

2nd RUSTEC workshop program

November 5-9, 2012, Arizona State University

November 5, Monday

Tempe campus, Memorial Union, Turquoise room

Morning session I: 9 am – noon

Moderator: Robert Nemanich, Arizona State University

William Petuskey, Arizona State University, Tempe, Arizona
Education and Research at the Arizona State University

Fernando Jimenez, Arizona Commerce Authority, Phoenix, Arizona
International Business Priorities and Opportunities in Arizona

Rudy Vetter, Greater Phoenix Economic Council, Phoenix, Arizona
Global Business Opportunities in Greater Phoenix

Serge Leef, Mentor Graphics, Wilsonville, Oregon

System Engineering and International Business Opportunities

Afternoon session I: 2 pm – 5 pm

Anna Sokolova, (moderator) Thunderbird School of Global Management, Phoenix, Arizona
Cross-cultural Aspects in Developing Successful US-Russia Business Collaboration

Joan Koerber-Walker, Arizona Bioindustry Association(AZBio), Phoenix, Arizona
Moving Forward Faster: How Activating Arizona's Collaborative Gene Launched an Industry

Hon Dean Martin & Frank Divers, Business Development Specialists, Phoenix, Arizona
Importing and Exporting Opportunities

David Hinderliter, Intel, Chandler, Arizona

Overview of Intel Capital and Global Supply Chain

Mikhail Salaev, National Research Tomsk State University, Tomsk, Russia

Tomsk State University: Using Research to Solve Industry Challenges.

Networking: 7 pm – 9 pm

Reception and dinner in the Monti's restaurant in Tempe downtown (100 South Mill Avenue)

November 6, Tuesday

Tempe campus, Memorial Union, Turquoise room

Morning session II: 9 am – noon

Charlie Lewis, (moderator) Arizona Technology Enterprises, Scottsdale, Arizona
Technology Commercialization at Arizona State University: Policy and Practice

Robert Hisrich, Thunderbird School of Global Management, Phoenix, Arizona
Funding a Global Technology Venture

Irina Dezhina, Institute of World Economy and International Relations, Moscow, Russia
Russian Foundation for Technological Development: Boosting Business R & D in Russia

Sergey Zemlyukov, Altai State University, Barnaul Russia

Altai State University: Overview and Proposals for International Collaboration

Alexander Belyakov & Rustem Ilyasov, Kazan National Research Technological University, Kazan, Russia

Priorities in Research and Education at KNTRU: Experience and Prospective in International Collaboration

Afternoon session II: 2 pm – 5 pm

Doug Bruhnke, (moderator) Growth Nation, Phoenix, Arizona, USA

Building and Marketing a Successful Technology Business

Sanjay Dhole, Maricopa Small Business Development Center, Chandler, Arizona

Technology Commercialization: AZ SBDC support to inventors

Gary Witting, The Law Firm of Gary Witting, Tempe, Arizona

US Intellectual Property Laws: What International Entrepreneurs Need to Know

Aaron Bare, Buzz Mouth, Phoenix, Arizona

Disruptive Influences in Entrepreneurship and Innovation

Networking: 7 pm – 9 pm

Reception at a private residence in Paradise Valley. Directions will be provided at the registration desk

November 7, Wednesday

Tempe campus, Memorial Union, Turquoise room

Morning session III: 9 am – noon

Stephen Goodnick, (moderator) Arizona State University, Tempe, Arizona

Nanotechnology and Renewable Energy Research and Education at ASU

Stephen Johnston, Arizona State University, Tempe, Arizona

Opportunities for International Collaboration at ASU Biodesign Institute

Sayfe Kiaei, Arizona State University, Tempe, Arizona

Radio Frequency Systems Design: Research at Arizona State University and Collaboration Opportunities

Gennadi Bersuker, SEMATECH, Austin, Texas

International Collaborations in Nanoelectronics: Consortia Approach

Marc McComb, Microchip Technology, Chandler, Arizona

Introducing Microchip Technology's Academic Program

Afternoon session III: 2 pm – 5 pm

Evgeni Gusev (moderator), Qualcomm, San Jose, California

Panel: Bringing Novel Disruptive Technology to the Consumer Space: the Role of Global Operations

Vyacheslav Andreev, Ioffe Physical Technical Institute, St Petersburg, Russia

Concentrator Photovoltaic Installations Based on III-V Solar Cells

Alexander Shalumov, Russian Academy of National Economy and Public Administration,
Moscow, Russia

ASONIKA: Art of complex modeling of physical processes in electronic equipment

Herb Hayden, Southwest Solar Technologies, Phoenix, Arizona

Overview of Southwest Solar Technologies Inc. Assets for Collaborations in CPV and CST

Serge Leef, Mentor Graphics, Wilsonville, Oregon

Mechanics of Management and Leadership in Technology Companies

Networking: 7 pm – 10 pm

Networking night social meeting at the W Scottsdale Hotel (7277 East camelback Road,
Scottsdale)

November 8, Thursday

Tempe campus, Engineering Research Center (ERC), room 533

Morning session IV: 9 am – noon

Jim Cook, (moderator) ASU Venture Catalyst, Scottsdale, Arizona

University's Venture Catalyst Organization

Sergey Beznosyuk, Altai State University, Barnaul, Russia

*Computational Chemistry and Biomimetic Nanostructures: Center Proposal for ASU-ASU
collaboration*

Igor Shishkov, Arizona Oncology Services, Phoenix, Arizona

Oncology therapy: Opportunities for International Collaboration

Vlad Pavlov, rollApp, Palo Alto, California

What I Have Learned In My Third Startup

Eugen Buff UsTech Discovery, Boston, Massachusetts, USA

Open Innovations as a new Business Reality and what it means for Technical Innovations

November 9: Friday

Tours and individual meetings