

**ConnectResearch08: Strategies and Approaches to Compete in a Global Market Conference**  
**Villa Wolkonsky**  
**Rome, 8-9 May 2008**



It is our pleasure to invite you to participate in the second edition of the event **ConnectResearch08: Strategies and Approaches to Compete in a Global Market**, which is being organised as a joint collaboration between the Italians in Cranfield Association (ItaCA) and the British Embassy in Rome. The conference will provide a European-level forum to compare business models, best practices, and stimulate the creation of new contacts that could lead to successful collaborations.

The two-day conference will focus on four main themes:

1. **Innovation through networks** - discussion of successful business models; effective links between research institutes, private companies and public sector organisations; examples of access to public research for SMEs;
2. **IPR management** - exploiting technology and marketing innovation – research and business perspectives on how to protect innovation and successfully exploit it; case studies of intellectual property management;
3. **Funding innovation** - how to identify appropriate sources at different stages of development of an innovative technology; examples of public and private streams of funding;
4. **EU FP7: an opportunity for SMEs** - how SMEs can benefit from the 7th European Framework Programme; what type of assistance SMEs need to participate; ways in which bureaucratic processes could be simplified.

Speakers are drawn from a wide range of European organisations, providing variety in terms of scope, sector, geographical basis, and links between business, research institutes and government bodies. The event will take place over two half days, starting on Thursday, 8th May at 12.30pm and closing on Friday, 9th May at 2pm.

Attendance is on invitation basis and no payment fee will be required. [View how to reach Villa Wolkonsky.](#)

To register please see the attached programme.

Yours sincerely,  
ConnectResearch Organisers

*Conference sponsors:*



**EPSRC**

Engineering and Physical Sciences  
Research Council

*Conference organisers:*



British Embassy  
Rome

