

**Press Release**

## **Out of university into the market place – Building Bridges between ICT Researchers and Business**

*Excellent research is not automatically leading to economic and social prosperity. Crucial is the implementation of ideas into marketable products and services. But the commercialisation of ideas and inventions by sales, licensing or start-ups is challenging and lot of promising ideas fail. The project “FITT”, funded by the EU, is closing the gap between ICT research and market. Therefore, the European project consortium develops a toolbox with a set of methods and instruments supporting the different steps and objectives within the long way from the university into the marketplace.*

**Stuttgart, 04.06.2008:** Information and Communication Technologies (ICT) are – as stated by the Lisbon agenda – a central driving force for knowledge based economy. This is not only the case in the rapidly evolving, research-driven sector itself, but also in many other technological fields that benefit from the innovative potential of ICT applications. However, for economic growth and the prosperity of society ICT innovations need to be transferred into marketable products and services.

Technology transfer – as the process of diffusing research results to the market – is crucial for successful innovations. In research, Europe is strong, but regarding its transfer to the market, it is facing strong challenges: So far, there is a lack of a common language between regional practitioners, a strong need for interregional exchange between technology transfer offices and a necessity of a professional training program for coaching and consulting institutions.

The EU project “FITT” – Fostering interregional Exchange in ICT Technology Transfer – is tackling these challenges. Within the project six technology transfer offices and research institutions from France, Belgium and Germany dedicated to Information and Communication Technologies (ICT) are starting an interregional exchange in Technology Transfer. Jointly, the project partners design a transnational “tool-box” supporting the different steps and objectives within the valorization chain of ICT innovations, such as the evaluation of the market potential of an invention, the IPR management and the

matchmaking with investors and industry. The different tools will be used as the modular basis of individual training programmes for technology transfer officers, flexible adoptable for the needs of different types of innovations and regions. By this way FITT will also initiate a community of practise in technology transfer in order to foster the exchange of technology transfer practitioners in Europe.

The project consortium are Public Research Institution from Luxembourg (Centre de Recherche Public Henri Tudor – Lead Partner), France (INRIA, Digiteo) and Belgium (IBBT), as well as the University of Liège (Belgium) and the MFG Baden-Württemberg as the Innovation Agency for ICT and Media of the state of Baden-Württemberg (Germany). The FITT project starts in June 2008 with duration of 3 years, it is co-financed by the European Union.

### **The project partners:**

Centre de Recherche Public Henri Tudor

[www.tudor.lu](http://www.tudor.lu)

MFG Baden-Württemberg – Innovation Agency for ICT and Media

[www.mfg-innovation.eu](http://www.mfg-innovation.eu)

INRIA – Institut National de Recherche en Informatique et en Automatique

[www.inria.fr](http://www.inria.fr)

DIGITEO Labs – Fondation de coopération scientifique Digiteo Triangle de la Physique

[www.digiteo-labs.fr](http://www.digiteo-labs.fr)

IBBT- Interdisciplinary Institute for Broadband Technology

[www.ibbt.be](http://www.ibbt.be)

LIEU, Liaison Entreprises Universités – University of Liège

[www.reseaulieu.be](http://www.reseaulieu.be)

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