

# nice<sup>08</sup>

NATIONAL INNOVATION  
CONFERENCE & EXHIBITION

The AIC was invited to deliver a presentation titled “Taking Innovative Ideas to Market” at the National Innovation Conference and Exhibition (NICE) 2008 held in Malaysia. The theme for the 2008 conference was “Innovation: The Foundation of Wealth Creation and Prosperity”.

NICE is run on an annual basis and this year the conference objective was to help focus efforts, policies and strategies towards harnessing innovation as the foundation for wealth creation and prosperity. High profile speakers and industry leading experts were invited to share their experiences, strategies and knowledge in tackling issues regarding innovation.

The highlights of NICE were a number of presentations that discussed a range of topics including the role and importance of innovation in driving the knowledge economy, funding market driven innovation, the role of SMEs in facilitating innovation, financing and commercialising start-up ventures, and

The National Innovation Conference and Exhibition was followed the next day by the delivery of a one day Commercialisation Bootcamp™ by the AIC covering topics such as “Introduction to Commercialisation”, “Negotiating Technology Deals”, “Innovation and Product Development” and “Collaboration and Networking”.

The Commercialisation Bootcamp™ facilitated by the AIC was targeted towards university commercialisation offices, academic researchers, technopreneurs and representatives from government agencies supporting innovation in Malaysia. The bootcamp was interactive allowing participants to workshop some of the issues and challenges facing their organisations within the Innovation Ecosystem and the competitive global economy. A number of benefits were delivered to the participants in the workshop, including, exposure to novel strategies for commercialising research, strategic intellectual property management, open innovation models and the concept of collaboration to drive successful innovation outcomes.

The AIC looks forward to delivering future bootcamps and presentations for commercialisation and innovation practitioners in Malaysia.