



# Innovation and Intellectual Property as Engines for Competitive Agribusiness

Importance of IP Management in the technology transfer of publicly funded R&D for agriculture and agribusiness

**OGADA TOM**

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# Contents

- Funding Research for Development
- Challenges
- Solutions
- Best practices

● Funding R&D is an expensive investment by the public. Returns expected in terms of:

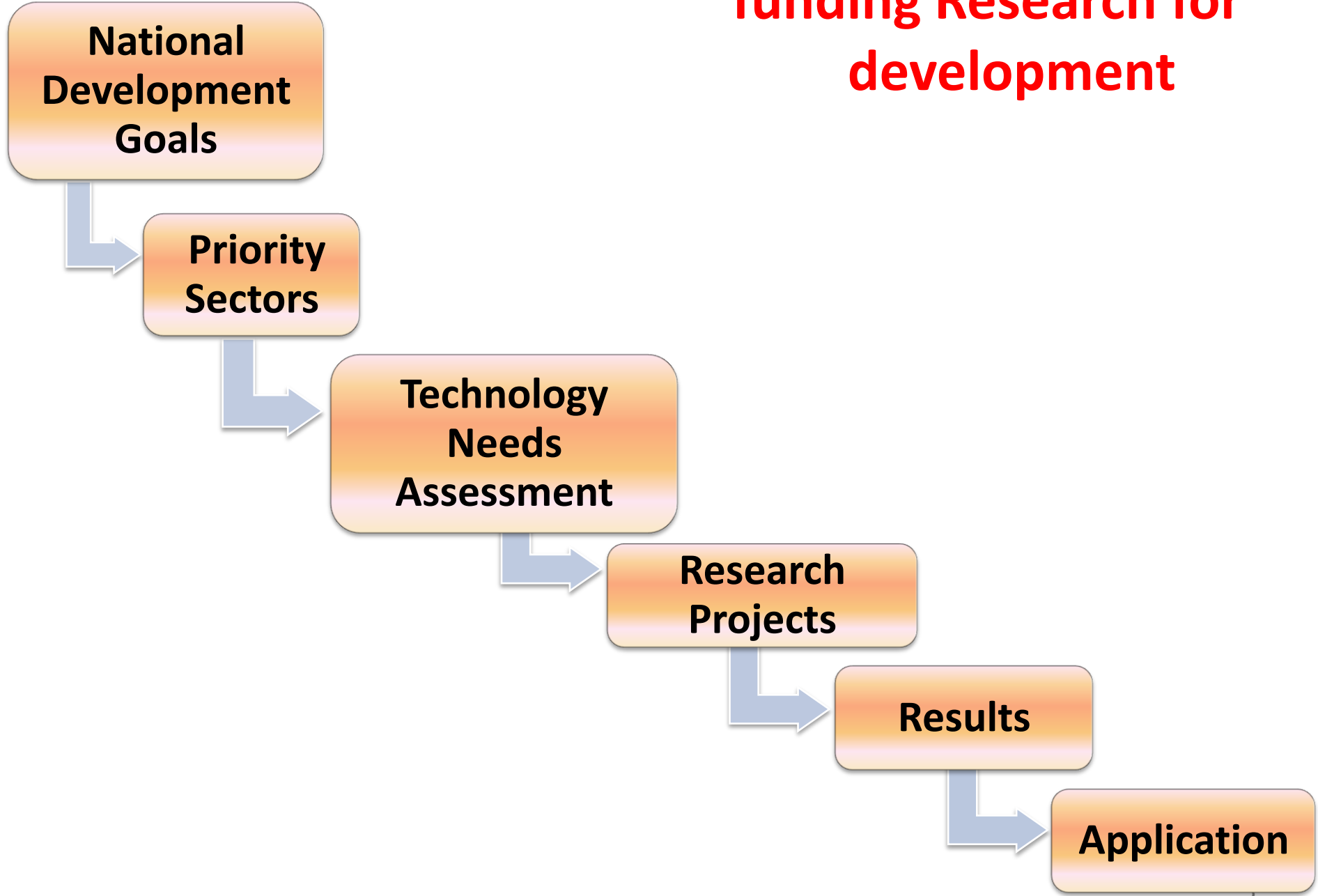
- poverty reduction
- employment creation
- Hunger
- Disease

**R4D**

● For R4D to be realized, R&D must be linked to national development agenda, sectoral policies and strategies

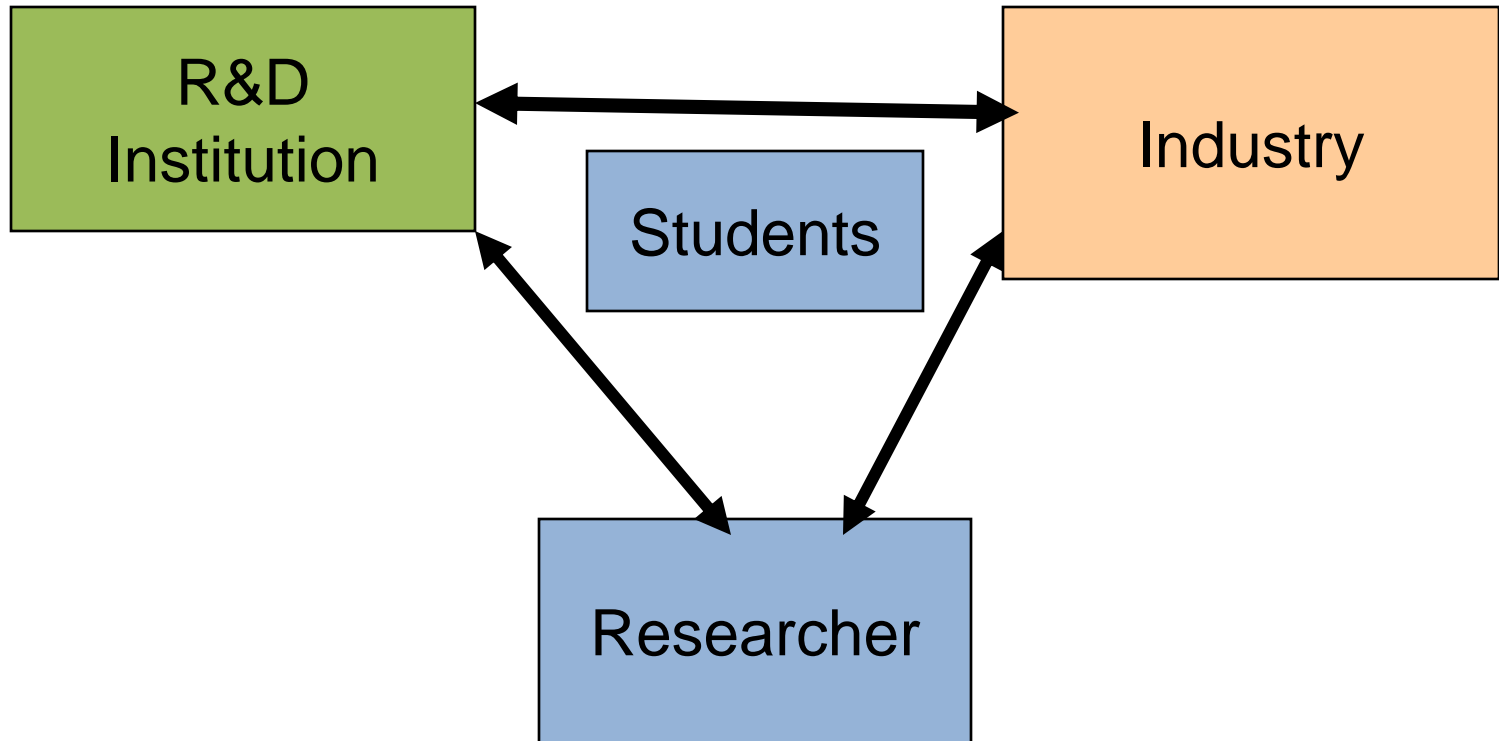
- Increasing productivity – new plant varieties
- Reduction of postharvest losses – technologies
- promoting value addition – technologies, branding

# funding Research for development

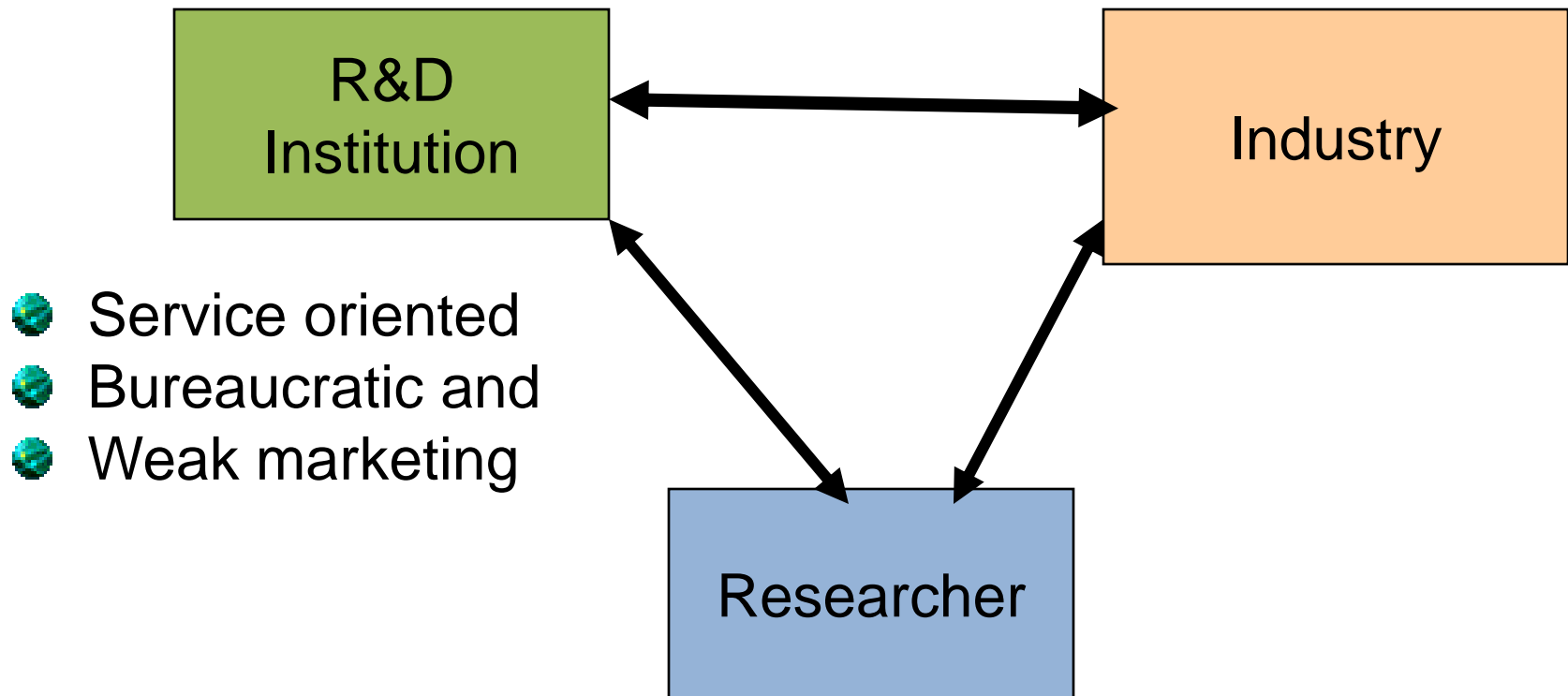


# Barriers and Challenges

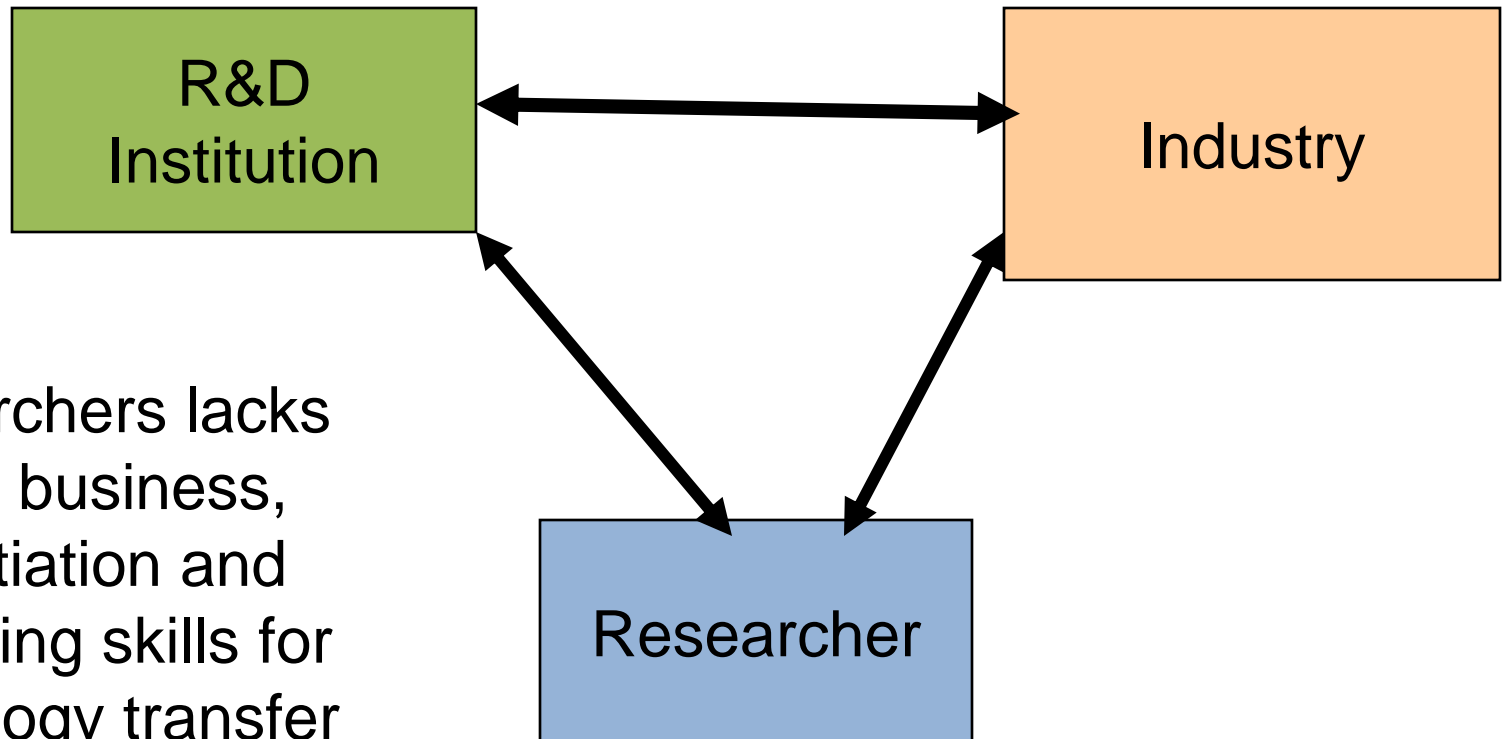
## 2.1. Players in Technology Transfer and commercialization of R&D Results



## 2.2. Challenges and Barriers: R&D Institutions

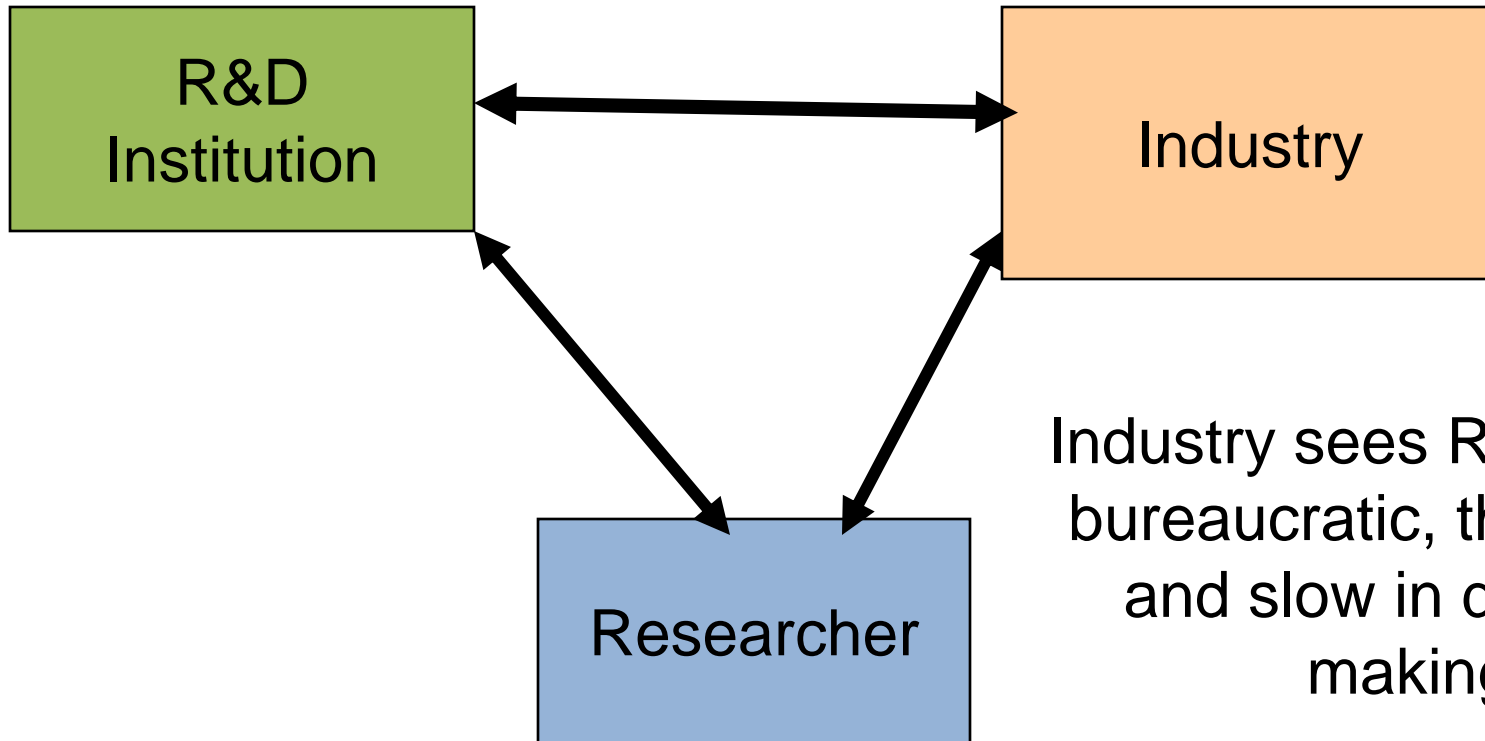


## 2.3. Challenges and Barriers: Researchers



Researchers lacks legal, business, negotiation and marketing skills for technology transfer

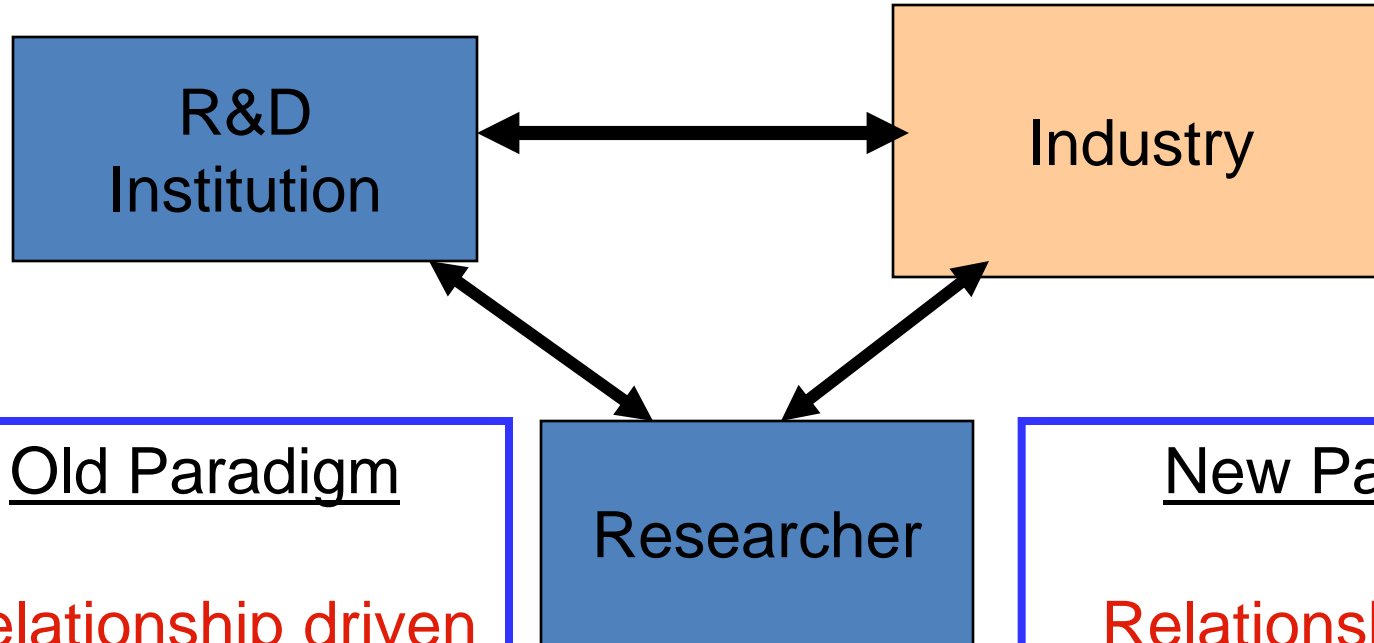
## 2.4. Challenges and barriers: Industry



Industry sees RTOs to be bureaucratic, theoretical and slow in decision making



## 3.1. Changing the Paradigm



### Old Paradigm

Relationship driven  
by Service

No pains if nobody  
uses products  
of R&D

### New Paradigm

Relationship driven  
by Business

Industry=Customer  
R&D = Enterprise  
Product = Knowledge  
Researcher = Marketer

## 3.2. What is required



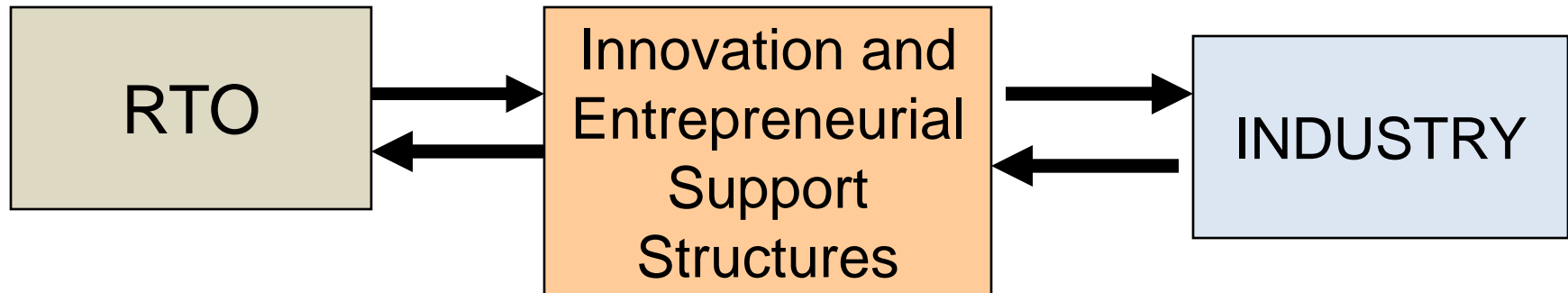
Administration Units that supports and facilitates technology transfer and commercialization of R&D results

## 3.3. How it works



Understands RTO culture, speaks the language of industry and behaves like a private enterprise

## 3.4. Examples of support structures



- Technology Transfer Office
- Business Incubation Services
- University Companies
- Industrial/Science Park

## 3.5. What to watch out for



- Mandate
- Governance
- Staffing
- Financing
- Fighting