

March 30, 2006

Plenary Sessions

Schedule	Speaker	Subject
8:30 – 9:30	Roberto Newel, Managing Director, Instituto Mexicano para la Competitividad (IMCO)	Mexico and its Potential to Innovate: a Reference Framework
9:30 – 10:30	Robert G. L. Shorr, CEO, Cornerstone Pharmaceuticals	From basic science to a high-value add business: an uphill road
10:30 – 11:00		Recess
11:00 – 12:00	Rosario Vega Laso, Member of the Chamber of Resources, European Patent Office (EPO)	Assessment of technology from its early stages to commercial development
12:00 – 13:00	Speaker to be confirmed by the World Intellectual Property Organization (WIPO)	In search of world markets? Take advantage of the Patent Cooperation Treaty (PCT)
13:00 – 14:00	Rosario Vega Laso, Member of the Chamber of Resources, European Patent Office (EPO)	Strategies for the legal protection of technology in life sciences during the marketing process

March 30, 2006

Workshops

A.

Schedule	Speaker	Subject
15:00 – 17:00	Coordinator: Rodolfo Quintero, Director of the Natural Sciences and Engineering Division, UAM Cuajimalpa	Experiences in innovation from an academic environment

B.

Schedule	Speaker	Subject
15:00 – 17:00	Richard G. Caro, CEO, Tangible Future, Inc.	The main ingredients to achieve a successful business concept in life sciences

C.

Schedule	Speaker	Subject
15:00 – 17:00	Speaker to be confirmed by the World Intellectual Property Organization (WIPO)	Negotiation and formulation of a licensing agreement in the life sciences sector

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Plenary Sessions

Schedule	Speaker	Subject
8:30 – 9:30	Robert G.L. Shorr, CEO, Cornerstone Pharmaceuticals	What is and how do you consolidate a business plan?
9:30 – 10:30	Emilio Sacristan, Managing Director, INNOVAMEDICA	Types of financing for life sciences projects
10:30 – 11:00		Recess
11:00 – 12:00	Emilio Sacristan, Managing Director, INNOVAMEDICA	How do you build an emerging company step by step
12:00 – 13:00	Jim Schaeffer; Executive Director for Licensing and External Research, West Coast, Merck & Co., Inc.	Assessment techniques for licensing opportunities
13:00 – 14:00	Mary Walshok, Associate Vice Chancellor Public Programs and Dean UCSD Extension	How do you build a cluster of innovation in life sciences: The San Diego experience

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Workshops

A.

Schedule	Speaker	Subject
15:00 – 17:00	Raúl Carvajal, SATE Coordinator, México United States Foundation for Science (FUMEC)	Business Accelerators en networks in strategic niches: TECHBA (Technological Business Accelerator in Silicon Valley) and CAP BIOMEMS (Microsystems in Biotechnology and Biomedicine).

B.

Schedule	Speaker	Subject
15:00 – 17:00	Coordinator: Guillermo Aguirre, Technology Deputy Director, CONACYT	Instruments for technological development by the Mexican government

C.

Schedule	Speaker	Subject
15:00 – 17:00	Gerardo Jiménez, Director of the Promoting Counsel, Institute of Genomics Medicine	Innovations in health, the genomic perspective

March 30, 2006

Private Consulting

Room 1	Examiners from the Mexican Institute of Intellectual Property will provide advice on how to protect your project
Room 2	Examiners from the Mexican Institute of Intellectual Property will provide advice on how to protect your project
Room 3	INNOVAMEDICA will provide advice on how to transform your research project into a business concept
Room 4	CONACYT experts will advise on the different schemes provided by this institution to take your research project to a commercial level
Room 5	CONACYT experts will advise on the different schemes provided by this institution to take your research project to a commercial level

Private consultation will take place for periods of one hour during the schedule of the seminar.

Private consultation will be scheduled by appointment, to be requested in person at the place of the event. Selection of schedules will be based on a first-come first-serve basis

Room 1	Examiners from the Mexican Institute of Intellectual Property will provide advice on how to protect your project
Room 2	Examiners from the Mexican Institute of Intellectual Property will provide advice on how to protect your project
Room 3	Richard Caro, Managing Director of Tangible Future, Inc. will advise on how to transform your research project into a business concept.
Room 4	CONACYT experts will advise on the different schemes provided by this institution to take your research project to a commercial level
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