

# ESINET ROAD SHOW

From space  
to non-space:

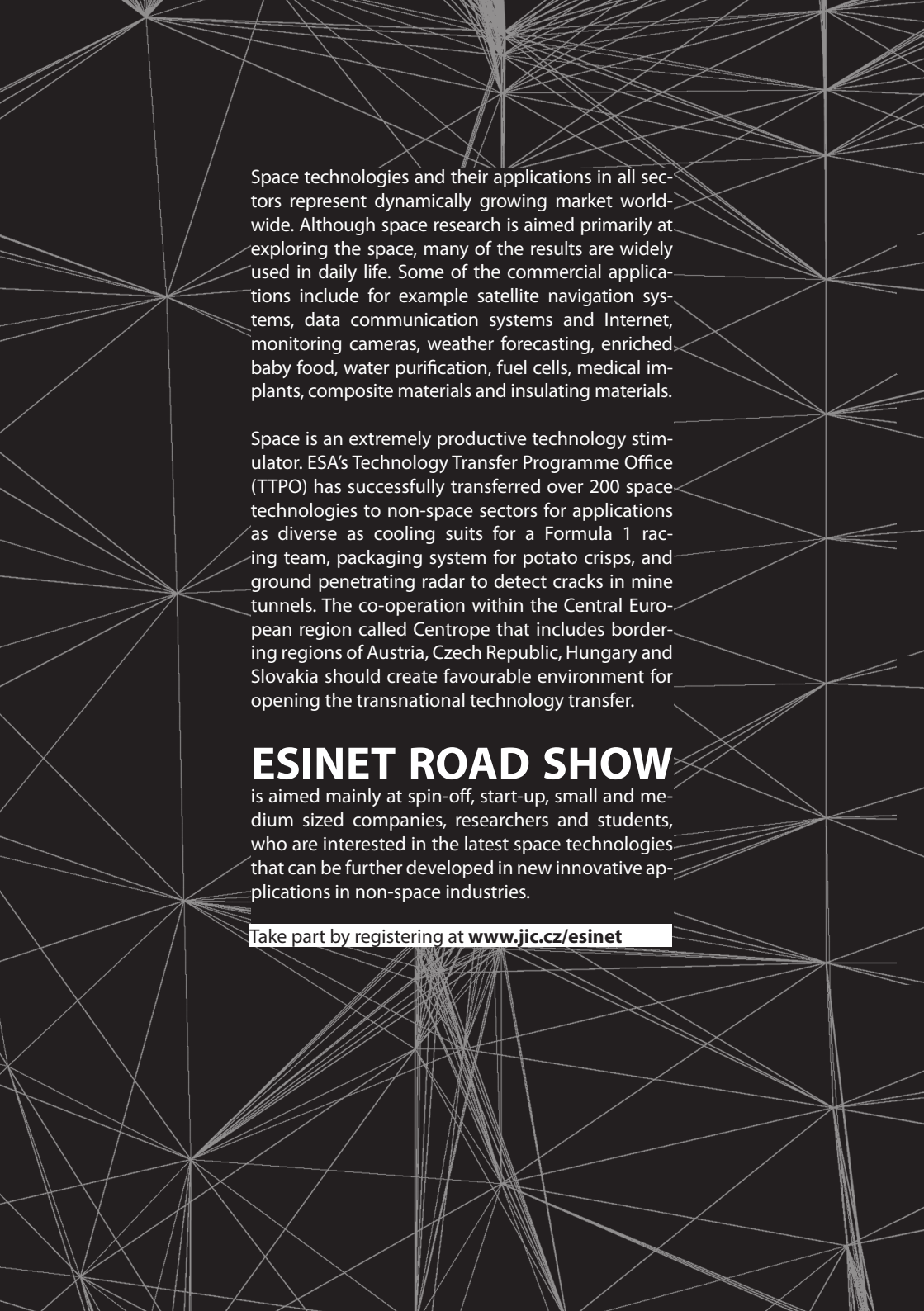
Discover new business  
opportunities in space  
related technologies

**Thursday 8<sup>th</sup> December 2011**

Observatory and Planetarium Brno, Czech Republic

[www.jic.cz/esinet](http://www.jic.cz/esinet)





Space technologies and their applications in all sectors represent dynamically growing market worldwide. Although space research is aimed primarily at exploring the space, many of the results are widely used in daily life. Some of the commercial applications include for example satellite navigation systems, data communication systems and Internet, monitoring cameras, weather forecasting, enriched baby food, water purification, fuel cells, medical implants, composite materials and insulating materials.

Space is an extremely productive technology stimulator. ESA's Technology Transfer Programme Office (TTPO) has successfully transferred over 200 space technologies to non-space sectors for applications as diverse as cooling suits for a Formula 1 racing team, packaging system for potato crisps, and ground penetrating radar to detect cracks in mine tunnels. The co-operation within the Central European region called Centrope that includes bordering regions of Austria, Czech Republic, Hungary and Slovakia should create favourable environment for opening the transnational technology transfer.

## **ESINET ROAD SHOW**

is aimed mainly at spin-off, start-up, small and medium sized companies, researchers and students, who are interested in the latest space technologies that can be further developed in new innovative applications in non-space industries.

Take part by registering at [www.jic.cz/esinet](http://www.jic.cz/esinet)

# PROGRAMME

9.00–9.30

Registration & Coffee

9.30–9.35

Welcome

9.35–9.50

Case Study of Successful ESA Technology Transfer:  
**Bruno Fernandes**, Managing Director at LatitudeN GmbH

9.50–10.20

Introduction of ESA Technology Transfer Programme Office (ESA TTPO):  
**Bruno Naulais**, ESA TTPO/ESINET Manager

10.20–10.35

Case Study of Successful ESA Technology Transfer:  
**Michael Niesen**, MAVinci UG (haftungsbeschränkt)

10.35–10.45

Support to Innovative Start-ups through European  
Space Incubators Network (ESINET)  
and European Business and Innovation Centre Network (EBN):  
**Cécile Rousseau**, Project Manager at EBN

10.45–11.00

Coffee Break

11.00–11.15

Incubation programme of South Moravian Innovation Centre (JIC):  
**Miloš Sochor**, Chief Consultant at JIC

11.15–11.25

Case Study of Successful Completion of JIC Incubation Programme:  
**Radoslav Trautmann**, Chief Scientist at ADM, a.s. (tbc)

11.25–11.35

Technology Transfer Services of South Moravian  
innovation Centre (JIC):  
**Tomáš Halva**, Technology Transfer and Business  
Development Manager at JIC

11.35–11.45

Activities of Czech Space Office:  
**Jan Kolář**, Director of Czech Space Office

11.45–11.55

Case Study of Successful ESA Project Participant  
Michal V. Marek, Director of Global Change Research Centre AS CR, v.v.i.  
(CzechGlobe)

11.55–12.05

SPACE Opportunities in 7<sup>th</sup> Framework Programme  
**Ondřej Mirovský**, NCP SPACE, Technology Centre AS CR

12.05–12.15

Questions & Answers

12.15–13.00

Lunch Buffet

13.00–17.00

**Parallel Sections:**

Individual Meetings with ESA and JIC Technology Transfer  
representatives for Start-Ups:  
Opportunities of Using Space Technology in Non-Space Projects

MIC Minutes:  
Elevator Pitches in Front of Expert Panel Followed by Feedback

Poster Session

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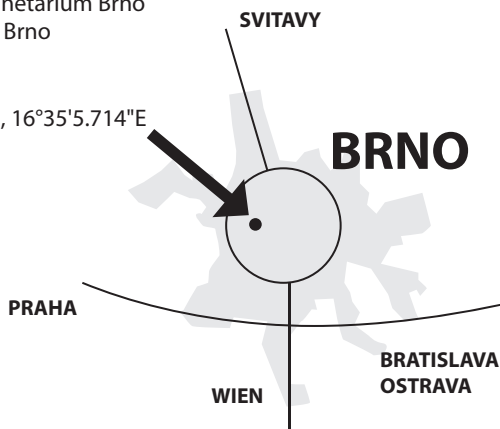
## VENUE

Observatory and Planetarium Brno  
Krávův hora 2, 616 00 Brno  
Czech Republic

GPS: 49°12'14.048"N, 16°35'5.714"E

## CONTACT

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JIHOMORAVSKÉ  
INOVAČNÍ CENTRUM

## ESINET Road Show is hosted by South Moravian Innovation Centre (JIC)

JIC is a regional intermediary agency founded by South Moravian Region, City of Brno and four local universities. The mission of JIC is to effectively support foundation and development of innovative companies and exploit the local R&D potential for the economic development of the region. The activities implemented by JIC include support services for start-up and already established innova-

tive companies, technology transfer, cluster development and internationalization.

JIC has experience in supporting creation of start-up and spin-off companies and operates 3 incubators hosting almost 50 high-tech companies, most of them based on strong collaborative links to local research teams.