



# WEBINAR 6

## UNIVERSITY-BUSINESS COLLABORATION

*#MasterClass*



12TH NOVEMBER, 2025  
5:00 PM (ERBIL TIME)

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## MODULE 6

# University–Business Collaboration

This webinar showcases in detail the experience of the **University of Murcia - UMU** 's **Technology Transfer Office (OTRI)** in promoting structured and **strategic collaboration between academia and industry**. It presents how OTRI identifies research results with transfer potential, supports intellectual property protection, and facilitates dialogue between researchers and companies. The session highlights concrete mechanisms for innovation and research commercialization, such as licensing agreements, spin-offs and start-ups, technology-based services, joint R&D projects, and innovation vouchers. It also explains how OTRI maps industrial needs, matches them with academic expertise, and builds long-term partnerships with businesses at regional, national, and international level.

In addition, the webinar presents tools and channels for identifying and **accessing funding opportunities** for public–private transfer projects, including competitive calls, European programmes, and regional innovation schemes. It describes step-by-step how OTRI supports the design, negotiation, and management of collaboration agreements, from the first contact with companies to project implementation and follow-up.

## Our Trainer

**Begoña Alonso Estévez** holds a Law degree with a specialisation in European Union Law and additional training in knowledge transfer and protection. She has more than 18 years of experience in managing research and transfer projects at regional, national, and European level.

She has worked at the Regional Government of Murcia (CARM) and, since 2007, at the **University of Murcia**, where she is currently a **Transfer Technician at the Office for the Transfer of Research Results (OTRI)**. Her career has focused on the administrative and financial management of projects, as well as on supporting researchers throughout the entire project cycle. She has consolidated experience in institutional dialogue, drafting agreements and contracts, and monitoring and financial justification of grants for transfer and innovation initiatives.

### M6 WEBINAR

- **Date:** November 12, 2025
- **Time:** 3.00 - 4.30 PM (CET) / 5.00 - 6.30 PM (Erbil time)
- **Title:** University-Business Collaboration
- **Trainer:** Begoña Alonso Estévez, UMU