September – December)

The SRTD Project signed an agreement with Talal Abu-Ghazaleh & Co. Consulting (TAG-Consultants) to deliver a training program to the Technology Transfer Officers between September and December 2010. The aim of this training is to provide the Tech Transfer officers with basic understanding of business and management skills to help them achieve their Technology Transfer activities. The training will cover the following topics:

- Business Planning
- Market Researches and Marketing Strategy
- Project Management
- Financial Planning

Creative Industries (October)

SRTD, in cooperation with Jordan Enterprise Development Corporation (JEDCO), is planning and funding a mission to investigate the need and interest to establish a "*Creative Industries Innovation Centre/Incubator*" with the support of a suitable host organisation(s).

Impact Assessment (October)

SRTD project aims to provide training by an international expert to enable the Funding Agencies and Research Organisations in Jordan to maximise the value created by R&D projected funded under different schemes.

New Product Development (October)

SRTD is organising a 2 day training workshop and other awareness activities about New Product Development techniques. The Expert – Ms Mary Ryan from Ireland – will support the Technology Transfer Officers in understanding how products are developed in industry, based on R&D activities and how these products can be managed throughout their life cycle. Additionally, the Expert will have short consulting sessions with representative of industrial sectors to assess their R&D and innovation needs and work with them to define cooperation programs with technology providers.

IP Policy Development for Universities and Research Grant Agencies (October)

SRTD Project is organising a training and consulting service lead by an EU expert, Dr David Secher of Cambridge University, UK. He will support universities, research institutes and research funding agencies to identify issues related to IP policies and help update them to be friendly for both research and industrial communities when utilising research results in promoting the local economy.

The overall objective of this assignment is to help the Technology Transfer Officers and funding agencies to develop their IP policies mainly in terms of ownership of IP and incentives to the creators of the IP.

Exhibition (October)

As a part of the SRTD's continuous support to the Research and Start-up Grant beneficiaries; SRTD will organize an exhibition to highlight the winning projects and to promote those creative ideas. The exhibition will be open to all the people who are interested in being introduced to new creative local ideas.

Growbox Mission 3 (November)

SRTD has organized two missions for Capacity Building for the Growbox: Incubatee Assessment Tool, during the year 2010. The aim of these missions was to build the capacity of the JICs by providing them with tools for managing the entire process of incubation from selection until post-graduation.

A third mission is being planned in November 2010 to introduce the third tool: FOLLOW-UP TOOL; a progress-monitoring tool generating reports on the start-ups status and helping incubator managers to continuously supervise incubatee development throughout their time in the incubator.

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