



# SCALING IDEAS *from the* nanometer *to the* MARKETPLACE

Photo Courtesy: National Science Foundation

## North Carolina Nanotechnology Commercialization Conference

Raleigh Convention Center  
March 25-26, 2009

NC Dept of Commerce, Office of Science and Technology  
[www.ncscitech.com/ncncc](http://www.ncscitech.com/ncncc)

Small Business and Technology Development Center  
[www.sbtcd.org](http://www.sbtcd.org)



# “Nano Industry Shifts from R&D to Commercialization”

- *Headline; Small Times Magazine • November 6, 2008*



credit: nCoat, Inc.

The promise of nanotechnology is moving from the lab to the marketplace. In 2007, \$147 billion worth of nanotech-enabled products sold worldwide, and global corporations are positioning themselves to take advantage of the coming growth in this important technology. A recent survey of leading corporations conducted by Lux Research found that 100% of the companies interviewed cited external cooperation with universities, start-ups, or corporations as a key component to their strategies, and 94% of respondents report their organizations have a specific strategy for exploiting nanotech innovation.

Is your organization prepared to take advantage of this global shift to commercialize nanotechnology? Do you know where to turn to access the people and resources you'll need to be successful in this fast-moving industry?

The **North Carolina Nanotechnology Commercialization Conference** brings together entrepreneurs, business leaders, researchers, investors, and service providers from across North Carolina and the nation to focus on this critical question of nano commercialization. In two carefully structured days packed with educational workshops and networking opportunities, you'll meet key researchers and industry leaders who are driving nanotechnology success in the state of North Carolina.



credit: NCSU Nanotechnology initiative

## Featured Speakers



### Plenary Lecture: The Nanotechnology Opportunity: Comparing Nanotech with Life Sciences and IT

Matthew Nordan  
*President, Lux Research*



### Opening Keynote: The value of commercializing nanotechnology

Dr. Joe DeSimone  
*Chancellor's Eminent Professor of Chemistry, UNC- Chapel Hill;  
William R. Kenan Jr. Distinguished Professor of Chemical Engineering,  
NC State University*

*full speaker list online at [www.ncscitech.com/ncncc/speakers.htm](http://www.ncscitech.com/ncncc/speakers.htm)*

## About The Cover

Nano Trees,” a 3-D nanostructure grown by controlled nucleation of silicon carbide nanowires on gallium catalyst particles. As the growth proceeds, individual nanowires ‘knit’ together to form 3-D structures. Note: All the images in the “3-D Nanostructure” series were taken with a scanning electron microscope. Image color was modified using Adobe Photoshop. (Year of image: 2004)

*Credit: ©Ghim Wei Ho and Prof. Mark Welland, Nanostructure Center, University of Cambridge.*

# Conference at a Glance

full agenda online at [www.ncscitech.com/ncncc/program.htm](http://www.ncscitech.com/ncncc/program.htm)



credit: Holly Jacques

## Wednesday, March 25

### Raleigh Convention Center

- |               |   |
|---------------|---|
| 12:30pm       | Conference Registration Opens   |
| 1:00 - 2:30pm | Workshops <ul style="list-style-type: none"><li>• What is nanotechnology, and why should you care?</li><li>• How can I commercialize and fund my nanotech breakthrough?</li></ul> |
| 3:00 - 4:30pm | Tutorials: Find out more about: Nano-bio, Nano-devices, Nanomaterials   |

### North Carolina Museum of History

- |               |  |
|---------------|--|
| 5:30pm        | Networking Reception - sponsored by <i>The Friends of North Carolina Organization</i>  |
| 6:15 - 7:15pm | Plenary Lecture<br>The Nanotechnology Opportunity: Comparing Nanotech with Life Sciences and IT<br>Matthew Nordan, President, Lux Research |
| 7:15 - 9:00pm | Dinner and Networking Reception  |

## Thursday, March 26

### Raleigh Convention Center

- |                 |  |
|-----------------|--|
| 7:45am          | Conference Registration and Breakfast  |
| 8:30 - 9:30am   | Opening Keynote: The Value of Commercializing Nanotechnology<br><i>Dr. Joseph DeSimone, Chancellor's Eminent Professor of Chemistry, UNC- Chapel Hill;</i><br><i>William R. Kenan Jr. Distinguished Professor of Chemical Engineering, NC State University</i> |
| 9:30 - 10:00am  | Exhibitor's Hall and Coffee Break  |
| 10:00 - 11:15am | Creating Discoveries: Nanotech R&D and Education in North Carolina.<br>Chair: Mark Wiesner, Professor, Civil and Environmental Engineering, Duke University  |
| 11:15 - 12:30pm | Nurturing Innovation: Nanotech Start-ups and Small Businesses in North Carolina<br>Chair: Shobha Parthasarathi, Director, Technology Development, NC Biotechnology Center  |
| 12:30 - 1:30pm  | Luncheon Plenary Session: North Carolina Government and Nanotechnology<br>Governor Beverly Perdue (invited)  |
| 1:30 - 2:45pm   | Enhancing Products: Nanotech Uses Across Industries in North Carolina<br>Chair: Jon Obermeyer, Wake Forest Health Sciences   |
| 2:45 - 4:00pm   | Generating Growth: Nanotech Opportunities in North Carolina<br>Chair: Katrin Burt, Investment Team, Intersouth Partners  |
| 4:00 - 5:00pm   | Networking ice cream social  |

# Conference Venues and Hotels

## *Raleigh Convention Center*

500 South Salisbury Street • Raleigh, NC 27601 • Phone: 919-996-8500 • Fax: 919-996-8550

The **North Carolina Nanotechnology Commercialization Conference** will be held at the beautiful, new Raleigh Convention Center in downtown Raleigh. The Raleigh Convention Center offers high-tech and incredibly flexible meeting rooms featuring state-of-the-art audio/visual equipment and private and versatile spaces that allow guests to conduct business in a tailor-made environment. Open and airy, the 4,100-square-foot, street-level mezzanine features granite details, casual seating arrangements and a gracious reception area to create the ideal spot to mix and mingle before or after events.

## *North Carolina Museum of History*

5 East Edenton Street • Raleigh, NC 27601 • Phone: 919-807-7900 • Fax: 919-733-8655

Wednesday evening's reception and lecture will be held at the North Carolina Museum of History. Located on Bicentennial Plaza near the state Legislative Building, the facility offers a unique setting for conversation and networking.

## *Raleigh Marriott City Center*

500 Fayetteville Street • Raleigh, North Carolina 27601 • Phone: 919-833-1120 • Fax: 919-334-0290

The brand new Raleigh Marriott City Center, connected by an underground walkway to the new convention center, features guest rooms and suites with luxurious bedding, wireless Internet, in-room safe and 37-inch flat-panel plasma TV.

## *Sheraton Raleigh Hotel*

421 S. Salisbury Street • Raleigh, NC 27601 • Phone: 919-256-1408 • Fax: 919-833-6342

The Sheraton Raleigh Hotel, located conveniently adjacent to the Raleigh Convention Center, is a recently remodeled hotel featuring high speed Internet access, well appointed rooms, and a heated pool, as well as easy access to downtown Raleigh attractions.

## Registration

Early registration, January 15th - March 15th (online).....\$125

Late registration, March 25th - 26th (on-site)..... \$175

The North Carolina Nanotechnology Commercialization Conference offers a tremendous value for your money. Your registration fee includes all workshops, tutorials, and lectures, plus the Wednesday evening networking reception event and the Thursday breakfast and luncheon.

Online registration for the conference is now open.

To register, visit:

[www.ncscitech.com/ncncc/register.htm](http://www.ncscitech.com/ncncc/register.htm)

## Sponsors

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