

AIM WA  
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BUSINESS SCHOOL

EXECUTIVE  
EDUCATION

# LET'S TALK COMMERCIALISATION

University-Industry Collaboration for Commercialisation



27 April 2022



Australian  
Institute of  
Management  
WESTERN AUSTRALIA



THE UNIVERSITY OF  
WESTERN  
AUSTRALIA

# LET'S TALK COMMERCIALISATION

Australia's universities are important actors in the national innovation system, providing both technology and knowledge transfer to both small and large firms.

However, while our universities are important sources of R&D, the level of engagement between industry and universities is poor by global standards.

In this event best practice lessons from research and a panel discussion of industry and academic experts, showing why and how effective industry-university collaboration can work.

## Why this program is needed

Commercialisation is a poorly understood area of business activity, and is both ill-defined, and not well researched in comparison to many other areas of business. There is a need to better inform the public of the nature of commercialisation, and these events provide an accessible and engaging forum through which this problem can be addressed.

## Program Objectives

- Inform and educate about the commercialisation process
- Provide a pathway for further learning
- Provide networking opportunities for the participants who attend
- Stimulate discussion and knowledge exchange between participants around the topic of commercialisation.

## Program Details

Program No: 021

Duration: 5:30 – 7:30 pm

Venue: AIM WA, Floreat, Perth

Date: 27 April 2022

Fees: \$75 GST inclusive  
\$60 GST inclusive AIM WA  
Corporate Members

To register please visit our website [execed.com.au](http://execed.com.au) or phone +61 8 9383 8090 or email [execed@execed.com.au](mailto:execed@execed.com.au)

**Please join us for a stimulating, informative event, the opportunity to network and share ideas with those who also seek to increase their knowledge about best practice in the challenging world of commercialisation.**

## The Panel

**Dr. Manijeh Reyhani** Executive Director, A&M Consulting Engineers Pty Ltd.

**Dave Manning** Managing Director, Oilfield Technologies Pty Ltd.

**Mitch Manning** Operations Director, Oilfield Technologies Pty Ltd.

**Tom Schnepfle** Patent Engineer, BrainChip Ltd.

**Greg Riebe** Managing Director, EIR Corporate. (*Moderator*).

**Dr Reyhani** will overview her research into best practice in the design of university commercialisation and technology transfer centres, with a focus on Australian nanotechnology.

The panel, **moderated by Greg Riebe**, will examine the case of Gas Capture, a joint-venture between Oilfield Technologies and UWA. The lessons for best practice will be discussed.

## About CSC

The **Commercialisation Studies Centre** is a not-for-profit, member-based mutual enterprise working to enhance the knowledge of best-practice in applied commercialisation.

