



# Technology Commercialisation Forum 2010

5 & 6 March • Pan Pacific Hotel Singapore

## Knowledge-Based Entrepreneurship: How Academic Science and Innovations are Powering Economic Growth in the Post-Crisis Economy

### Asia's Premier Tech Transfer Event

Join more than 300 key players in the most established platform for technology transfer, investment and licensing in Asia

### Build Your Asian Connections

Meet leading research scientists, industry experts, investors and tech transfer professionals in the largest and most senior level tech transfer event in Asia

### Capitalize on Innovation and Expertise

Gain insights from global thought leaders as they present on issues impacting commercialization strategies and best practices on tech transfer

### Unlimited Investment Opportunities

Access and discover emerging research fields and exciting technologies in the most comprehensive one-stop innovation showcase in Asia

### Access to Angel and Venture Capital

The unparalleled source for investment funds for research & development

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### Speaker Highlights



**Keynote Address:**  
**Mr Arundeeep S. Pradhan**  
President  
**Association of University  
Technology Managers  
(AUTM), USA**



**Mr Yehuda Yarmut**  
Deputy CEO  
**Yissum Technology  
Transfer, Hebrew  
University of Jerusalem,  
Israel**



**Mr Brad Greenspan**  
Founder  
**MySpace.com, USA**



**Mr Saeed Amidi**  
CEO/President and  
Founder  
**Plug and Play Tech  
Center, USA**



**Mr Johnsee Lee**  
President  
**Industrial Technology  
Research Institute  
(ITRI), Taiwan**

## Conference Theme

Emerging technologies and start-ups represent **the next big wave of technology innovation** that will reshape the post-crisis economic landscape. Universities are a hotbed for new inventions and technologies and investors, entrepreneurs, multi-nationals and policy makers alike are racing to capitalise on these innovations that will **fuel economic growth**. For instance, in the US alone, close to \$50 billion was spent in research with \$3.4 billion in industry research performed at US institutions in 2007. 555 startups were formed while more than 680 products were introduced into the market that year.\*

TCF2010 will also feature the most comprehensive innovation showcase of emerging technologies from Asia and beyond, hence presenting unlimited investment and partnership opportunities.

And recognizing that funding is a critical in successfully bringing a technology to market, TCF2010 will bring together various government agencies with grants and incentives for research & development and technology commercialisation, aimed at attracting investors and companies alike.

*\*source: AUTM Licensing Survey 2007*

## Technology Showcase

A perennial crowd favourite, TCF's annual showcase of emerging technologies is set to get bigger and better in 2010! The TCF Technology Showcase is an effective platform for emerging technologies from universities and research institutions to seek potential investors or partners to launch cutting edge innovations into the marketplace. **If you have an invention which is ready for commercialisation and looking for potential licensees or investors, we invite you to submit them to us for evaluation by our review committee.** For more information on the application criteria and process, please write to Mr Kenny Lew at [kenny@nus.edu.sg](mailto:kenny@nus.edu.sg)

## Conference Features

- Over 20 speakers addressing key issues on technology transfer and research commercialisation.
- Networking opportunities with top minds from academia, research, venture capital, industry and governments from around the world.
- Dynamic sessions covering a comprehensive range of topics from tech transfer best practices to investing in academic research.
- Technology showcases in Cleantech, IDM/ICT and Biomedical Sciences. Showcase your technologies to companies, multinationals and investors from around Asia and beyond!
- Access to various government grants and incentives for research & development and technology commercialization.
- Open Innovation: Where multinational corporations are seeking to identify solutions with companies or individuals that meet their technology needs.

## Who Must Attend

- **Venture Capitalists and Institutional Investors** – Where to invest in next? What do I need to know?
- **Startups** – How can I seek new market opportunities, partners and customers in Asia and beyond?
- **Companies** – How can I create new market opportunities with innovative technologies?
- **Multinationals** – Where can I find solutions that meet my business / technology needs?
- **Researchers** – What are new horizons for future technological breakthroughs?
- **Technology Transfer Professionals** – What are the best practices in tech transfer for university IP?
- **Government** – What are the strategic areas of R&D that will fuel economic growth?

## Technology Tracks

Helmed by our **NUS Special Interest Groups (SIG)**, these technology tracks bring together like-minded people that have a common interest in an area of emerging technology to share and acquire knowledge. SIG Members can immediately connect with a network of industry professionals, top academics, government agencies and like-minded people from specialised technology fields. Through a community-based approach, SIG Members also help to accelerate the commercialization of a technology invented in NUS labs.

**Clean Technology** Cleantech is one of the few industry sectors that continue to grow despite the global economic downturn. Economists predict that the global Cleantech sector will be one of the primary driving forces that will help get the world economy back on track.

**Interactive & Digital Media / Infocommunications Technologies** This sector is poised for tremendous growth, fuelled largely by the technological advancements and adoption in computing, broadband and mobile telephony. IDM will be a fundamental enabler in the 21st century, presenting opportunities for new players, new content and business models.

**Biomedical Sciences** Asia is fast emerging as a global powerhouse in the biomedical sciences industry, given the sheer growth of its market and the size of its talent and resource base. In 2008, global biomedical companies have invested more than US\$500 million in Singapore while R&D expenditure exceeded US\$760 million in 2007.

TCF 2010 is held as part of InnovFest 2010. Organised by NUS Enterprise, InnovFest is a series of technology-related activities that brings together entrepreneurs, innovators, financiers, industry experts, government agencies, and anyone interested in riding the next wave of technology innovations in the new economy. InnovFest also include the Enterprise Connection, a networking dinner.

For more information, please visit [www.InnovFest.Sg](http://www.InnovFest.Sg)

## Open Innovation – Call for Solutions

Come hear large corporations present their current and future technology needs. Innovators, researchers and startups are encouraged to attend this session and hear out companies who are looking for technology solutions to meet their needs. **If you are a multinational looking for solutions/innovations outside your organisation, and interested to do a presentation, please contact Mr Kenny Lew at [kenny@nus.edu.sg](mailto:kenny@nus.edu.sg)**

## Conference Program

DAY ONE • 5 March		DAY TWO • 6 March	
8.00am	<b>Registration / Welcome Breakfast Networking</b>	9.00am	Technology Tracks: <b>Track 1 - Cleantech:</b> <b>(A) Introduction to NUS Membrane Consortium</b>  <b>(B) Panel: Applications and Uses of Membrane Technology in Cleantech Industry</b>  Panel Members: 1. <i>Dr Michael Quah, Principal Fellow, Energy Studies Institute, National University of Singapore (Moderator)</i> 2. <i>Frank Levinson, Founder and Managing Director, Small World Group, USA</i> 3. <i>Prof Neal Chung, Faculty of Engineering, National University of Singapore</i> 4. <i>Dr Rinse Terpstra, MD &amp; CTO, Hyflux</i>  <b>Track 2 - ICT/IDM:</b> <b>Panel discussion: Using and Commercializing Open Source Software</b>  Panel Members: 1. <i>Dr Martin Henz, Associate Professor, School of Computing, National University of Singapore (Moderator)</i> 2. <i>Mr Stephen Gillespie, Partner, Fenwick &amp; West LLP, USA</i> 3. <i>Dr Gerald Barnett, Director, Research Technology Enterprise Initiative, University of Washington, USA</i>  <b>Track 3 - Biomedical Sciences:</b> <b>Panel Discussion: Bringing Early Stage Technology to Market</b>  Panel members: 1. <i>Dr Lim Jui, Executive Director, MERCI (Medical Engineering Research and Commercialization Initiative), National University of Singapore (Moderator)</i> 2. <i>Dr Andrew Serafini, Partner, Fenwick &amp; West LLP</i> 3. <i>Dr Paul MacAry, Assistant Professor, Department of Microbiology, National University of Singapore</i>
9.00am	<b>Opening Address by Dr Lily Chan, CEO NUS Enterprise</b>	10.00am	<b>Tea Break</b>
9.10am	<b>Address by Guest-of Honour, Mr Teo Ming Kian, Advisor (Special Projects), Ministry of Finance &amp; Permanent Secretary, National Research and Development, Prime Minister's Office</b>	10.30am	<b>Technology presentations</b> from Universities and research institutions looking for commercial partners in the areas of: - <b>ICT/IDM</b> - <b>Cleantech</b> - <b>Biomedical Sciences</b> Note: Please download pitching list from <a href="http://www.tcf.sg/program2010.html">http://www.tcf.sg/program2010.html</a>
9.20am	<b>Award Presentation</b>	12.00pm	<b>Open innovation:</b> Presentations by companies in the areas of: - <b>ICT/IDM: Intellectual Ventures (Patrick Ennis, Global Head of Technology)</b> - <b>Cleantech: TBC</b> - <b>Biomedical Sciences: Clearbridge Accelerator (Johnson Chen, Managing Director)</b>  Note: Please download details from <a href="http://www.tcf.sg/program2010.html">http://www.tcf.sg/program2010.html</a>
9.30am	<b>Keynote Address "Knowledge-Based Entrepreneurship"</b> <i>Mr Arundeeep S. Pradhan, President, Association of University Technology Managers (AUTM)</i>	12.30pm	<b>Networking Lunch</b>
10.40am	<b>Tea Break</b>	1.30pm	<b>End</b>
11.10am	<b>Overcoming Challenges and Riding on Opportunities in Academic Entrepreneurship: A Tale of Success</b> <i>Dr Yehuda Yarmut, Interim CEO, Yissum Technology Transfer, Hebrew University of Jerusalem, Israel</i>	2.30pm	<b>National Programs for Innovation and Enterprise Growth (Panel)</b> 1. <i>Mr Jon Sandelin, Senior Associate Emeritus, Stanford University Office of Technology Licensing, USA (Moderator)</i> 2. <i>Mr Lawrence Koe, Director (Projects), National Research Foundation (NRF), Singapore</i> 3. <i>Prof. Dr. Rofina Yasmin Binti Othman, Ministry of Science Technology and Innovation (MOSTI), Malaysia</i> 4. <i>Dr Edward Rubesch, Director, Technology Licensing Office, National Science and Technology Development Agency (NSTDA), Thailand</i>
12.00pm	<b>Networking Lunch</b>	3.30pm	<b>Tea Break</b>
1.30pm	<b>Addressing Asia's challenges and opportunities in Academic Entrepreneurship (Panel)</b> 1. <i>Prof Wong Poh Kam, Director, NUS Entrepreneurship Centre, National University of Singapore (Moderator)</i> 2. <i>Dr Johnsee Lee, President, Industrial Technology Research Institute (ITRI), Taiwan</i> 3. <i>Mr Saeed Amidi, CEO/President and Founder, Plug and Play Tech Center, USA</i>	4.00pm	<b>Commercialization and Investment Opportunities in Emerging Technology Fields (Panel)</b> 1. <i>Mr Edmund Yong, Managing Partner, Accel-X Pte Ltd, Singapore (Moderator)</i> 2. <i>Dr Frank Levinson, Founder and Managing Director, Small World Group, USA</i> 3. <i>Mr Brad Greenspan, Founder, MySpace, USA</i> 4. <i>Mr Barry Drayson, Managing Director, Innoveas AG, Germany</i> 5. <i>Mr Guy Proulx, Managing Director, Transpacific IP Management Group Pte Ltd</i>
2.30pm	<b>National Programs for Innovation and Enterprise Growth (Panel)</b> 1. <i>Mr Jon Sandelin, Senior Associate Emeritus, Stanford University Office of Technology Licensing, USA (Moderator)</i> 2. <i>Mr Lawrence Koe, Director (Projects), National Research Foundation (NRF), Singapore</i> 3. <i>Prof. Dr. Rofina Yasmin Binti Othman, Ministry of Science Technology and Innovation (MOSTI), Malaysia</i> 4. <i>Dr Edward Rubesch, Director, Technology Licensing Office, National Science and Technology Development Agency (NSTDA), Thailand</i>	5.00pm	<b>The Role of Public Sector Research in the Discovery of New Drugs</b> <i>Dr Ashley Stevens, Executive Director, Office of Technology Transfer, Boston University, USA</i>
3.30pm	<b>Tea Break</b>	5.30pm	<b>End</b>
4.00pm	<b>Commercialization and Investment Opportunities in Emerging Technology Fields (Panel)</b> 1. <i>Mr Edmund Yong, Managing Partner, Accel-X Pte Ltd, Singapore (Moderator)</i> 2. <i>Dr Frank Levinson, Founder and Managing Director, Small World Group, USA</i> 3. <i>Mr Brad Greenspan, Founder, MySpace, USA</i> 4. <i>Mr Barry Drayson, Managing Director, Innoveas AG, Germany</i> 5. <i>Mr Guy Proulx, Managing Director, Transpacific IP Management Group Pte Ltd</i>		

Please check the appropriate box ( ✓ )	Standard	ABAF Delegates / BANSEA / SVCA / TIE	Group of 3 or more	NUS Alumni / NUSS Members	NUS Staff	All Matriculated Students (incl. non-NUS)
Early Bird (before 12 Feb)	SGD\$400 <input type="checkbox"/>	SGD\$350 <input type="checkbox"/>	SGD\$340 each <input type="checkbox"/>	SGD\$300 <input type="checkbox"/>	SGD\$200 <input type="checkbox"/>	SGD\$100 <input type="checkbox"/>
Normal	SGD\$500 <input type="checkbox"/>	SGD\$450 <input type="checkbox"/>	SGD\$420 each <input type="checkbox"/>			
After 26 Feb / On-site (Online registration closed after 26 Feb. All delegates to pay on conference day)	SGD\$600 <input type="checkbox"/>	SGD\$550 <input type="checkbox"/>	SGD\$510 each <input type="checkbox"/>			

**NOTE: Conference Fee INCLUDES complimentary entry pass for "The Enterprise Connection" on 7 March (ie. Sunday night's networking dinner).**

## Registration Details

### Delegate 1

a) On Day 2, I'm interested to attend ONE of these tracks: Biomedical Sciences  ICT/IDM  Cleantech

b) On 7 Mar, I am ABLE to attend The Enterprise Connection  I am NOT ABLE to attend The Enterprise Connection

Salutation:  Dr.  Mr.  Mrs.  Miss  Mdm.

First Name: \_\_\_\_\_ Last/Family Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Dept/Company: \_\_\_\_\_

Address: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Delegate 2

a) On Day 2, I'm interested to attend ONE of these tracks: Biomedical Sciences  ICT/IDM  Cleantech

b) On 7 Mar, I am ABLE to attend The Enterprise Connection  I am NOT ABLE to attend The Enterprise Connection

Salutation:  Dr.  Mr.  Mrs.  Miss  Mdm.

First Name: \_\_\_\_\_ Last/Family Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Dept/Company: \_\_\_\_\_

Address: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### Delegate 3

a) On Day 2, I'm interested to attend ONE of these tracks: Biomedical Sciences  ICT/IDM  Cleantech

b) On 7 Mar, I am ABLE to attend The Enterprise Connection  I am NOT ABLE to attend The Enterprise Connection

Salutation:  Dr.  Mr.  Mrs.  Miss  Mdm.

First Name: \_\_\_\_\_ Last/Family Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Dept/Company: \_\_\_\_\_

Address: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**\*For groups of more than 3, please attach a separate sheet with details of all delegates.**

**Please complete this section (you may select more than 1 box):**

#### Your Company's Main Area of Business:

- Academia / R&D
- Building & Construction
- Cleantech
- Energy
- Government
- Healthcare & Medical
- Information and Communications Technology
- Interactive Digital Media
- Legal
- Media & Entertainment
- Manufacturing
- Transportation / Logistics
- Venture capital / Angel investor
- Others: \_\_\_\_\_

#### Technology areas of interest:

- Biomedical Sciences
  - Cleantech
  - Information and Communications Technology
  - Interactive Digital Media
  - Energy
  - Environment & Water
  - Nanotechnology
- How did you hear about this event?**
- Brochure
  - Print Advertisement
  - Email
  - Industry Association / Organization
  - Word of Mouth
  - Others: \_\_\_\_\_

## 3 EASY WAYS TO REGISTER

1) [www.tcf.sg/register2010.html](http://www.tcf.sg/register2010.html)

2) FAX: +65 6234 1089

3) EMAIL: [info@tcf-registration.com](mailto:info@tcf-registration.com)

## Payment Options

#1  Cheque (Make cheque payable to The Right Company Pte Ltd)

#2  Bill by Credit Card (additional information required below)  
 Visa  MasterCard

Amount payable (indicate currency):  
 \_\_\_\_\_

Cardholder Name:  
 \_\_\_\_\_

Card Number:  
 \_\_\_\_\_

Expiry Date:  
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Cardholder Signature:  
 \_\_\_\_\_

## Terms and conditions

- All prices are inclusive of 7% GST.
- Prices do not include hotel accommodations.
- Exchange rate used will be based on that of the actual day of transaction.
- Registration will not be processed without payment.
- Fee rates will be determined by the date payment is received.
- Participants will receive a written confirmation within one week of receipt of payment.
- Withdrawals from the conference made in writing before **26 February 2010** will be entitled to a refund, less a 20% administration fee.
- No refunds are allowed for withdrawals made in writing on/after **27 February 2010**.
- "No-shows" are not entitled to refunds.
- Substitution is permitted within the same company if notice in writing is made no later than 3 days prior to the event.
- NUS reserves the right to refuse entry if payment is not received prior to the event.
- All forms of booking are subject to the above terms and conditions.

## CONFERENCE VENUE AND ACCOMMODATION

Pan Pacific Hotel Singapore  
 7 Raffles Boulevard, Marina Square, Singapore 039595  
 Tel: 001 800 7722 4342 Fax: +65 6339 1861  
<http://www.panpacific.com/singapore/Overview.html>

NOTE: For reservations, please make your bookings directly with the hotel. To enjoy special room rates, please quote "**Technology Commercialisation Forum**". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibility of the delegates. Please note that hotel rooms are available on a first-come-first-serve basis.