

UK - Czech Republic - Serbia

similarities and differences in the TT environment

TRANSFERADE 2018
1 November 2018, Belgrade



CARE FOR NATURE WITH KNOWLEDGE

Experts in chemical regulatory compliance, informatics and data management

What can our experts do for you?



**Patent and
Literature
Searching**



**Chemical
Regulatory
Compliance**



**Scientific Data
Management
and Analysis**

What do the numbers tell us

Statistical Country Profiles



Serbia

Population: 7.06 Million (2016)

GDP: 96.83 Billion USD

Source: <http://www.wipo.int>

What do the numbers tell us

Applications Under the WIPO Systems

| Year | PCT | Madrid | Hague |
|-------------|-----|--------|-------|
| 2013 | 26 | 156 | 11 |
| 2014 | 14 | 200 | 13 |
| 2015 | 38 | 214 | 14 |
| 2016 | 15 | 242 | 24 |
| 2017 | 19 | 166 | 18 |

Source: <http://www.wipo.int>

What do the numbers tell us

PCT Top Applicants

| PCT Applicant | 2015 | 2016 | 2017 |
|--|------|------|------|
| Institute of Physics Belgrade, University of Belgrade | | | 3 |
| Food and Agriculture Cloud Technology – FACT DOO BEOGRAD | | | 1 |
| Institute of Molecular Genetics and Genetic Engineering, UoB | | | 1 |
| MbrainTrain LLC Belgrade | | 1 | 1 |
| Novelic d.o.o. | 3 | 1 | 1 |

What do the numbers tell us

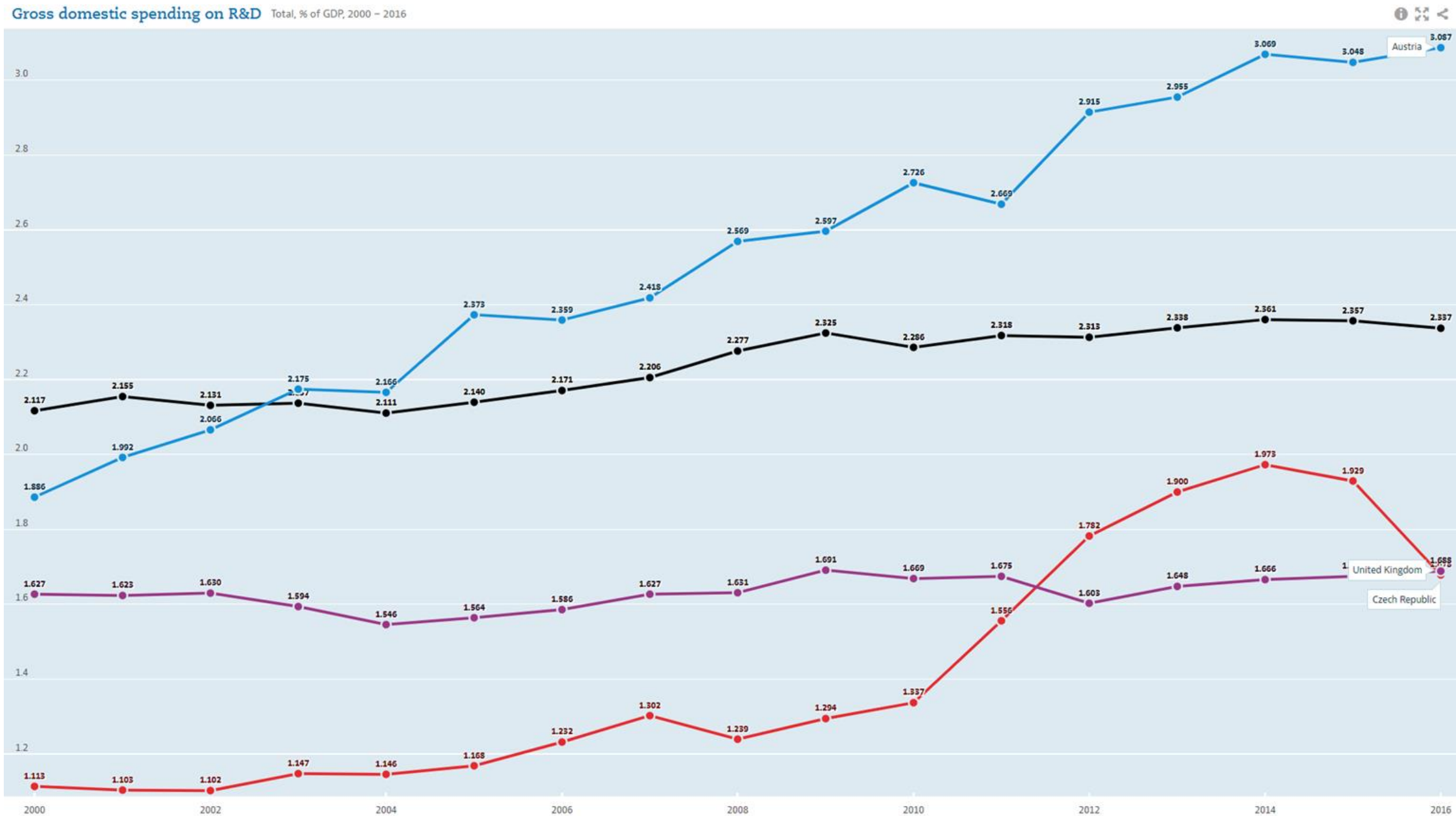
| | Serbia | Czech Republic | Austria | United Kingdom |
|---|---|---|---|--|
| Population (mil.) | 7.06 | 10.56 | 8.75 | 65.54 |
| GDP per capita (USD) | 5 900 | 20 368 | 47 290 | 59 531 |
| PCT Applications in 2016 | 15 | 199 | 1 422 | 5 502 |
| PCT National Phase Entry in 2016 | 1 (resident) 5 (non-resident) 34 (abroad) | 6 (resident) 27 (non-resident) 505 (abroad) | 471 (resident) 35 (non-resident) 5 393 (abroad) | 294 (resident) 2241 (non-resident) 21 301 (abroad) |

Source: <http://www.wipo.int>, <https://data.worldbank.org> (GDP per capita)

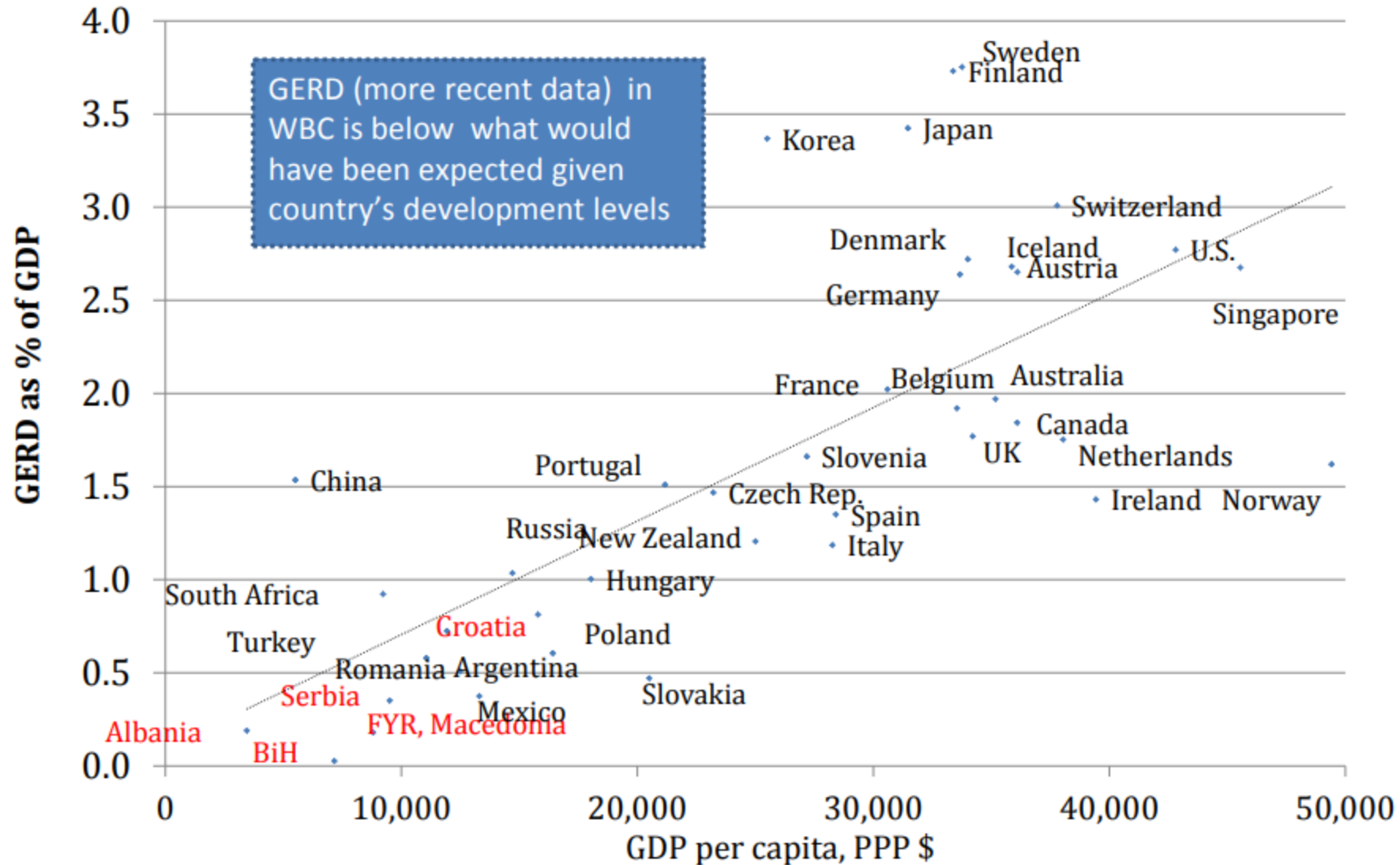
You might argue that ...

... money's too tight to mention



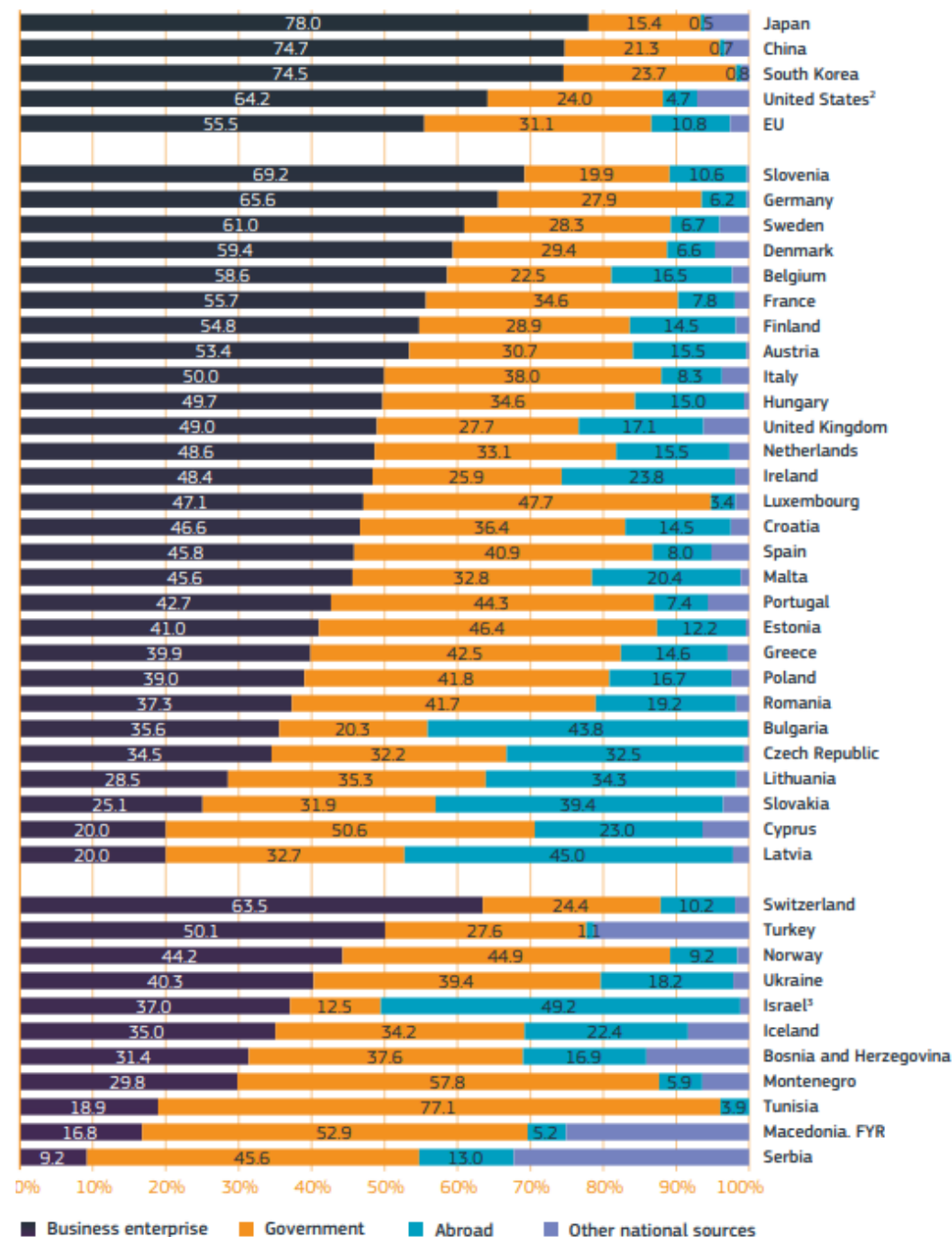


LOW R&D INVESTMENT LEVELS



But if you take a closer look...

Figure I.3-A.13 GERD financed by sector (%), 2015¹

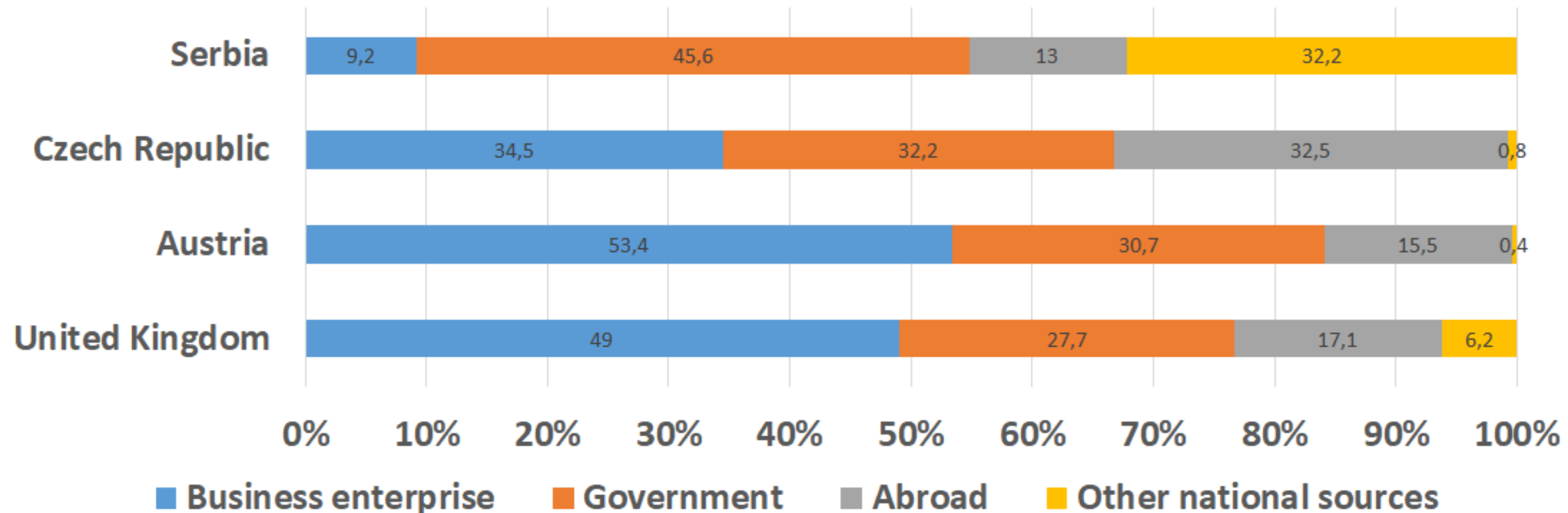


GERD = Gross domestic expenditure on R&D

Source:
https://ec.europa.eu/info/sites/info/files/rec-17-015-srip-report2018_mep-web-20180228.pdf

But if you take a closer look...

GERD financed by sector % (2015)
GERD = Gross Domestic Expenditure on R&D



But if you take a closer look...

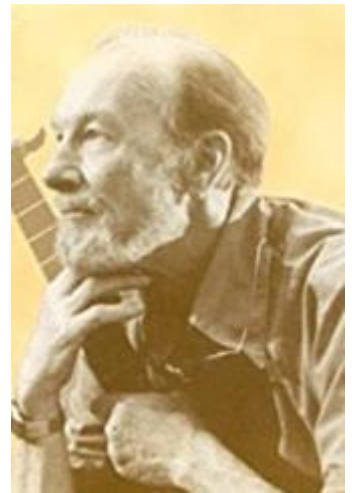
| Serbia | 2015 | 2016 | 2017 |
|---|-------------|-------------|-------------|
| Institute of Physics Belgrade, University of Belgrade | | | 3 |
| Food and Agriculture Cloud Technology – FACT DOO BEOGRAD | | | 1 |
| Institute of Molecular Genetics and Genetic Engineering, University of Belgrade | | | 1 |
| MbrainTrain LLC Belgrade | | 1 | 1 |
| Novelic d.o.o. | 3 | 1 | 1 |
| Czech Republic | 2015 | 2016 | 2017 |
| Zentiva, a.s. | 28 | 43 | 26 |
| Institute of Macromolecular Chemistry of the Academy of Sciences | 1 | 3 | 6 |
| Linet spol. s.r.o. | 6 | 5 | 5 |
| Aducid s.r.o. | | | 4 |
| Česká zbrojovka a.s. | | | 4 |
| Škoda Auto a.s. | 6 | 4 | 4 |
| TRW DAS a.s. | | | 4 |
| Czech Technical University | 1 | 1 | 3 |
| Technical University of Liberec | 1 | 3 | 3 |
| Institute of Organic Chemistry and Biochemistry of the Academy of Sciences | 4 | 6 | 3 |

But if you take a closer look...

| United Kingdom | 2015 | 2016 | 2017 |
|---|------|------|------|
| Unilever | 87 | 106 | 158 |
| Jaguar Land Rover Limited | 151 | 155 | 153 |
| ARM IP Limited | 49 | 68 | 117 |
| BAE Systems PLC | 103 | 98 | 95 |
| BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY | 78 | 79 | 83 |
| GLAXOSMITHKLINE INTELLECTUAL PROPERTY DEVELOPMENT LIMITED | 45 | 68 | 81 |
| OXFORD UNIVERSITY INNOVATION LIMITED | 0 | 32 | 75 |
| CIRRUS LOGIC INTERNATIONAL SEMICONDUCTOR LIMITED | 2 | 32 | 68 |
| DYSON TECHNOLOGY LIMITED | 46 | 49 | 65 |
| JOHNSON MATTHEY PUBLIC LIMITED COMPANY | 82 | 66 | 62 |

Experience from the Czech Republic

- Billions spent on TT



Where has all the money gone?

Experience from the Czech Republic

- Billions spent on TT
 - New TT centres created
 - New guidances created
 - Organisations restructured, processes redesigned
- Lack of expertise, experience, success stories
- Lack of critical mass (seemingly)
- Governmental R&D funding based primarily on publications and quantity of generated patents (usually Czech), not on the quality of the results

Let me tell you a story of a Czech University...

... recently granted €40 mil.

How big is your TT department?

1 young lady who is now on maternal leave working from home and 1 new enthusiastic energetic young lady with Ph.D. from UK university

What is the experience of your TT staff?

They are just starting

What are duties of your TT office?

- Provide support to our researchers (=to do the paperwork associated with Filing patents (over 90% CZ patents))*
- Create a database of in-house R&D projects and activities*

Let me tell you a story of a Czech University...

... recently granted €40 mil.

The technology you have here has a very promising potential,
How much do you have to spend on IP protection?

It will be hard, but we will probably be able to allocate €2000

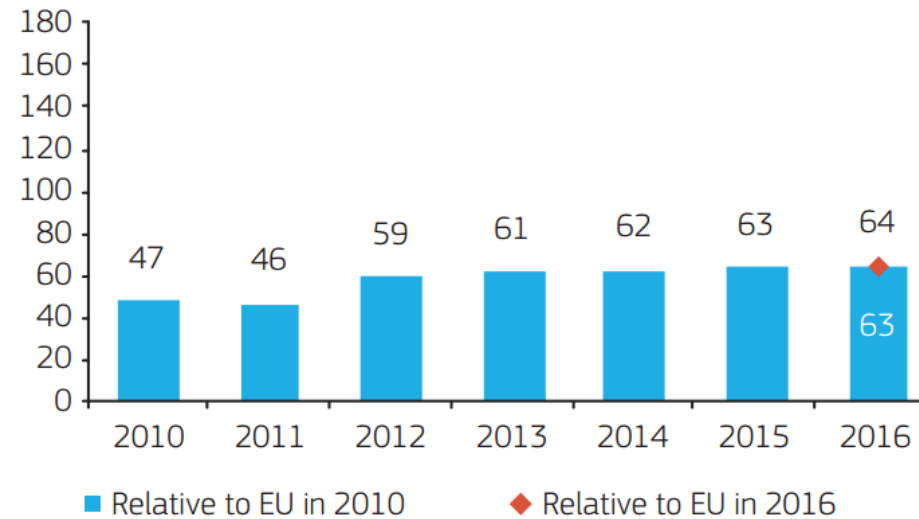
Why Serbia?



Serbia is a **Moderate Innovator**. Over time, performance has increased by 17.3% relative to that of the EU in 2010.

Innovation system

Relative strengths of the innovation system are in Firm investments, Employment impacts, and Innovators. Relative weaknesses are in Intellectual assets, Innovation-friendly environment, and Linkages.



Source: European Innovation Scoreboard 2017

Why Serbia?

- Investments coming from the EU and abroad
- With upcoming accession to the EU, investors starting to find Serbia as an attractive and stable partner
- Chance not to repeat the mistakes made by others
- Global players outsourcing their R&D

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