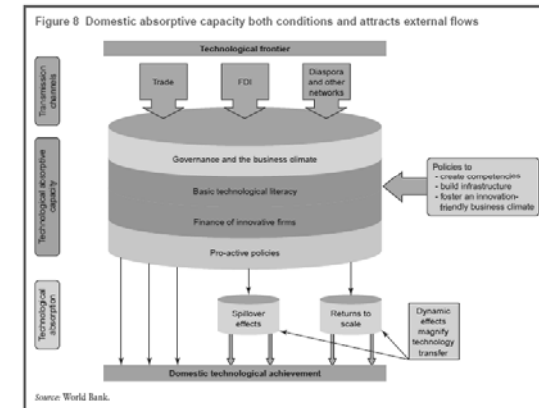


Transfer of Advanced Technologies And the Role of the Technology Suppliers

Michel Haddad
Managing Director
National Instruments Arabia

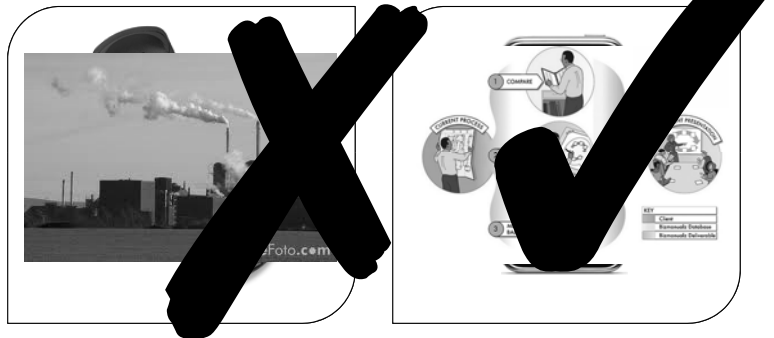
1

Exposure & Absorption of Technology



2

What Is Technology Transfer?



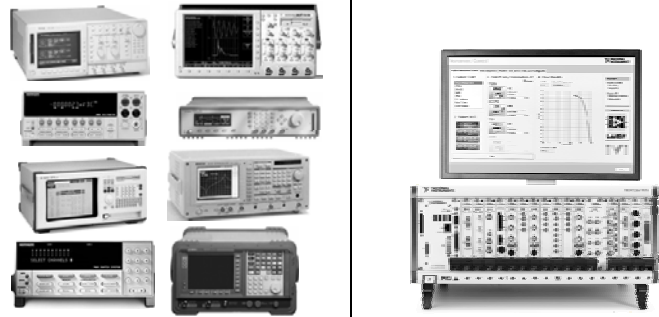
3

Technology Transfer: Empower Local Talent



4

Example: National Instruments



Box Instruments: Closed System

PXI Modular Instruments: Open Platform

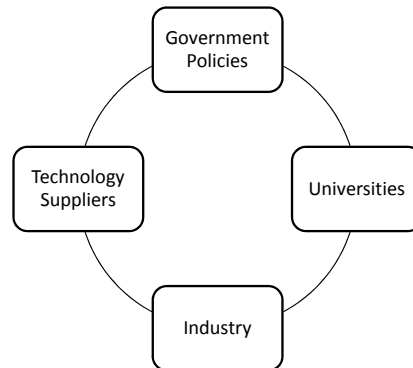
5

Example of Exposure & Absorption



6

Sustainability



7

Example of Eco System



8

The Role of Academia

- First recipients of new technologies
- Training of human capital
- Research and link to local industry



9

Academia as a Local Solution Provider

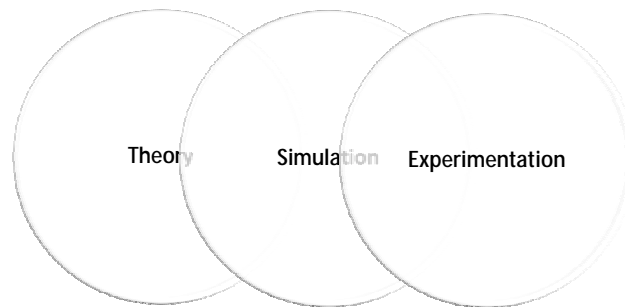


Lebanese University +
Industry Need +
NI Technology use =
Solution less than 10,000 USD



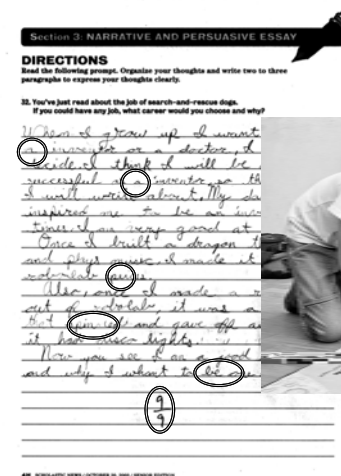
10

The Case for Experimental Learning



11

Inspiring Engineering



12



Technology Accessibility

- Locally relevant programs
- NI tools affordable to select groups:
 - SMEs
 - Universities/Incubators
 - Partnerships with Non-Profit Org.

13

Examples of Planet NI Projects



14

25/10/2011

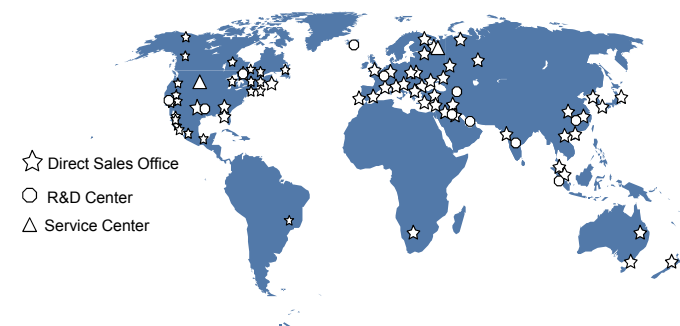
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Example of Planet NI in Academia



15

Win-Win for Global Organizations



16