



ENHANCE

STRENGTHENING NATIONAL RESEARCH AND INNOVATION CAPACITIES IN VIETNAM

MINUTES

2nd National Workshop

“Strategies for commercialization of Research
Products”

18th May 2017

Venue: An Giang University (AGU)

Hall 300 (08:45-12:00)

TRIG Project Room, Administration Building (13:00-17:00)

Long Xuyen City, An Giang Province, Vietnam



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Erasmus+ Programme
of the European Union

1. General data

WP5: Networking on R&I

Deliverable D5.2.1 National Workshops on relevant scientific areas

National Workshop name: "Strategies for commercialization of Research Products"

EU Organiser: University of Alicante

VIET Organiser: VNU Ho Chi Minh-University of Social Sciences and Humanities

Host institution: An Giang University (AGU)

Date: 18th May 2017

2. Agenda

The National Workshop consisted of two parts. The first part was focused on the presentation of the ENHANCE project by the University of Alicante and good practices on University-Industry collaboration presented by the Slovenská Technická Univerzita V Bratislave (STUBA), European partner, and by the six R&I Unit of Vietnamese University partners. The second part was focused on the presentation of case studies on University-Business collaboration and main research areas by six private companies throughout Vietnam, followed by a networking session and sharing experiences on University-industry R&I collaboration and lessons learnt. Below the agenda of the National Workshop can be found.

18 th May, 2017 (Thursday)			Venue: Hall 300, An Giang University
From	To	Duration	
8:15	08:30	15'	ARRIVAL & REGISTRATION OF PARTICIPANTS
08:30	09:00	30'	Music performance (by AGU students)
9:00	9:30	30'	Official Welcome <i>Dr. Vo Van Thang, President of AGU</i>
9:30	10:00	30'	Presentation of the ENHANCE project <i>Ms. Noelia López, OGPI Senior Project Manager, UA</i>
10:00	10:30	30'	Overview of Commercialization Strategies and Good practices regarding collaboration University-Industry: STUBA Case study <i>Prof. Andrej Soltesz, PhD., STU Bratislava, SK</i>
10:30	11:00	30'	Coffee break
11:00	12:00	60'	Commercialization of research products and good practices on University-Industry collaboration To be presented by a representative from each R&I Unit (15 minutes per VIET HEI)
12:00	13:00	60'	Lunch break



Enhance National Workshop 2 Minutes
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18 th May, 2017 (Thursday)			Venue: TRIG Project Room, Administration Building, An Giang University
13:00	13:30	30'	Commercialization of research products and good practices on University-Industry collaboration To be presented by a representative from each R&I Unit (15 minutes per VIET HEI)
13:30	14:30	60'	Case studies on University-Business collaboration & main research areas (R&D needs) Representatives from Private sector. (min. 6 persons, 10'/person) Mr. Le Van Lam, Marketing Director Duc Hanh BMG Wine Jsc. Mr. NGUYEN NGOC BICH, Director Mekong Rustic Mr. Nguyen Thanh Son, Director Huetronic Joint-Stock Company Mr. Vo Xuan Quang, Director Dong A - Ben Tre Coconut Candy Mrs Nguyen Thi Ngoc Trinh, Phan Nam One-member Limited company Mr. Nguyen Van Lam, Director VIETSUN TOURIST
14:30	15:30	60'	Networking session (Universities – Industry) & Presentation of results (tentative joint projects /future collaborations) Each group (mix of Universities and Industry) will present a brief summary of tentative joint projects or possible future collaborations (5-10 minutes per group)
15:30	16:30	60'	Discussions and lessons learnt All participants
16:30	17:00	30'	National Workshop Closure <i>Dr. Vo Van Thang, President of AGU</i>

3. Objectives of the National Workshop

The main aim of the National Workshop was to strengthen the links between academia and industry fostering joint initiatives in the field of research and innovation. As a result of this event, Research and Innovation (R&I) Units at VIET HEIs should be able to identify how to improve their support services to research groups and engage with industry.

The objective of the 2nd ENHANCE National Workshop was to foster a discussion on possible improvements of services, especially commercialization or research products, provided to research groups and industry by R&I Units at VIET HEIs.

The specific objectives of the National Workshop were:

- To increase dialogue among HE community and industry and exchange of ideas in the field of research and innovation.
- To improve the services provided for research groups and industry by R&I Units at VIET HEIs.



4. Participants



The 2nd ENHANCE National Workshop brought together leaders, managers, researchers, lectures, R&I Unit staff and students from Higher Education Institutions (HEIs) and Research Centres, Science and Technology (S&T) authorities, private companies and relevant stakeholders in Vietnam, including:

Institution	Participant
University of Alicante	Ms. Noelia López
Slovenká Technická Univerzita V Bratislave	Prof. Andrej Soltesz
Slovenká Technická Univerzita V Bratislave	Prof. Julius Soltesz
Slovenká Technická Univerzita V Bratislave	Dr. Andrej Bartok
Thai Nguyen University	Prof. Dang Van Minh
Thai Nguyen University	Prof. Do Anh Tai
Thai Nguyen University	Dr Mai Anh Khoa
VNU Hanoi - University of Social Sciences and Humanities	Mr. Luong Ngoc Vinh
VNU Ho Chi Minh-University of Social Sciences and Humanities	Dr. Ngo Thi Phuong Lan
VNU Ho Chi Minh-University of Social Sciences and Humanities	Dr Tran Dinh Lam
VNU Ho Chi Minh-University of Social Sciences and Humanities	Mr. Nguyen Dang Vu Thien
An Giang University	Prof. Dr. Vo Van Thang
An Giang University	Dr. Ho Thanh Binh



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An Giang University	MA. Le Minh Tuan Lam
An Giang University	Msc. Le Thanh Phong
An Giang University	Msc. Trinh Phuoc Nguyen
An Giang University	BA. Nguyen Thi Phuong Mai
An Giang University	Msc. Nguyen Van Thai
An Giang University	Msc. Huynh Ngoc Duc
An Giang University	MA. Trang Thi My Duyen
Can Tho University	Dr. Do Van Xe
Can Tho University	Dr. Thai Cong Dan
Can Tho University	Mr. Ly Thanh Luy
Hue University of Agriculture and Forestry	Prof. Dr. Le Van An
Hue University of Agriculture and Forestry	Ms. Le Thi Thuy Hang
Duc Hanh BMG Wine Jsc.	Mr. Le Van Lam
Mekong Rustic	Mr. NGUYEN NGOC BICH
Huetronic Joint-Stock Company	Nguyen Thanh Son
Dong A - Ben Tre Coconut Candy	Mr. Vo Xuan Quang
Vietsun Tourist	Mr. Nguyen Van Lam
Phan Nam One-member Limited company	Mrs Nguyen Thi Ngoc Trinh
Loc Troi Group	Dr. Duong Van Chin
Viet Green Tour Company	Mrs. Nguyen Thi My Linh
Cooking Studio Company Limited	Mr. Tran Van Dung
The Faculty of Agriculture and Natural Resource	Dr. Nguyen Thi Thanh Xuan
The Faculty of Agriculture and Natural Resource	Msc. Ly Ngoc Thanh Xuan
The Faculty of Agriculture and Natural Resource	Msc. Nguyen Thi My Duyen
The Faculty of Technology and Environment	Dr. Nguyen Tran Thien Khanh
The Faculty of Technology and Environment	Dr. Nguyen Trung Thanh
Research Management and International Relations Office	Dr. Huynh Van Tien
Property Office (PO)	Msc. Nguyen Hong Hai
The Faculty of Education	Dr. Nguyen Phuong Thao
The Faculty of Foreign Language	Dr. Tran Thi Thanh Hue
Research Center for Social Sciences and Humanities	Msc. Nguyen Truc Lam
Center For Foreign Languages	MA. Phan Van Tri
Research Center for Community Development	MA. Vo Thi Kim Hoang
Planning and Financial Office (PFO)	Mrs. Nguyen Lan Tuyen
Phong CTSV (SAO)	Mrs. Nguyen Thi Thanh Loan
Phòng KT&KTCT (Exams)	Mr. Truong Thanh Hai
Administrative Office (AO)	Mrs. Nguyen Thi Thao Linh
Property Office (PO)	Ms. Nguyen Thi Ngoc Giang
Property Office (PO)	Ms. Nguyen Thi Bao Tran
Property Office (PO)	Ms. Nguyen Thi Xuan Dao



5. Resources used for the National Workshop

Power points used are available at Dropbox:

<https://www.dropbox.com/sh/d7fr84yjeapvrem/AABZzu4Auv2KNxT8af6YEW6ba?dl=0>

6. National Workshop



The National Workshop was officially opened by Dr. Vo Van Thang, President of An Giang University after a music performance by AGU students. Following the official opening, Ms Noelia López, OGPI Senior Project Manager at the University of Alicante, presented the ENHANCE project. Afterwards, Prof. Andrej Soltesz presented an overview of commercialization strategies and good practices on University-Industry collaboration at the Slovenká Technická Univerzita v Bratislave. Afterwards, representatives from the R&I Unit of the six Vietnamese University partners presented their main research areas, their R&I Units, the services provided by the R&I Unit to research groups for the commercialization or their research products/results and a good practice on University-industry collaboration.



The second part was focused on the presentation of case studies on University-Business collaboration and main research areas by the following six private companies throughout Vietnam:

Duc Hanh BMG Wine Jsc.	Mr. Le Van Lam
Mekong Rustic	Mr. NGUYEN NGOC BICH
Huetronic Joint-Stock Company	Nguyen Thanh Son
Dong A - Ben Tre Coconut Candy	Mr. Vo Xuan Quang
Vietsun Tourist	Mr. Nguyen Van Lam
Phan Nam One-member Limited company	Mrs Nguyen Thi Ngoc Trinh

These companies, from different sectors (agriculture products, tourism, manufacturing of electronic products, candy industry and wine and distilled beverage industry), presented their companies, main research areas and needs, case studies on University-Business collaboration and some recommendations on how to improve services provided to industry by VIET Universities and to strength the links between academia and industry fostering joint initiatives in the field of research and innovation.

The contributions were followed by a networking session and a Q&A discussion session:

One of the questions raised by **Prof. Dr. Le Van An**, from the Hue University of Agriculture and Forestry, was how to enhance the curriculum of HEIs collaborating with companies. So far the knowledge provided to students was on what HEIs have, now knowledge should be provided on what market expects, according to the labour needs. Therefore education and research capacities should be enhanced. One example provided by **Prof. Andrej Soltesz** from STUBA was that at their university students go to industry for practices. **Ms. Noelia López** from UA commented that in the University of Alicante there is the figure of “Associate Professor” that works for the industry but teaches at the university part-time to provide practical knowledge to the students.

Mr. Le Van Lam from the company Duc Hanh BMG Wine Jsc. Stated that in order to facilitate the engagement from the private sector a commitment from Universities is needed. Also quality of research products is a key factor. An aspect that is also key is the Intellectual Property Right as this aspect is not clearly defined.

Prof. Dr. Le Van An commented that traditionally collaboration between Universities and Industry was facilitated by former students. However more formal collaboration is needed.

Dr. Do Van Xe from Can Tho University explained that in Vietnam most companies are small companies, however in Europe companies are medium and big. **Ms. Noelia López** commented that in the case of the University of Alicante the companies located in the



region are micro and small companies. Also in Spain more that 99% of companies are micro and small companies. Therefore there are lot of similarities between Vietnam in Spain regarding collaboration University-Industry. Also, Ms. Lopez explain that a contract agreement between University and Industry is needed to establish the mains aspects of the collaboration such as the IPRs and funding.

More discussions among HEIS and private companies followed, however as they were conducted in Vietnamese they are not stated in this report.

The National Workshop was combined with an **exhibition of scientific posters, research project and research products** (tea, wine, floating rice, etc.):



7. Feedback analysis

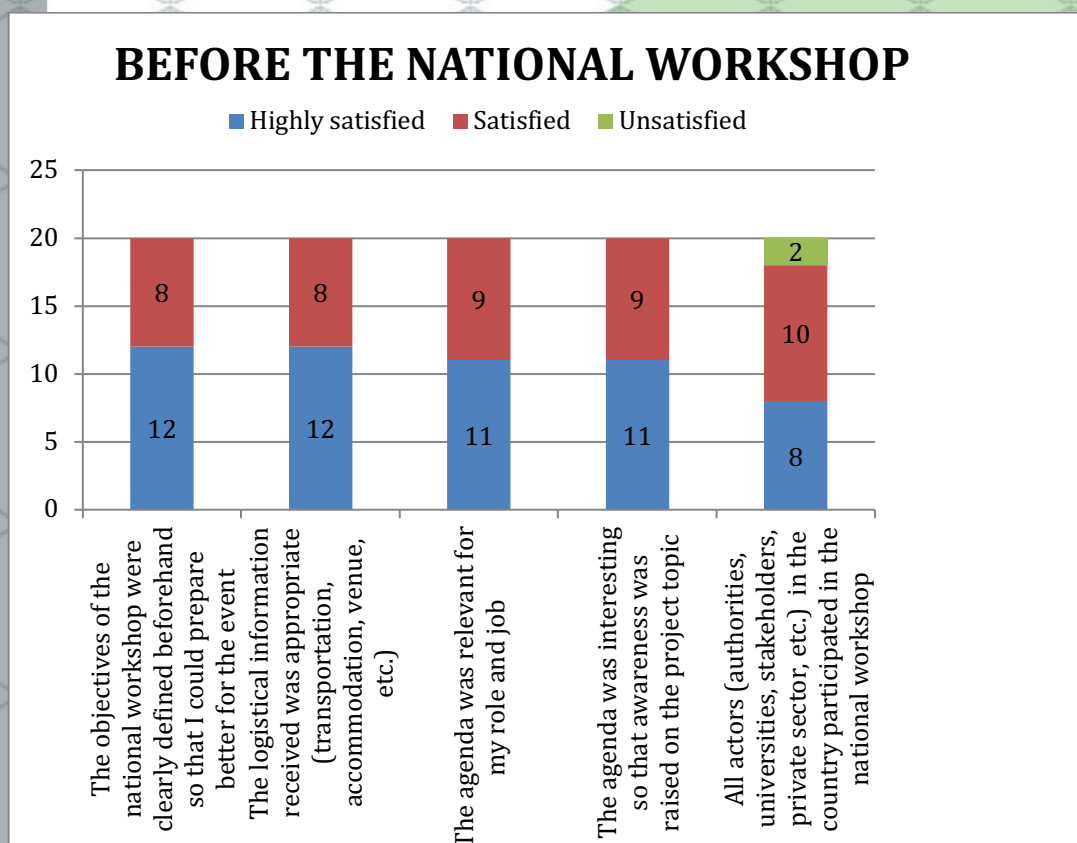
After the National Workshop in Long Xuyen City, an on-line questionnaire was distributed to the participants in order to gain feedback about the progress made during the National Workshop. The evaluation approach for analysing the quality of the National Workshop chosen by University of Alicante is based on self-rating questions, as participants have the chance to evaluate by themselves. The survey is anonymous to ensure reduced answering bias. The same survey structure and general questions will be used for all upcoming project National Workshops to ensure comparability throughout the project life cycle.



The analysis of the feedback is of special relevance for the project management as it should guide the coordinator in the process of managing the project and its processes within the partnership. Besides, the evaluation of the project offers benefits to the whole partnership, as it aims at detecting potential threats and problems. Due to this fact, corrective measures can be planned well in advance and serve as tool for early detection of deviances or challenges for project implementation.

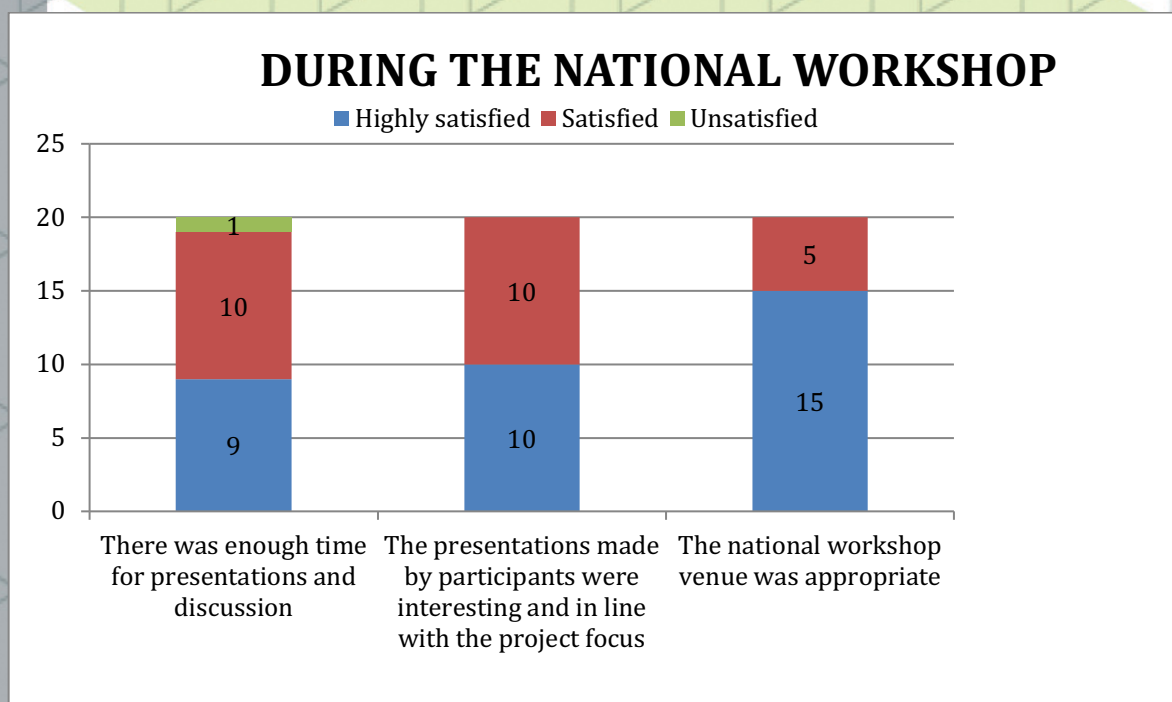
7.1. Before the National Workshop

Almost all the factors evaluated by the meeting participants in the section “Before the National Workshop” can be identified as positive with most answers being in the categories “Highly satisfied” and “satisfied”. Two respondents were unsatisfied with the point related to if all actors (authorities, universities, stakeholders, private sector, etc.) in the country participated in the national workshop. Although the event was attended by representatives from HEIs, Research Centres, authorities and private companies, this aspect will be taken into account in the next National Workshop and the participation of more relevant stakeholders will be facilitated.



7.2. During the National Workshop

Almost all the meeting participants evaluated the factors in the section “During the National Workshop” as positive with most answers being in the categories “Highly satisfied” and “satisfied”. Only one responded stated that there was not enough time for presentation and discussion. This aspect will be taken into account for the next National Workshop.

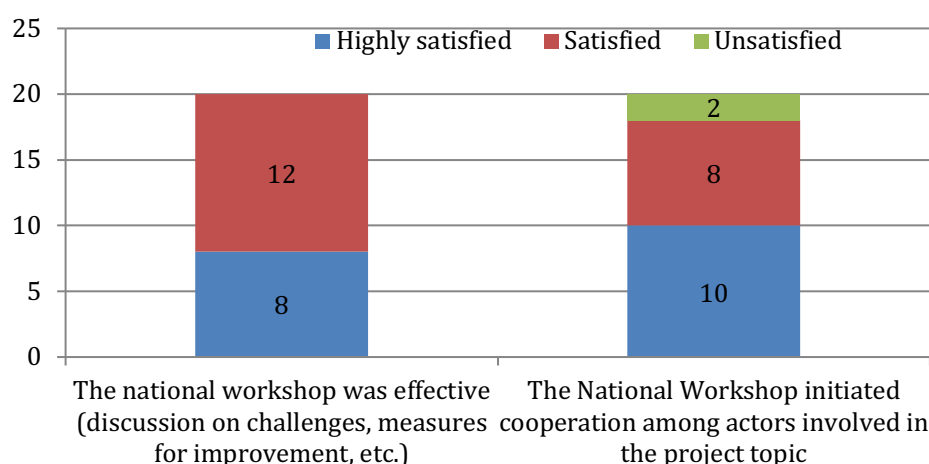


7.3. After the National Workshop

Almost all the meeting participants evaluated the factors in the section “After the National Workshop” as positive with all answers being in the categories “Highly satisfied” and “satisfied”. Only two respondents were unsatisfied with the question on if the National Workshop initiated cooperation among actors involved in the project topic. A reason to this negative answer can be due to the fact that the survey was conducted one week after the National Workshop and more time is needed to initiate this type of collaboration. However this factor will be taken into account for the next National Workshop.



AFTER THE NATIONAL WORKSHOP



7.4. Which areas/topics would you suggest for future national workshops?

The following topics were suggested for future National Workshops:

- Cooperation among actors involved
- Possible joint research projects
- Connect HEIs with more private companies
- Marketing research products
- How is evaluated the research load (publications....) versus teaching load
- Case Studies University and European company.
- Each participating university should present all achievements of commercialization of results not only within this Enhance project
- All private companies which deserve the results should be invited to come for sharing their experiences
- Sharing experiences on commercialization of research products from scientists
- From theory to practice: lesson learnt of cooperation between private company and university
- How to involve company to the university's activities

7.5. Which aspects do you think could be improved for the next National Workshop?

Most of the attendees were satisfied with the National Workshop and did not suggest any aspects to be improved. The following aspects were suggested by some attendees:



- Deep discussion for cooperation between universities and business
- More presentations about case success of Spin-off models. More meeting or group discussions to dialogue between private companies and HEIs.
- A good facilitator is needed to engage participants in the discussions.
- Discussions with participatory tools should be considered to get innovative ideas from participants
- Research products for exhibition area from different enhance network universities should have been involved, not only the ones from host university (An Giang university)
- Vietnam is an agricultural country. Results for transferring should be emphasize on high tech agriculture, food processing , food safety etc. ..
- More group discussion.

8. Conclusions and lessons learnt

Participants in the National Workshop, involving leaders, academics, researchers, R&I Unit staff and students of Higher Education Institutions and Research Centres in Vietnam, authorities and private companies shared **good practices and experiences on University-Industry R&I collaboration**.

The National Workshop also showed that there is currently **little interaction between the higher education system and the private sector**. Although there is a vision on the importance of having a fluid relationship between those actors, there is almost no implementation at this time.

The following **conclusion** and **recommendations** were shared by the HEIs:

- R&I Unit is very important to look for the potential partners. The service provided by the R&I unit helps strengthening the linkages between academia and industry and shorten the time for the university to learn from industry's vision, interests and vice versa.
- Give the R&I unit independence and autonomy to work on partnership creation and put the right person in charge.
- Improvement of marketing and communication skills of R&I Unit staff to engage companies.
- Reward the achievement to encourage more collaboration.
- Academia should take more care on the quality, applicability and effectiveness of their research products and provide research services for enterprises.



- Academia should send their students/researchers to do internship/work with/in the industries so that they can learn what research products the industries really and urgently need for their innovation.
- Good practices of links between academia and industry should be disseminated widely in the academic and industry community as a successful model of cooperation between university and industry.
- University should support to improve incubation facilities and apply for property rights.
- University should support the transfer of technology developed resulting from research projects to companies: MoU and administrative & physical support.
- Cooperation with enterprises regarding training students and working semesters.
- Training programs for enterprises.
- Organizing annual meeting or workshop on research and commercialization.
- Participating in international and domestic research exhibitions.
- Finding and providing information on research in-need.

The following **conclusion** and **recommendations** were shared by the private companies:

- Raise awareness of the benefits of co-operation and propose personal incentives for working with enterprises.
- Reduce the biggest barriers, especially secure the funding for cooperative activities and make the payment process as simple as possible.
- Promote the driving forces that create the relationship between academia and enterprise; orientate expectations, support the building of trust and commitment, strengthen the bond between academia and enterprise.
- Appropriate incentives: priority is given to recruit qualified lecturers who have experience working in companies, since those people will have positive impacts to extension of cooperation relation between universities and enterprises.
- Develop a mechanism to facilitate the connection with enterprises
- Learn experience from countries that have developed collaborative relationships, research the successful factor to applied with modification in each context. Ex: Strategy of competent persons (as in the case of Switzerland), mechanism and approach of experts (England), actions of leaders (Ireland), etc.
- The critical point of building and developing dialogue and partnership with enterprises is the training program and the skills meet the job demands.
- The State and the universities need to proactively foster the relationship between academia and enterprises.
- Building a strong network between university, company and students.
- Career orientation for first year students from company.



- Tourism development consultancy for company
- Updating lectures based on company needs and tourism development in Vietnam.
- MoU should be signed between the leader of University and Company.
- University should conduct a field study at the company for a week for scientists to understand the real problems in the practice. It is very important to define their study.
- Financial support from government should be focused on studies in the field of basic science. For applied science, the funding should be applied from the private companies as a loan and the government will pay this funding back to the company when the study is success.
- For the field of research and development section (R&D), the income of scientist should come from the output of their study (do not come from the research funding)
- Copyright of research output should belong to both scientist (university) and private company.
- Benefit of the commercialization of products should be paid to the scientist for 10 years based on the contract between scientist and private company.
- Results lie in strategies.
- Publish the research and have a better audience outreach.
- Offering solutions and have innovative programs to have a multidisciplinary collaboration among the university, the business, and the designers.
- Universities should be more active and has the preferential policies to attract some companies/enterprises invest to university so that their students have more experiences in research when they graduate.
- University should supplement in students' syllabus about trainee staffs for enterprises in proportion to their majors. As a result, students will have more practical knowledge and experiences before graduated, and then they will get jobs more easily.

The **ENHANCE** project have activities in this framework.

- Building the human capacities in R&I management and implementation by a targeted training programme
- Strengthening the institutional capacity and enhancing R&I national networking by setting up a Network of R&I Offices in Vietnam

One more **National Workshop** will be organised in the framework of the ENHANCE project as a **good practice** as they:

- Involve relevant stakeholders (although authorities and private companies should participate in the next events);



- Stimulate relevant discussions which may bring good ideas for projects, policies, other activities etc.

Annexes

- Agenda National Workshop
- Presentations
- List of participants
- Satisfaction survey

