

TECHNOLOGY TRANSFER: THE ESSENTIALS REVISITED



Short communication

Dr. DRAME Harouna is a Research and Development Chemist in Materials Science. He is dedicated to Chemistry Innovations Management and Technology Transfer worldwide for the wealth of the whole society. He has served as an Educator, Research Assistant, Principal Research Scientist and Consultant, in universities, industries and governmental institution. He holds a PhD in Chemistry of Ottawa University (ON., Canada) a Master degree in Chemical Engineering from Laval University (Québec, Canada) and a Bachelor degree in Chemistry from Abidjan University (Abidjan, Ivory Coast). He is the founder of dh-Consultancy a Research and Development and Technology Transfer network.

dh-Consultancy, P.O.Box 20516, Ottawa, Ontario, Canada, K1N 1A3,

Tel.: 613-262-5379/Fax: 450-448-6499

dh-Consultancy@inaedad-rieasda.net

www.inaedad-rieasda.net/dhConsultancy

Ottawa (ON), Canada, May 30, 2009

Technology transfer is the process of transferring an idea or a concept from its originator to someone who can use it or efficiently valorize it for the benefit and well-being of the society. In this field, it is worth noting that there is still a wide gap in many countries between the eagerness to launch innovations to the market and the involvement of researchers in the process as well as the lack of well established technology transfer office. The difficulties lay in the fact that most of the researchers, organizations, countries and mostly in developing ones do not have a focus or do not set priorities on technology transfer protocols and cultures. The majority of researchers have only the focus on their publications for the sake to have their works be recognized worldwide for notoriety and faculty tenure purposes. Scientific process should not have to be limited in publications of research outcomes nor to satiate when a researcher work is published. Focus or emphasized must be brought on research commercialization process for generating greater wealth within a given community or in a global world.

Four focus points are worth in considering selling or commercializing a technology

- *Have a product (technology) or Intellectual Property that might meets the needs of the customer (the production or organization)*
- *Have the in- house technology of know how human resources,*
- *Develop a strategic marketing to bring the product (technology) in the view of customers or interested partners*
- *Established the mechanisms to reduce the barriers involved in transferring the technology.*

The fourth point is the most crucial one. Most of the time there are misunderstandings or lack of communication between the customers and the industrial partners. The unwillingness to adapt the technology to meet the needs of the customers or to secure the intellectual property assets could be very detrimental to the partnership. Nonetheless, awkward packaging to contractual and intellectual properties restrictions is a significant barrier to the wills and deeds. Neither researchers nor production organizations have the patience and in some instance the experience in dealing with technology adoption's administrative barriers. These difficulties make it all the more a hurdle. These raise significant barriers to technology transfer and the lack of interest of researchers or institutions to invest their time in its complex mechanisms.

Culture and language are quite different from one technology field to another as well as from countries to countries. Therefore translators and external innovators or expertise should be call upon when necessary for successful technology transfer strategy. Success in evaluating a potential idea in technical, commercial and cultural context requires calling on external experts or specialist as needed so that problem can be addressed adequately. Another approach is to develop the idea as a joint venture by establishing potential contact with outside experts or partners that will help develop the idea, or referring to other innovators facing similar problems. **Technology transfer is all about strategic and efficient networking.** Understanding the administrative barriers, people skills and motivations, technology to transfer and partners involved in a transaction is at the cornerstone of Technology Transfer (TT) business. Being resourceful who is pursuing what type of technology research and which institution or production organization is looking for what technologies for the best match, is the duty of technology transfer officers (TTO). It is a real art of patience, fetching and locating niches, markets and opportunities in technology transfer and any valorization business or undertakings.

The technology adopter as well as the provider needs must be well understood and best suited. The technology is transferred successfully only if both parties are happy with the outcomes and sealed with a closed deal. A successful deal means that all the contractual details, intellectual properties agreements are clearly defined and fulfilled as well as maintaining fostering nurturing relationship between parties involved.

[DRAME Harouna, M.Sc., Ph.D.](#)

Copyright© 2009 dh_consulting@.All rights reserved, Ottawa, Canada.