

Realising business potential through transnational technology partnership



Weda's robot with the Mariner underwater camera fitted.

- A Swedish firm, Weda, wanted to equip its underwater robots with low-cost cameras.
- Its local IRC identified relevant technology offers in the network's database.
- One offer, from the client of a Greek IRC, fit the bill exactly.
- Together, the two IRCs arranged for Weda to visit the Greek technology development company, Mariner.
- Under a technical co-operation agreement, Mariner developed a new digital camera system for Weda's robots.
- Since the original deal, it has also developed a pan and tilt system which Weda is currently testing.
- "Having a top-class Swedish firm as a client is a real bonus for our company,"* says Marinos Pittas of Mariner



Mariner's miniature underwater pan and tilt system.

Browse more than a hundred IRC Success Stories at <http://irc.cordis.lu/success/> and find examples from your own country or industrial sector.

IRC Network – Quick facts

- 240 offices in 33 countries – every EU Member State, plus Bulgaria, Romania, Turkey, Iceland, Israel, Norway, Switzerland and Chile.
- More than 1,000 experienced specialists with backgrounds in business, industry, research and technology commercialisation
- 9,000 technology offers and 2,800 technology requests circulated to IRC client companies.
- Over 7,300 client companies have benefited from the network's technology profile email alert system...
- ...leading to more than 16,000 technology transfer negotiations, resulting in 4,000 IRC clients signing 'deals' since 1995.

Further information

Visit the IRC Network's **website** at <http://irc.cordis.lu/>

Find your **nearest IRC office** at <http://irc.cordis.lu/whoswho/>

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Building Technology Partnerships



Innovation Relay Centre Network

Helping you build technology partnerships



The Innovation Relay Centre (IRC) service

As a small business, you must wage a continuous battle against competitors whose products keep improving and whose prices keep falling. **Technology can give you the edge**, helping you to stay ahead of your rivals. But what if the technology you need is not available locally? Or what if you do not have the means to access lucrative international markets for your own technology directly?

Small businesses do not have in-house departments to identify and assess the capabilities of potential partners in other countries, to master those countries' laws and regulations, and to negotiate an advantageous contract with a partner who does not speak the same language. **To profit from the international flow of new technologies, dedicated support is needed.**

The IRC Network was established by the European Commission in 1995 to help small, technology-oriented businesses by **connecting knowledge, technologies and people**. The network's pan-European brokerage service now spans 33 countries, including all 25 EU Member States. It provides small companies with expert local assistance, helping them to benefit from international technology partnerships.

How the IRC service works

With strong links to local industry and direct access to the Europe-wide network, each IRC offers a **unique gateway to international partnership opportunities** for small companies. Whether you are searching for a technological solution to a current business problem or looking for a foreign partner to exploit your own technologies in international markets, your local IRC can help.

From the analysis of your technology needs right through to negotiating a deal with foreign partners, IRC experts give you access to the know-how necessary to bring about a profitable **licensing, manufacture, distribution, exploitation or joint development** deal based on the transfer of technology to or from a partner in another country.

Perfected over a decade, the integrated IRC service is based around the sophisticated matching of a technology offer from a client in one country with the technology needs of a client in another. Whatever your requirements, experienced local staff who understand your business will offer you only **relevant solutions**, which you will be able to discuss with them face-to-face, in complete confidence.

What your local IRC can do for you

IRCs provide a one-to-one service, tailored to your specific needs. An IRC expert can visit you to discuss your needs in person, and if you wish can arrange to carry out a formal **technology assessment**.

Whether you are hoping to acquire a technology to overcome a business problem, or want to promote a technology of your own to potential partners in other countries, expert IRC staff will assist you to create a **technology profile** in English, using the correct keywords to describe your requirements or your offer.

Maintaining the strictest confidence about your identity – the IRC will locate appropriate **potential partners across Europe** with the help of the IRC Network's powerful infrastructure. With your agreement, your technology profile may also be used to search for partners through trade missions or brokerage events.

Calling on specialist professional help when needed, the IRC can help to draft a confidentiality agreement, organise an initial meeting (providing a translator if necessary), arrange a visit to your potential partner, and provide you with a **model technology transfer agreement**.

<http://irc.cordis.lu>