

# Forum MTI on: The Diffusion of Nanotechnologies

→ ROOM 220



8:00 a.m. **Registration**

8:30 a.m. **Let's talk about Management, Nanotechnologies & innovation**

8:45 a.m. **Nanomarkets: building expectations about nascent markets**

*Sponsored by NanoBench Project*

*The role of large firms in building new markets*

Vincent Mangematin - Grenoble Ecole de Management, France

*Latest nanobench news: from patents to firms' activities*

Vincent Mangematin - Grenoble Ecole de Management, France

*Customer resistance to nanotechnologies*

Caroline Gauthier - Grenoble Ecole de Management, France

10:15 a.m. **Coffee break**

10:30 a.m. **Nano-commercialization: opportunities, market creation, and barriers**

*Sponsored by Nanocom Project*

*Nanocom on the barriers to the commercialization of nanotechnologies*

Patrick Vuillermoz - Plastipolis

11:15 a.m. **Nano-collaboration: clusters to accelerate the diffusion of nanotechnologies**

*Sponsored by FRIDA Project*

*The diffusion of nanotech by STMicroelectronics: a comparison between Catania and Grenoble*

Daniela Baglieri - University of Messina, Italy

*Regulatory aspects of nanotechnologies*

Claire Auplat - Imperial College London, United Kingdom

12:45 p.m. **Lunch and on-going discussions with project leaders**

2:00 p.m. **Nano-based start-up forum**

*Sponsored by Nanoexpectation Project and Grenoble Alpes Incubation*

*The incubators' perspective: a map of nano-related start-ups and preliminary learning from successes and failures*

Alain Bragagnolo - Grenoble Alpes Incubation, France

*Stories by founders of nanobased start-ups:*

Docea Power by Ghislain Kaiser, Isorg by Laurent Jamet, and discussion with practitioners of nanotechnologies

*Invitation to participate: Strategic Committee on Nanoexpectations (EANR Pnano Project)*

Sylvie Blanco - Grenoble Ecole de Management, France

4:00 p.m. **Coffee break**

4:30 p.m. **Open discussion: "Nanos: more support, less visibility"**

Vincent Mangematin - Grenoble Ecole de Management

6:00 p.m. **Closing**

Thursday, June 24