

# **CREATING BUSINESS THROUGH TRADING TECHNOLOGY**

**Institute of Physics,  
76 Portland Place, London, W1B 1NT  
Wednesday 28 April 2004**

- **Latest Developments and Case Studies**
- **Online Technology Access**
- **Managing Technology Overseas**
- **Industry and University Perspectives**

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**RS•C**

advancing the chemical sciences

# Creating Business through Trading Technology

28 April 2004, Institute of Physics, London

This one day seminar is for anyone involved or interested in acquiring, selling or licensing technology – the key to remaining competitive in a fast evolving industry.

The acquisition of key technologies can no longer follow traditional pathways. Yet in the absence of state of the art technology, companies cannot compete in the market place or realise shareholder value. Only those organisations whose research departments can adapt to the new ways of acquiring information and key technologies will survive.

This latest in the highly successful 'Creating Business Through' series will focus on the latest developments in trading technology. Experts in the field will help guide you through some of the opportunities available to ensure the latest technology can be available to your company.

## Programme

09.30	Coffee and Registration	13.45	<b>Session 2:</b>
10:00	<b>Session 1:</b> <b>Chairman: David Giachardi</b> <i>RSC Chief Executive</i>		<b>Chairman: Mike Green</b> <i>RSC Management Group</i>
10.15	Change in the Chemical Industry <b>Willi Keim</b> <i>University of Aachen</i>	14:00	<b>New Company Start-ups:</b> a personal view <b>Steve Ley</b> <i>University of Cambridge</i>
10:45	An Introduction to Internet Based Technology Access <b>Ian Walker</b> <i>Ian Walker Associates</i>	14:30	The SASOL Laboratory at St Andrews University <b>Jannie Steynberg, SASOL</b>
11.15	Coffee	15.00	Coffee
11:45	Internet based Technology – A Suppliers Perspective <b>Charles Brez, NineSigma</b>	15:20	Active Technology Management Adds Value <b>Roger Harrison</b> <i>BTG International</i>
12:15	Internet based Technology - A Users Perspective <b>John Walker, P&amp;G</b>	15:50	Trading Technology – A University Perspective <b>Susan Searle</b> <i>IC Innovations Ltd</i>
12:45	Lunch	16.20	Closing remarks

## Application and Fees

Registration for this event is £100 incl. VAT for RSC members, £135 incl. VAT for non RSC members. Fees include lunch and refreshments.

**To register online, please visit: [www.mmsconferencing.com/creatbustech.html](http://www.mmsconferencing.com/creatbustech.html)**

Alternatively, please complete the application form and send it to MMS Conferencing and Events Ltd., Suite 420, 28 Old Brompton Road, South Kensington, London SW7 3SS

**For further information** - please contact Michele Sahrle by email on [m.sahrle@mmsconferencing.com](mailto:m.sahrle@mmsconferencing.com) - by phone on 07703 647189 or visit

**[www.mmsconferencing.com/creatbustech.html](http://www.mmsconferencing.com/creatbustech.html)**

Early application is advisable.

Deadline for receipt of applications is Wednesday 14 April 2004.



This meeting is part of a series of training initiatives being developed by the RSC Industry and Technology Forum (ITF) and its associated Subject Groups and Sectors. If you would like to receive details, when available, of any of our other activities please tick below and return the form to the address given overleaf.

The ITF is dedicated to meeting the needs of RSC members and others working in the chemical science and related industries. Comments and suggestions are always welcome please send these to [industry@rsc.org](mailto:industry@rsc.org)

- Future RSC Creating Business Meetings**, an established and highly successful series of one day meetings covering best practice in management related topics such as intellectual property and project management. Change Management is planned for November 2004.
- RSC Essential Skills Workshops**, a new series of one day workshops will aim to cover general skills essential to all chemical scientists in the early stages of their career, akin to a large company graduate training scheme.
- RSC 4 Chemists Series**, a proposed series of 2-3 day events to help chemical scientists broaden their skills, especially useful for those working at interfaces with other disciplines. Proposed topics include modern biology, nanotechnology and molecular modelling for chemists.

## RSC Management Group

The Management Group is the largest of the specialist subject groups and sectors in the Industry and Technology Forum with a membership of over 1600. Its activities aim to facilitate communication between chemists to improve their performance, influence and contribution within their organisations. To meet this aim the Committee organises symposia, workshops and other events, which provide opportunities for sharing experience, best practice and training on management issues of particular relevance to chemists and organisations employing chemists.

For further information on this group - please use the web link below:

[www.rsc.org/lap/rsccom/dab/ind004.htm](http://www.rsc.org/lap/rsccom/dab/ind004.htm)