



Informal management of IP for SMEs
Leonardo da Vinci Pilot Project

MAC-SSIIM pilot project

Informal management of Intellectual Property and Industrial Capital support solution for SMEs

5th European MAC-SSIIM conference
Brussels, 22 November 2005

supported by the MAC-Team network aisbl

Morning session^{*}:

Chair person: Monique LANDY, Vice President MAC-Team aisbl (B).

08.45 Welcome coffee – Registration

09.00 **Welcoming address** – Presentation of day and context – Yves Boisselier, MAC-Team (B)

09.10 **Key note speech**, – Towards Growth of Knowledge – Kyösti VIRRANKOSKI, Member of the European Parliament (FIN)

09.45 **MAC-SSIIM project** – Pertti KINNUNEN, Chamber Commerce of South Ostrobothnia (FIN)

10.00 **MAC-SSIIM Training solution** (5 Key Sets of modules - 15 mn each)

▶ **Set 1: KNOWLEDGE MANAGEMENT** – Juha VÄNSKÄ, SC Research (FIN)

▶ **Set 2: BUSINESS NETWORKING** – Juha VÄNSKÄ, SC Research (FIN)

10.30 – 10.45 Break

▶ **Set 3: INNOVATION MANAGEMENT** – Solange SANTOS, AESBUC (P)

EVALUATING AND MANAGING NEW PRODUCT INNOVATION – Iain Bitran ETL (UK)

▶ **Set 4: CHANGE MANAGEMENT & LEARNING ORGANISATIONS** – Maria UJHELYI,
Debrecen University (HU)

▶ **Set 5: IP PROTECTION** – Kazimierz LONIEWSKI, President N.O.T. Federation (PL)

11.45 Questions

11.50 **IP Audit decision tool Enterprizer© connected to MAC-SSIIM Training materials**,
presentation and demonstration by Iain BITRAN, Enterprizer Technologies (UK).

12.15 Questions

12.30 Lunch buffet

(* All presentations are in English)



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Afternoon session* : Impact and future

Chair person: Pertti KINNUNEN, Vice Director Chamber Commerce of South Ostrobothnia (FIN)

14.00 Pilot training seminars with MAC-SSIIM solution and Impacts

- ▶ **Presentation of the training materials and support tools (CD, DVD, user guides) –** Juha VÄNSKÄ, SC Research (FIN)
- ▶ **Presentation and Impact assessment –** Juha VÄNSKÄ, SC Research (FIN)
- ▶ **SME feedback and point of view –** Jenni TAKALA, Pellonpaja Oy (FIN)
- ▶ **Experience of a Relay Actor to SMEs –** Eva SKULTETI, CCI of Hajdú-Bihar county (HU)
- ▶ **NOT Federation – Development of 35 MAC-SSIIM regional resource and support accredited centers in Poland for SMEs –** Kazimierz LONIEWSKI, Director Regional Committee Federation NOT Ostroleka (PL)

15.15 MAC-SSIIM Web site, communication tools, Andras KISS, CCI Debrecen (HU)

15.30 – 15.45 Break

15.45 MAC-Team aisbl, Monique LANDY, MAC-Team aisbl (B).

formalisation of a 15+ years old pan-European network boosted by MAC-SSIIM

- ▶ History of MAC-Team
- ▶ MAC – Multi Actor Cooperation
- ▶ MAC-Team presentation

16.00 MAC-Team network Future activities and discussions, Yves Boisselier, MAC-Team (B).

- ▶ MAC-SSIIM dissemination and support activities (seminars, updates, adaptation to new countries or to sector approaches) and to extend
- ▶ Complementary communication and dissemination tools – user groups and blog tools.
- ▶ AFI-MAC project –for Entrepreneurs in Incubators (MAC-SSIIM training solution and IP Audit decision tool)
- ▶ Business Intelligence decision support tools development

16.30 Conclusions, – Juha VÄNSKÄ, SC Research (FIN)

16.45 Cocktail and networking activities.

<http://www.mac-ssiim.com>



Education and Culture

Leonardo da Vinci
Pilot projects

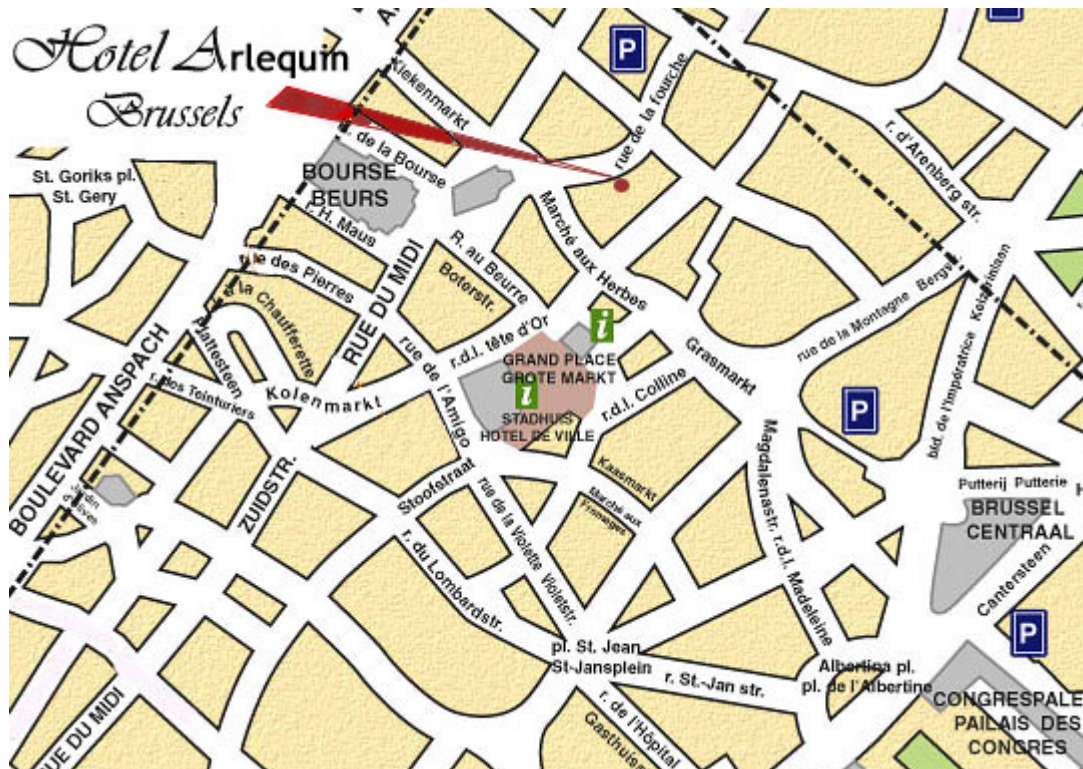
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MAC-SSIIM pilot project

Informal management of Intellectual Property and Industrial Capital support solution for SMEs

5th European MAC-SSIIM conference – 22nd November 2005
supported by the MAC-Team aisbl

Location: Hotel Arlequin
Rue de la Fourche 17-19 Greepstraat ,
1000 Bruxelles



By train: http://www.arlequin.be/brussels_hotel/site_train.htm
By plane: http://www.arlequin.be/brussels_hotel/site_avion.htm
By car: http://www.arlequin.be/brussels_hotel/site_voitur.htm

Phone contact: +32 485 800 009 – Yves Boisselier – MAC-Team aisbl

The conference pack received by each participant will enclose:

- The final program of the conference
- The list of participants
- The copy of slides (if more slides are to be presented, they will be made available on the website www.mac-ssiim.com after the conference.
- Leaflet presentation of the MAC-SSIIM project
- Leaflet presentation of the MAC-SSIIM training and support solution
- Book in French (or Dutch) by the Brussels Enterprises Agency on the industrial property and innovation management for SMEs

The multimedia box of the MAC-SSIIM training and support solution will be published in December and will be sent to participants who attended conference.

Lunch and conference days facilities are offered by the MAC-SSIIM project coordinator SC Research
<http://www.sc-research.fi/en/index.htm>.



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Registration: directly on MAC-SSIIM website: http://www.mac-ssiim.com/Event_brussels.htm
by email: <mailto:info@mac-ssiim.com>

by phone: Yves Boisselier, +32 (0) 485 800 009

or by fax, please fill in this page and send it to **+32 (0) 2242 8107**

Ms. Mrs. Mr.

First + Last Name:

Organisation:

Title:

Address:

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Phone: Fax:

Email:

I am interested in attending the MAC-SSIIM 5th European Conference:

the morning

the afternoon

I will be present at

the lunch buffet

cocktail

I would like that following topics/questions are addressed during the afternoon session:

on Impacts to SMEs and Relay actors of MAC-SSIIM support solution

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on MAC-Team international non-profit association.

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on Future activities and developments

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<http://www.mac-ssiim.com>