



## 2014 KIWINET COMMERCIALISATION FORUM

The **Commercialisation Forum** is a day-long, event which is the largest gathering of commercialisation staff in New Zealand.

- Flagship event in the industry – highly regarded for the opportunity it provides to network, share case studies, develop best practice approaches, learn from experts and peers and identify project collaboration opportunities.
- This event covers key topics, based on attendee feedback.
- ***It attracts over 90 commercialisation professionals from NZ and Australia.*** Developed specifically for professionals in the commercialisation and technology industry.

Attracts over 90  
commercialisation  
professionals from  
NZ and Australia

Flagship  
industry event

“Great for meeting others in the field, getting an appreciation of the challenges facing others and understanding the magnitude of difference in size and capabilities between NZ institutes with respect to commercialisation.”

As with all KiwiNet events, the Commercialisation Forum is designed to encourage maximum interactivity. It encompasses a range of engaging speakers, case study presentations, workshops and activities and best of all, a chance for commercialisation staff to make vital connections with their peers from all around the country.



The next Forum will be held at the  
**Novotel Hotel on 22<sup>nd</sup> October 2014**, in Christchurch.

---

**IGNITING INNOVATION: FROM SCIENCE TO STARTUP AND BEYOND**

---

8.30 am     *Registration – tea & coffee*

9.05 am     **Opening address: Hon. Ruth Richardson**

*The Honourable Ruth Richardson, the former New Zealand Minister of Finance, has considerable involvement in the local and international business community chairing the Jade Software Corporation Ltd, SYFT Technologies Ltd, Synlait Ltd and the KULA Fund.*

*Ruth is also a director of Synlait Milk Ltd, NZ Merino Company Ltd and Ruth Richardson (New Zealand) Limited.*



9.10 am     **Keynote speaker: Mitchell Pham**



*Mitchell Pham is a Vietnamese-Kiwi business & social entrepreneur, who originally came to NZ as a refugee at the age of 13. He is a risk-taker, an entrepreneur, with a knack for new ideas and the courage to follow through. Mitchell is a Co-founder, Director, Board member, head of Marketing and International Development of the successful Augen Software Group, which has companies in New Zealand and Vietnam. He is also Chairman of the group's operation in Asia, and head of Augen's iHDSS (Integrated Health-Disability-Social Services) business in New Zealand.*

9.35 am     **Networking exercise** – time get to know your fellow delegates!

10.00 am     *Morning tea*

10.30 am     **Parallel tracks** - Choose from one of three:

---

**Track 1: Getting Creative with Industry Relationships**

---

Partnerships between researchers and business can take many forms, from contract research through to licence or sale of IP rights to industry. Deals don't happen overnight, they take time, relationships building and willingness to compromise on both sides. In this session you will hear case studies and delve into some creative methods for providing good return from research outcomes into business that provide benefits for both parties. Simon Rowell will share his insights on deal negotiation and licencing strategies.

**Facilitator: Simon Rowell, Founder of Innovation Liberation Front**



*Simon Rowell is the founder of Innovation Liberation Front, a guerilla force fighting for good ideas to prosper. The ILF is an intangible asset management consultancy that assists in all aspects of the commercialisation of ideas, from protection through to exit. In 2012 Simon was listed in Intangible Asset Management magazine's IAM Strategy 300 – the World's Leading IP Strategists*

and IAM Patent 1000 – Guide to the World’s Leading Patent Practitioners. Simon is well versed in the needs of start up and entrepreneurial growth companies, and is himself involved as a co-founder of two start ups: [www.magicmitten.com](http://www.magicmitten.com) and [www.crunchouse.com](http://www.crunchouse.com).

---

## Track 2: Science to Start-Up

---

Research organisations can be a great source of technologies and capability to underpin new start-up ventures that create jobs and economic growth. However, while there are a number of success stories, many projects struggle to attract investment. This session will explore what investors look for in an opportunity, what pitfalls are commonly encountered, what to look for in an investor and how to build productive relationships. The facilitators will be supported by guest speakers, case studies and group exercises.

### Facilitators:



#### **Stephen Hampson, powerHouse Ventures Limited**

*Steve’s career has been dedicated to transforming new knowledge into commercial success. Stephen’s commercialisation career in Europe included fast-growth execution and business improvement in several acquired companies he was appointed to lead, including trade sale of one of these companies and domination of a global niche in another. Returning to New Zealand, Stephen was inaugural CEO of the award winning Canterbury Innovation Incubator (Cii) before establishing powerHouse in 2006. In this role, he has overseen the incubation and growth of more than 50 new companies.*

#### **Suse Reynolds, Executive Director, Angel Association of New Zealand**

*Suse Reynolds is the founder of Angel HQ, the Wellington region’s angel network. She currently sits on the Board of Angel HQ and is an enthusiastic believer in the ability of angel investment to make the world a better place. Suse was formerly the Chief Operating Officer and GM Investment at Grow Wellington.*



*Prior to that she was the Executive Director of the business lobby group, The Trade Liberalisation Network. This followed a ten year career with the Ministry of Foreign Affairs and Trade which included working for the Foreign Minister and a posting in London representing New Zealand’s trade and economic interests.*

---

## Track 3: Connecting to International Markets – a focus on Asia

---

Developing strong channels into international markets presents a big challenge when it comes to securing intelligence, license agreements and sales. There are many considerations and potential pitfalls, including regulations, product localisation and culture. Alan will present key issues to consider when carrying out market due diligence and development, supported by a number of case studies based on extensive experience in Asia.

**Facilitator: Alan Koziarski - Customer Director, New Zealand Trade & Enterprise**



*Alan leads NZTE's customer teams in the South Island, including their Nelson, Christchurch and Dunedin offices. Prior to taking up his current role in September 2012, Alan was NZTE's Regional Director for South and Southeast Asia based in Singapore, where he led New Zealand's trade development in South and Southeast Asia, and oversaw offices in Singapore, Malaysia, Thailand, Indonesia, Vietnam, the Philippines and India.*

*Alan was previously Director, Globally Competitive Firms, where he led a major initiative focusing on accelerating the growth of New Zealand firms in international markets. He has also been responsible for developing and implementing the clusters and networks programme which provided support and advice to established and new industry clusters, including biotech, forestry, food and ICT.*

*Prior to NZTE, Alan was involved in the start-up of two communications companies and as an international cluster development consultant. His role in cluster development gained international recognition as Vice-President (AP) of The Competitiveness Institute (TCI) in Barcelona.*

12.30 pm    *Networking lunch*

1.30 pm    **Panel session, including case studies and Q&A**

**Facilitator: Hal Josephson**

*Hal is the Founder of MediaSense, an international business development firm specialising in trans-border economic development, strategic marketing and special project management.*

*Throughout his career, Hal has lent his expertise to the likes of Apple, Motorola, AT&T, Electronic Arts, InfoTech Canada, Reed-Midem, Australia Multimedia Enterprise, InternetWire, ATEED, Combridges, InteRetail, CHQ and Hong Kong Cyberport.*



*In addition to working in the private sector, Hal has consulted with the Chinese, Canadian, Australian and New Zealand governments to help these organisations develop and implement strategies and programs to expand their export potential, as well as bring investment and new business in-country. Hal was a principal in China Access, Ltd. a Hong Kong based consultancy that specialised in building alliances and partnerships to do business in China.*

*As part of these diverse programs, Hal designed, developed and produced scores of innovative business events for the high-tech sector. Most recently Hal has become Program Chair for AUT's The Project.*

3.30pm    *Close of Forum*

*Proudly supported by:*

Strategic Partner



Major Supporter



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HĪKINA WHAKATUTUKI