

New activity in MINOS-EURONET: The MINOS Roadshow**Make the western institutes aware of the capabilities existing in the East**

A number of questions have been received from MINOS partners about the proposed roadshow. This document will help provide some answers. Tim Harper, CEO of Cientifica UK, one of the project partners will be responsible for this activity.

Introduction

One of the criticisms of the Commission in the MINOS second year review was that there were too few contacts between the eastern and western partners. In fact this represents a wider concern within the Commission that institutions from the new member states are still under represented across the Framework programs.

There are two reasons for this, lack of contacts and lack of experience and MINOS will attempt to address both of these.

a. Lack of Contacts

It became clear to the Commission that while many of the eastern partners in MINOS know each other very well, and had a clear idea of their capabilities, there was little contact with institutions in Western Europe. In fact awareness of the eastern partners was very low in the West due to the lack of contact with the major research institutes. A key objective of the roadshow is to address this lack of awareness in the West.

b. Lack of Experience

Many of the major institutes in the west have been accessing Commission funding since the inception of the Framework programs. As a result, there are many academics who are highly networked and experienced in putting together successful proposals. However, in the East, many institutes have little experience of working with the Commission in Framework proposals, and are therefore at a disadvantage to their more experienced western colleagues. The roadshow aims to forge strong partnerships between east and west in order to utilise the western expertise and improve the chances of eastern partners successfully receiving Commission funding.

What is a Roadshow?

The roadshow will consist of a series of presentations given by eastern partners at key western institutions. The aim is to select the key eastern expertise that the institutes may find useful, and present this in an internal seminar. This differs from the usual brokerage events and conferences in that it is a closed internal event, open only to staff of the western institute.

Cientifica will assist in the preparation of PowerPoint presentations and other marketing materials, ensuring that the Eastern partners can present a unified and professional image during the roadshows.

It is anticipated that a number of institutes across Western Europe will be visited in two or three separate roadshows (depending on budget and number of participants).

What are the objectives?

The objective of the roadshow is to make the western institutes aware of the capabilities existing in the East. Many FP7 proposals require the addition of eastern partners in order to achieve a geographic balance, and many western institutes have trouble identifying who to include in their applications. Roadshow participants have the ability to promote their expertise and be top of the list when eastern partners are required.

Furthermore, the nature of the roadshow will allow the eastern partners to gain a good understanding of the capabilities of the western institutes, allowing them to prepare better future proposals.

By developing face-to-face contacts with researchers at leading western institutions, eastern partners will have the ability to widen their scientific network, giving them enhanced scientific and commercial opportunities in the future.

How Will The Western Institutes Be Chosen?

The western institutes will be chosen on the basis of

- Scientific excellence**
- Success in attracting FP6 & FP7 funding**
- Compatibility with the expertise of the eastern partners**

How Will The Eastern Participants Be Chosen?

Eastern partners will be chosen on the basis of

- Scientific excellence**
- Visibility within the MINOS program**
- Compatibility with the expertise of the western partners**

The databases already compiled by MINOS will be used in this evaluation, as well as contributions to newsletters, conferences and brokerage events. In addition calls for participation will be circulated in order that MINOS can present the best possible institutes to the west.

When Will This Take Place

The roadshows will be scheduled in the first half of 2008. This will be subject to the availability of the western institutes

Details on web page
www.minos-euro.net

Tim Harper Summary: Tim Harper is a serial technology entrepreneur, founding London based Cientifica Ltd (www.cientifica.eu), the world's leading source of global business intelligence about nanotechnologies, co-founder of Salisbury based nanoparticle visualisation and sizing company Nanosight Ltd., and is one of the world's foremost experts on commercialisation of technologies, with experience gained in both venture capital and the laboratory.

Tim has given over 100 invited talks and keynote lectures on nanotechnologies ranging from economic implications to toxicology. He has been published in journals ranging from 'Nanotechnology' and 'Nature' to 'Microscopy and Analysis,' in addition to being extensively quoted in media ranging from the Financial Times and The Economist to Time and Business Week.

He is also the Founder and former Executive Director of European NanoBusiness Association and is an advisor to many organizations around the globe including top tier Universities, the European Commission, many of the world's largest companies and national governments from Austria to Singapore. He is the co-author of the Nanotechnology Opportunity Report™, described by NASA as "the defining report in the field of nanotechnology."

