



International Commercialization Alliance Announces the Creation of the Canadian Commercialization Consortium (C³)

C³ Will Foster Increased Collaboration on Commercialization, Connect Canadian Firms to International Markets, and Help Them to Seize New Commercial Opportunities

TORONTO, Ontario, October 17, 2011—On the heels of its establishment as a non-profit corporation, the International Commercialization Alliance (ICA) is pleased to announce the creation of the Canadian Commercialization Consortium (C³). Building on a strong base of publicly funded research, the C³ will seek to combine Canada's commercialization expertise and resources among industry, academia and government; stimulate collaborative action that helps move more novel ideas and technologies from the lab to the global marketplace; and connects Canadian firms to international end-users and markets. The C³ will also gather and provide national input to the ICA; ensure Canada's full participation in the Alliance, and help Canadian innovators to gain the greatest benefit from this global commercialization community.

Established in March 2011, the ICA brings together 48 founding members from 18 countries. The alliance 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. To accelerate progress towards its objectives and establish a thorough understanding of commercialization in each region, the ICA is encouraging each global member to form a national chapter in their respective nation. These consortia will be comprised of founding ICA members, as well as other organizations with commercialization interests specific to their country. In Canada, this chapter is the **Canadian Commercialization Consortium (C³)**.

Building on the 19 founding Canadian members of the ICA, the C³ will bring together additional leaders from industry, the investment community, academia and government from across the country to:

- Facilitate the exchange of ideas and information among organizations with a mandate to enable, support and promote the commercialization of publicly funded research in Canada;
- Provide a mechanism to identify key commercialization competencies and best practices, and collaborate on key challenges and opportunities on a national basis; this includes acting on recommendations to be released by the Expert R&D Review Panel later today;
- Contribute truly national insights on commercialization to the ICA on behalf of Canada's innovation community, promoting key strengths on the global stage, and pursuing opportunities to cooperate with other commercialization leaders around the world for mutual benefit; and
- Link Canadian entrepreneurs and firms to international customers and market opportunities through the global commercialization network created by the ICA.

Addressing the many calls to adopt a more integrated approach to commercialization from experts across the country, the C³ will enable participants to take coordinated and collaborative action on national commercialization imperatives that directly supports the growth of Canadian firms. The Canadian

Directors of ICA are currently working on the broader C³ membership strategy and aim to host an initial meeting with all members to review objectives and strategic direction within the coming weeks.

“The C³ promises to generate a nationally relevant set of commercialization practices, identify key gaps best addressed as a national community and foster collaborative solutions,” said Mario Thomas, Founding Director of the ICA. “With a strong focus on helping innovative Canadian firms grow and achieve sustainable business success through the commercialization of research, it is a pleasure to help steward this consortium. Together with leaders from across the country, we will help companies across the country benefit from the action of the C³ – and its strong linkage to the ICA.”

“As the C³ will serve as a conduit to the ICA, members of this consortium will gain real time visibility of new commercialization approaches in the rapidly changing global landscape that could be adapted to address the needs of Canadian companies,” said Dr. Savvas Chamberlain, Member of the Order of Canada; CEO and Chairman of EXEL Research Inc.’ and Canadian member of the ICA. “With direct participation from industry, investors and other innovation experts, we can leverage the ICA to connect growing Canadian firms to international markets, and help them to seize new commercial opportunities.”

“The C³ will provide a clear and cohesive Canadian voice with the critical mass and expertise to influence commercialization policy, coordinate action, and pursue the additional resources required to accelerate progress on this front,” said Bryan Watson, Executive Director of the National Angel Capital Organization. “It will enable us to pool our commercialization know-how and resources; put it to work in new and more effective ways; and make more entrepreneurs and early stage companies investment-ready.”

“The ICA and the associated chapters within each founding country could help to enhance commercialization policy and translate it into action – on both a national and global front,” said Dr. Alan Barrell, Professor, Centre for Entrepreneurial Learning, University of Cambridge, UK and founding Director of the ICA. “Consortia such as C³ will serve as the lens into commercialization practices and outcomes across participating countries, and could help to mobilize partnerships, task forces or talent exchanges among members.”

“The C³ will serve as an initial model for the establishment of commercialization consortia in other founding ICA countries,” said Nava Swersky Sofer, Co-chair of Nano-Israel, seasoned venture capitalist and senior executive, and founding Director of the ICA. “This will allow all ICA participants to draw upon knowledge from this integrated global commercialization network, and apply it to nurture more entrepreneurs into successful, international companies that generate skilled jobs and wealth.”

“The ICA, and newly created C³, build directly on the goals and mandate of CONNECT, which has assisted in the formation and development of more than 3,000 companies in the San Diego region,” Camille Sobrian Saltman, President and COO of CONNECT (California, USA) and founding Director of the ICA. “These entities will help to foster a ‘culture of cooperation’ among innovators, research organizations, public and private investors, and established companies. By working together, we can provide entrepreneurs with the new tools, linkages and resources required to succeed in global markets.”

About the International Commercialization Alliance

The International Commercialization Alliance (ICA) 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 the federally funded Centre of Excellence for Commercialization of Research (CCR), hosted by the Ontario Centres of Excellence Inc. (OCE) 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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Backgrounder: Founding Members of the International Commercialization Alliance

Australia

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- Yvon Brousseau, Chief Executive Officer, C3E, Canada
- Thomas Brzustowski, RBC, Professor, Telfer Business School---University of Ottawa, Canada
- Savvas Chamberlain, FRSC, C.M., M.Sc., Ph.D., D.Eng., FIEEE, FCAE, FEIC; Member of the Order of Canada; CEO and Chairman, EXEL Research Inc., Canada
- Sorin Cohn, Executive in Residence, Canadian Advanced Technology Alliance, Canada
- Tom Corr, President & CEO, Ontario Centres of Excellence (OCE), Canada
- Jeffrey Crelinsten, President, Impact Group, Canada
- Rory Francis, Executive Director, Prince Edward Island BioAlliance, Canada
- Pamela Freeman, COO, TEC Edmonton, Canada
- Kamiel Gabriel, Professor, University of Ontario Institute of Technology, Canada
- Susan Gorges, CEO, SpringBoard West Innovations, Canada
- Paul Guild, Professor, University of Waterloo, Canada
- Stephen Hartlen, Assistant Vice President, Dalhousie University, Canada
- Andy Melnyk, Senior Strategist, Innovation, Saskatchewan, Canada
- John Molloy, President and CEO, PARTEQ, Canada
- Nicholas Parker, Co-Founder and Chairman, Cleantech Group LLP, Canada
- Doug Robertson, CEO, Tech South East, Moncton, New Brunswick, Canada
- Janet Scholtz, President and CEO, Alliance for Commercialization of Canadian Technologies, Canada
- Sunil Selby, Managing Partner, Trellis Capital Corporation, Canada
- Mario Thomas, Senior Vice President, Ontario Centres of Excellence, Managing Director, Centre For Commercialization of Research, Canada
- Ilse Treurnicht, CEO, MaRS Discovery District, Canada
- Kevin Tuer, Managing Director, Canadian Digital Media Network, Canada
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China

- Zhengzhong Xu, Professor, Chinese Academy of Governance, China

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- Lynne McGregor, Commercialisation Services Senior Manager, Imperial Innovations, UK

- Allyson Reed, Director of Strategy and Communications Technology Strategy Board, UK

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- Melba Kurman, President, Triple Helix Innovation, USA
- Camille Sobrian Saltman, President and COO, CONNECT, USA
- John Sider, Managing Director of Statewide Initiatives, Ben Franklin Technology Partners, USA
- Kenneth Smith, Professor, University of Arizona, USA
- Peter Thomas, Director, Program Partnerships, UCSD Global CONNECT, USA

Backgrounder: Founding Board of Directors of the International Commercialization Alliance

- Chair: Dr. Mario Thomas, Managing Director Centre of Excellence for Commercialization of Research (CCR); and Senior Vice-President Ontario Centres of Excellence (OCE), Canada
- Dr. Alan Barrell, Professor, Centre for Entrepreneurial Learning, University of Cambridge, UK
- Jeffrey Crelinsten, President, Impact Group, Canada
- Camille Sobrian Saltman, President and COO, CONNECT, USA
- Nava Swersky-Sofer, Co-chair, Nano-Israel, Israel