

Agenda – TMN Meeting #31

Meeting topic: **Technology Commercialisation, including the Role of Collaboration”**

Date: Thursday 2nd - Friday 3rd December 2010

Venue: Alaska Building, Shell EPi Centre, Lange Kleiweg, 2288 Rijswijk, Netherlands
[+31] 070 447 3911

Local contact: Peter van Giessel, Shell, [+31] 070 447 3631

OTM contact: Chris Dudgeon, OTM Consulting, mobile [+44] 07810 544495, office [+44] 1483 598000

Hotel: Grand Winston Hotel, Generaal Eisenhowerplein 1, 2288 AE Rijswijk, Netherlands,
[+31] 070 4141500. Please ask OTM if you would like them to book a room for you.

Travel: Please see map attached showing the location of the meeting venue. The venue is approximately one hour from Amsterdam Schiphol airport by taxi or train. Please ask OTM if you would like them to book an airport transfer.

Day 1 (Thursday 2 nd)			
1	Welcome and review of agenda	OTM	09.00
2	Introductions and objectives	All attendees	09.10
3	Introduction by host	Shell	09.20
4	Round table sharing of successful practices / case histories etc related to meeting topic (see briefing notes on attached sheet)	All attendees	09.45
	Coffee		10.45
5	Round table sharing (continued)	All attendees	11.00
	Lunch		12.30
6	External perspective on technology commercialisation - 1	Martin Trewhella, Head of E&P Technology Strategy, OTM Consulting	13.45
7	External perspective on technology commercialisation - 2	Trevor Burgess, Managing Director, Lime Rock Partners	14.30
	Tea		15.15
8	Lab tour/ demonstration		15.30
9	Round table sharing (continued)	All attendees	16.30
	End of day 1		17.30
	Dinner (details to be confirmed)		19.00
Day 2 (Friday 3 rd)			
	Start of Day 2		09.00
10	Further round-table discussion and conclusions	All attendees	09.00
	Coffee		10.30
11	Discussion on emerging themes and practices	All attendees	10.45
12	TMN future plans – meeting topics etc Any other business	All attendees	12.00
	Lunch		12.30
	End of meeting and departure		13.30

Presentation and Discussion Guidelines

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members attending the meeting will each present a few overheads/ slides on their company's practices/ lessons learnt relating to the meeting topic. Please bring no more than ten slides for your presentation, to ensure we have plenty of time for open discussion and Q&A throughout the meeting.

Regarding the meeting topic, and areas to address in your presentation and discussions, the meeting topic will be 'Technology commercialisation, including the role of collaboration'. We are taking technology commercialisation to mean the activity whereby technology is progressed from proof of concept (TRL 4) to field-proven commercially-available product or service (TRL 9).

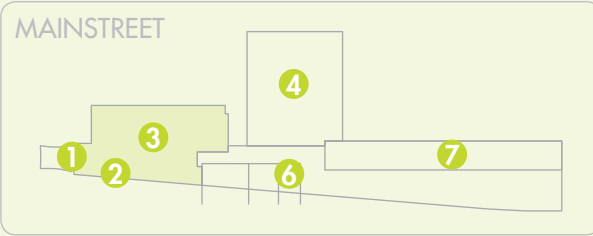
For the purposes of this meeting, we propose addressing three modes of commercialisation – internal, partnership, and third-party:

- Firstly, commercialisation that takes place internally (i.e. wholly within your own company);
- Secondly commercialisation that takes place in partnership with an external organisation (e.g. a service company);
- Thirdly commercialisation that takes place externally through a third party organisation supported in some way by your company (e.g. supporting/ steering via a JIP, providing field trial opportunities, etc).

Based on the topic, please address the following areas in your presentation:

1. Description of the technology commercialisation processes within your own company (including development, qualification, field trials, pilots, internal/ external marketing, etc).
2. Overview of recent/ ongoing technologies commercialised by your own company – either internally, or in partnership, or through third parties. Please provide a comprehensive summary.
3. Key challenges within technology commercialisation.
4. Key tools (e.g. software and procedures) and in-house staff resources used for technology commercialisation.
5. Metrics/ performance measures used by your company to promote the commercialisation of new technologies.
6. Collaborative mechanisms used for technology commercialisation (e.g. with peers/ license partners, technology developers, eventual product/ service suppliers) including strategic alliances, JIPs etc, and how to make these work.
7. Key success factors for commercialisation.
8. Case histories.

Map of EpiCentre

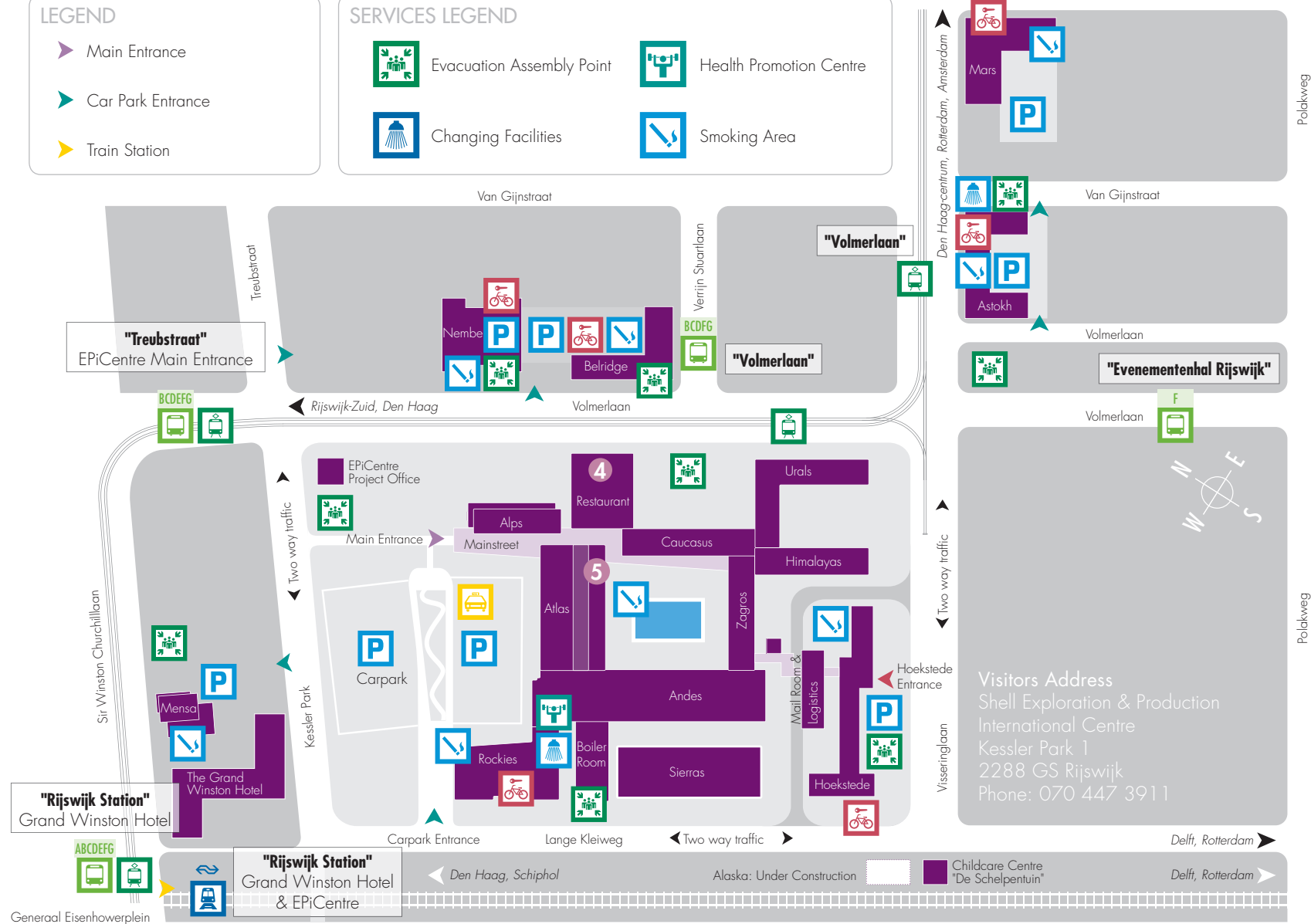
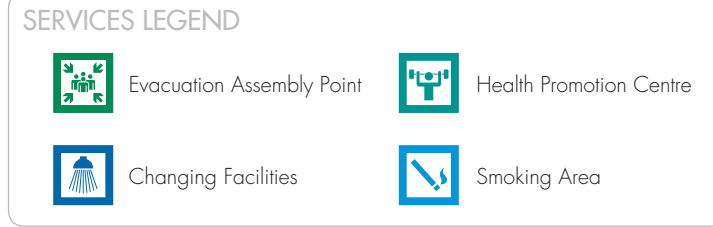
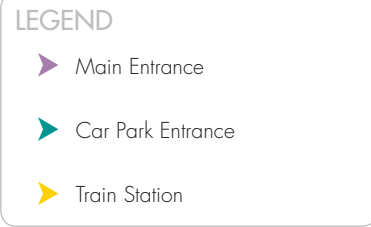


- 1 Main Entrance
- 2 Main Reception
- 3 Ground Floor: Public Area, Business Lounge, Lockers, Wardrobe, Meeting Rooms
First Floor: Ambassadorial Area, Prayer Room
- 4 Ground Floor: Restaurant
First Floor: Meeting Rooms
- 5 Ground Floor: Atlas Meeting Rooms
- 6 Ground Floor: Coffee Corner
First Floor: Sandwich Shop
- 7 Service Plaza: ATM [Cash dispenser], Site Shop, Site Support Centre, Walk-in Facility, Ondernemingsraad (OR), Outpost, Photo Room, Key Room, GI-D Cards, ABN AMRO Bank, Library Shop

TRANSPORT LEGEND

- Train Lines**
Rotterdam & Den Haag CS/Leiden/
Amsterdam Schiphol
- Parking**
- Bicycle Shed**
- Taxi Rank**
- Tram**
Tram 17 [Wateringseveld]
Tram 17 [Den Haag incl. HS/CS]
- Bus**
A Bus 23 [Duindorp]
Bus 23 [Kijkduin]
B Bus 33 [de Schilp, Rijswijk]
Bus 33 [Leidschenveen]
C Bus 50 [Centrum West, Zoetermeer]
Bus 50 [Rijswijk]
D Bus 52 [Kryptonstraat, Zoetermeer]
Bus 52 [Rijswijk]
E Bus 18 [Clingendael, Den Haag]
Bus 18 [de Schilp, Rijswijk]
F Bus 130 [Grote Markt, Den Haag]
Bus 130 [Abtswoudsepark, Delft]
G Bus 30 [Den Haag CS]
Bus 30 [Station West, Maassluis]

"Name" Name of bus/train/tram stops



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International Centre
Kessler Park 1
2288 GS Rijswijk
Phone: 070 447 3911

Alaska: Under Construction

Childcare Centre "De Schelpentuin"