



Republic of North Macedonia
State Office of Industrial
Property



GENERAL DIRECTORATE OF INDUSTRIAL
PROPERTY OF ALBANIA



ONLINE TRAINING PROGRAM

WIPO/WEBINAR/TT/2026/1
ORIGINAL: ENGLISH
DATE: JANUARY 8, 2026

Advanced Online Training Program on Knowledge & Technology Transfer for Albania and North Macedonia

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the General Directorate of Industrial Property of Albania and

the State Office of Industrial Property of the Republic of North Macedonia

Online, March – September 2026

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

***Session 1, 2026 – How to create and operate a Technology Transfer Office (TTO),
March 18, 2026***

- 9:30 – 9:45 **Welcome Remarks**
- Mr. Habip Asan, Director, Division for Transition and Developed Countries, Department for Development Cooperation, Regional and National Development Sector, WIPO, Geneva, Switzerland
 - Representative from General Directorate of Industrial Property of Albania
 - Representative from State Office of Industrial Property of North Macedonia
- 9:45 – 10:30 **TTO creation and operations**
- Speaker: Mr. Serdal Temel, Professor of Innovation and Entrepreneurship, Department of Chemical Engineering, Ege University, Türkiye
- 10:30 – 10:50 Coffee break
- 10:50 – 11:35 **TTO Operations: Small Office vs. Big Office Perspective**
- Speaker: Mr. Serdal Temel
- 11:35 – 12:20 **Group Exercise**
- Moderator: Mr. Serdal Temel
- 12:20 – 12:30 **Discussion & Q&A Session**

***Session 2, 2026 – K/TT Processes: Invention Disclosure & Technology Assessment
March 25, 2026***

- 9:30 – 10:30 **Invention Disclosure, Prior Art Search and Invention Assessment**
- Speaker: Mr. Bruno Reynolds, Senior Consultant, Oxentia, UK (TBC)
- 10:30 – 11:15 **Using Prior Art Insights to Shape IP Strategy and Technology Marketing**
- Speaker: Mr. Bruno Reynolds
- 11:15 – 11:35 Coffee break
- 11:35 – 12:20 **Group Exercise**
- Speaker: Mr. Bruno Reynolds
- 12:20 – 12:30 **Discussion & Q&A Session**

Session 3, 2026 - K/TT Processes: Customer Discovery and Market Validation

- 9:00 – 09:45 **Market Need and Competition Analysis**
- Speaker: Mr. Randy Fisher, Business & Growth Strategist, Customer Discovery Pros, USA

- 09:45 – 10:20 **Group Exercise to Develop Value Proposition**
Speaker: Mr. Randy Fisher
- 10:20 – 10:40 Coffee break
- 10:40 – 11:30 **Group Exercise to Develop Value Proposition**
Speaker: Mr. Randy Fisher
- 11:30 – 11:45 Coffee break
- 11:45 – 12:30 **Case study from Industry Perspective**
Speaker: TBD
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 4, 2026 – K/TT Processes: Licensing Models and Licensing Negotiation in University-Industry Contexts

- 9:30 - 10:30 **Licensing Structures in University-Industry Agreements**
Speaker: Potter Clarkson, Sweeden (TBC)
- 10:30 – 11:15 **Negotiation Strategy and Term Sheet Development**
Speaker: Potter Clarkson
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **Group Exercise - Licensing Strategy and Term Sheet Negotiation**
Speaker: Potter Clarkson
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 5, 2026 – New venture creation (spin-offs, startups and social enterprises)

- 9:30 - 10:30 **Structuring Research Collaboration Agreements with Industry**
Speaker: TBC
- 10:30 – 11:15 **From Collaboration to Commercialization – Spin-Off Creation and Industry Pathways**
Speaker: TBC
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **Group Exercise – Collaboration Agreement and Spin-Off Strategy**
Speaker: TBC
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 6, 2025 – K/TT Processes: IP Valuation for K/TT professionals

- 9:30 - 10:30 **IP Valuation methodologies**
 Speaker: Mr. Mbogoro
- 10:30 – 11:15 **Early-stage technology – How to address the challenges of evaluating new technologies for undefined markets?**
 Speaker: Mr. Mbogoro
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **Case study examining approaches to valuing early-stage technology**
 Speaker: Mr. Mbogoro
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 7, 2026 – K/TT processes: Raising Capital and Investor Readiness - the Balkan Perspective

- 9:30 - 10:30 **How VC Works**
 Speaker: Mr. Kevin Chavanne, Investment Manager, Tenity, Estonia (TBC)
- 10:30 – 11:15 **Balkan Perspective**
 Speaker: Mr. Kevin Chavanne
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **Investment Pitch Exercise & Feedback**
 Speaker: Mr. Kevin Chavanne
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 8, 2026 – K/TT Processes: Digital Tools and AI

- 9:30 - 10:30 **How AI Supports Technology Transfer Offices**
 Speaker: Ms. Dvorah Graeser, Technology Transfer Professional, CEO of RocketSmart.io, Netherlands
- 10:30 – 11:15 **AI in Action: Step-by-Step Example from Patent to Market**
 Speaker: Ms. Dvorah Graeser
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **Group Exercise: Using AI to Assess a University Technology**
 Speaker: Ms. Dvorah Graeser
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 9, 2026 – Commercialization for Humanities, Arts and Social Sciences Research (HASS)

- 9:30 - 10:30 **Value Creation and Commercial Pathways for HASS Research**
Speaker: Ms. Irene Dal Poz, Managing Consultant, Oxentia, UK
- 10:30 – 11:15 **Engaging Industry and Public-Sector Partners in HASS Projects**
Speaker: Ms. Irene Dal Poz
- 11:15 – 11:35 Coffee break
- 11:35 – 12:15 **HASS Fund Case Study**
Speaker: Ms. Urša Jerše, Assistant Secretary General for Knowledge transfer
University of Ljubljana
- 12:15 – 12:30 **Discussion & Q&A Session**

Session 10, 2026 - In-person sessions in Albania and North Macedonia - TBD

[End of document]