
Creating a Global Brain Trust on Commercialization to Build More Robust Companies around the World

*CCR's International Commercialization Forum Brings Together 22 Nations
in partnership with the ICA*

TORONTO, Ontario, March 21, 2012 – In the heart of one of Canada's most prominent financial districts, CCR's second annual International Commercialization Forum welcomed 85 innovation leaders from 22 countries to Toronto. The two-day forum designed to help establish a global brain trust on the commercialization of publicly funded research is being hosted by Ontario Centres of Excellence's federally funded Centre for Commercialization of Research (CCR) in partnership with the International Commercialization Alliance (ICA) on March 20 and 21, 2012 in Toronto, Ontario. The Forum enables participants to tap into a world of expertise on commercialization approaches, and put it to work in their respective countries. This event directly supports the overarching goal of CCR and the ICA: to improve the commercialization of research to grow more high-performance firms in Canada and around the world.

The interactive forum assembles leaders from industry, academia, government and innovation agencies to discuss innovative commercialization models, exemplary practices, and evidence-based methods of impact measurement. It boasts a roster of high profile speakers, including the Honourable Gary Goodyear, Minister of State Science and Technology; and Minister responsible for the Federal Economic Development Agency for Southern Ontario and Donna Cansfield, Parliamentary Assistant for the Ontario Ministry of Economic Development and Innovation. The program also features commercialization experts from across Canada, and innovation-centric nations such as Israel, the United States, China, India, the United Kingdom, Australia, Finland, Singapore and Switzerland. The insights shared by these leaders will contribute to new commercialization tools and blueprints to be developed and distributed by CCR and the ICA.

The program addresses timely issues such as innovation and the world economy; national innovation economies; entrepreneurship and its impact on the commercialization of publicly funded research discoveries; and models employed by innovation intermediaries. It also promotes collaboration among participating nations on shared commercialization challenges and opportunities. In support of this objective, the ICA announced a pilot project that aims to create a virtual global marketplace where start-ups and SMEs can connect to prospective customers – including multinationals – around the world. It is just one of several initiatives launched by the Alliance since its inception in early 2011.

"The commercialization of research is an area of high priority for our Government," said Minister Goodyear. "We recognize that moving our ideas from university, college and government labs into the marketplace is a key element in our economic success."

"CCR recognized a need to bring thought leaders together to create an ongoing global dialogue about how to build innovative, sustainable companies," said Dr. Mario Thomas, Managing

Director, Centre for Commercialization of Research (CCR) and Chair of the ICA. “Building on the success of our inaugural event, this second forum provides focused discussion on commercialization models and practices employed across the country and around the world. We look forward to promoting these learnings broadly so that they may be applied in a Canadian context to help foster new commercialization approaches. This promises to help accelerate the growth of profitable and sustainable Canadian firms.”

“The outcomes of the ICF will enable us to develop the first global commercialization tool box of its kind,” said Camille Saltman, President of CONNECT, San Diego, California, and Founding Director of the ICA. “With the commercialization experts assembled here today, we can leverage this global knowledge to address common innovation challenges. For example, the pilot projects launched during the Forum will provide entrepreneurs with facilitated access to new global markets and licensing opportunities. They also establish a platform for companies around the world to invest in, and expand into, the Canadian market.”

For the first time, India will be represented at the Forum. Mr. Sushanto Mitra, CEO of the Society for Innovation & Entrepreneurship (SINE), a business incubator hosted by the Indian Institute of Technology (IIT) in Mumbai, joins the ICF as a panelist.

“It is a pleasure to participate in the second annual ICF and share our commercialization approach with colleagues from every corner of the globe,” said Mr. Mitra. “Since our inception in 2004, SINE has incubated 45 companies emerging from academia and alumni. We are delighted that 35 of these start-ups have grown into sustainable firms, with a majority receiving significant external funding. During the Forum, I look forward to learning about other commercialization models that could help us to build on this track record and stimulate even greater economic growth in India.”

OCE’s Centre for Commercialization of Research (CCR) would like to thank the ICA Board of Directors for their outstanding contributions to the International Commercialization Forum and the generous support of 13 partners. These include: Foreign Affairs and International Trade Canada (DFAIT); the British High Commission; Business Development Bank of Canada (BDC); A-Star Exploit Technologies; the Centre of Excellence in Energy Efficiency (C3E); The Evidence Network; Canadian Digital Media Network (CDMN); HTX-The Health Technology Exchange; TEC Edmonton; Borden Ladner Gervais; Grant Thornton; ISTPCanada; and OpenText Corporation.

About the Centre for Commercialization of Research (CCR)

Established by OCE in 2008, the Centre for Commercialization of Research (CCR) is a federally-funded Centre of Excellence for Commercialization and Research (CECR) under the Networks of Centres of Excellence program. Drawing on its unique approach to commercialization, CCR provides business services and funding to support the growth of early-stage companies whose products or technologies have been developed by publicly funded Canadian academic/research institutions. Since its inception, CCR has:

- Delivered services to 866 companies and invested in 86 firms
- Facilitated the creation of 1,667 jobs
- Enabled CCR-supported firms to generate \$36-million of incremental sales revenue; one third of these companies are generating global revenues
- Leveraged \$11-million from NCE by a factor of more than 2-to-1, generating \$23-million in co-funding and catalyzing \$115-million in follow-on investment (>12:1)

About Ontario Centres of Excellence (OCE) Inc.

Ontario Centres of Excellence (OCE) Inc. (www.oce-ontario.org) drives the commercialization of cutting-edge research across key market sectors to build the economy of tomorrow and secure Ontario's global competitiveness. In doing this, OCE fosters the training and development of the next generation of innovators and entrepreneurs and is a key partner with Ontario's industry, universities, colleges, research hospitals, investors and governments. A champion of leading-edge technologies, best practices and research, Ontario Centres of Excellence invests in sectors such as advanced health, digital media and information communications, advanced manufacturing and materials, and cleantech including energy, environment and water. OCE through its Centre for Commercialization of Research (CCR), an initiative supported by the federal government, also acts as a catalyst which allows innovative businesses to grow and achieve sustainable commercial success and global competitiveness. Ontario Centres of Excellence is a key partner in delivering Ontario's Innovation Agenda as a member of the province's Ontario Network of Excellence (ONE). Funded by the Government of Ontario, the ONE is Ontario's innovation system. The ONE is made up of regional and sector focused organizations designed to help Ontario-based entrepreneurs rapidly grow their companies, and create jobs. For more information visit oneinnovation.ca.

About the International Commercialization Alliance (ICA)

The International Commercialization Alliance (ICA) (www.theicalliance.com/) aims to facilitate the continuous improvement of the policies, practices, models and evidence-based success measures used by its members; stimulate collaboration on shared objectives; and increase the commercialization of research outcomes on a global basis. The ICA aims to add value to each member country by facilitating an exchange of ideas, knowledge and lessons learned from successes and failures; and by identifying opportunities to coordinate and cooperate on global commercialization opportunities and challenges. Created by Ontario Centres of Excellence's federally funded Centre for Commercialization of Research (CCR), in March 2011, the ICA is a registered non-profit corporation with 48 founding members from 18 countries, and a secretariat managed by CCR in Toronto, Ontario.

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INTERNATIONAL
COMMERCIALIZATION
ALLIANCE

Backgrounder: Nations Participating in the Second International Commercialization Forum

- Australia
- Brazil
- Canada
- Chile
- China
- Finland
- France
- Germany
- India
- Ireland
- Israel
- Mexico
- Netherlands
- Portugal
- Singapore
- South Africa
- Spain
- Switzerland
- Taiwan
- United Arab Emirates
- United Kingdom
- USA