



#ATCSummit

U.S.-TURKEY INNOVATION SUMMIT 2016

BOSTON, JULY 21

PROGRAM

www.atcsummit.org

SPONSORS



Media Partners



08:45 Registration

09:00 - 09:30 Opening Ceremony and Welcoming Remarks

09:30 - 09:45 Break

09:45 - 10:15
Interview: Why Choose Turkey?
 Attendees will identify why Turkey has caught the eye of large multinational corporations, and why several have recently opened R&D or innovation centers in Istanbul, Ankara, Kocaeli, and Izmir. How is Turkey incentivizing innovation? What are Turkey's comparative advantages? What can Turkey do better to boost FDI in R&D?

10:05 - 11:00
Roundtable Discussion: R&D Partnerships: Incorporating Government, Industry, and Universities
 Companies will better understand R&D incentives available in Turkey and the U.S. and how they can most effectively collaborate with government and universities to address large-scale challenges. How are these partnerships created and sustained?

11:00 - 11:30 Morning Networking Break

11:30 - 11:50
Patent Laws: Protect, License, and Share
 Companies will recognize major, yet overlooked, legal considerations related to their innovation processes. This talk will also illuminate considerations to be aware of when entering or expanding their company's global R&D efforts.

12:00 - 13:30
Networking Luncheon
 Keynote speaker will give a talk on Turkey's institutional landscape. It is widely understood that turning Turkey into an innovation hub requires more than government investment. It requires government to initiate institutional reforms that provide investors with the confidence to pursue long-term, often risky projects. Innovation is one of the component parts Turkey needs to break out of the middle-income trap.

13:30 - 14:25
Roundtable Discussion: Opportunities and Challenges for Innovators Exploring Foreign Markets
 This roundtable discussion will explore different approaches companies take when it comes to investing in R&D in the U.S. and Turkey. How do companies confront the cultural and economic differences between the U.S. and Turkey? How are tech products developed, applied, and promoted to fit the needs of both markets?

14:25 - 14:45
Interview: Spotlight on Innovation
 This interview will feature a discussion of the diverse and dynamic nature of R&D ecosystems, the differences and similarities between Boston, Silicon Valley, and Istanbul, and how startups can effectively navigate these different environments. With an exciting new generation of up-and-coming companies in the U.S. and Turkey, what must they do effectively to appeal to multinationals and VCs for funding?

14:25 - 15:15 Afternoon Networking Break

15:15 - 16:10
Roundtable Discussion: From Concept to Commercialization: Technology Transfers and Global Growth Through Localization
 How have recent innovative start-ups taken their business from concept, to the laboratory, to reality? What are large corporations, VCs, and governments looking for in emerging tech companies and universities, and how are their motivations different? How have technology transfers and localization helped businesses commercialize their ideas?

16:10 - 16:30
Collaborating to Overcome the World's Greatest Challenges
 The Izmir-based Near Zero-Zone, a joint U.S.-Turkey project, was designed to reduce Turkey's dependence on energy imports, bolster energy security, cut carbon emissions, and make industry more profitable, while creating business opportunities for U.S. and Turkish energy efficiency technology and service providers. Attendees will hear about a Public-Private Partnership success story, and learn about the ways U.S. and Turkish government institutions, universities, and private companies collaborated to promote sustainability. Companies will be better able to understand how they can effectively collaborate with gov't and universities.

Time TBD
Networking Reception hosted by Turkish Consulate General, Boston

Please contact Fatih Orhan at forhan@the-atc.org or at +1 (202) 783-0483 for all sponsorship related inquiries.