You are cordially invited to the RT Lecture Series on modern entrepreneurship organized by the Institute for Entrepreneurship and Innovation at CEU Business School and its partners.

Please RSVP to iei@ceubusiness.org.

2/13/12 CEU BUSINESS SCHOOL 6.00 P.M.
BP-1023 Frankel Lero ut 30-34, Room 101

the next panel of the RT Series by the Institute for Entrepreneurship and Innovation is examining:

Commercialization of New Technology and Services: Emphasizing the Hungary - Emerging Region Connection

with Zsolt Vaszary, Soma Ungar, Daniel Koval and Peter Grossman

Professor Paul Lacourbe, the Faculty and MBA Students

Central European University Business School

CEU Business School is fully committed to sustainability
New technology can generate financial benefit only if it is successfully commercialized. Xerox PARC invented the Mouse but Xerox did not receive any financial benefit from all its investment in R&D. The process of taking new technology to the market is a long and often complex journey filled with many obstacles. Inventors of technology are often not well prepared to take this journey.

Increasingly, commercialization of new technology requires cooperation across borders, a key element of global entrepreneurship. For example, a new electric scooter can be designed in Hungary, manufactured in China and sold in Spain. In countries with small domestic markets, entrepreneurs must now look beyond national borders for commercialization at a very early stage.

The subject of this Round Table is commercialization of new technology and services. Especially emphasized is the budding Hungary - emerging region connection, especially China. What is the global process of modern commercialization of technology? Who are the international parties involved? What is the new role of China and other emerging nations in today's commercialization of technology? Can the immense markets in Asia provide enough opportunities for new technology developed in Hungary and the region?

Speakers include Zsolt Vaszary, founder of WebCam; Soma Ungar, founder of Gauswheel; Daniel Koval, founder of HeadsUp, Peter Grossman, CEO of Medicover. Professor Paul Lacourbe will also speak on commercialization strategy and will moderate this Round Table.