



ISFAHAN REGIONAL CENTER FOR TECHNOLOGY  
INCUBATORS & SCIENCE PARKS DEVELOPMENT  
(UNDER THE AUSPICES OF UNESCO)

NEWSLETTER

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## *Development & networking*

LATEST ACTIVITIES ON SCIENCE PARKS  
AND INCUBATORS DEVELOPMENT AND  
NETWORKING IN THE REGION

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## The Evaluation of IRIS by UNESCO:

Isfahan regional center for technology incubators and science parks development (IRIS) has been under the auspice of UNESCO since 2010. This periodic agreement with Isfahan Science and Technology Town (ISTT), was initially extended for 6 years and its continuation was subjected to further performance evaluations and inspections at the end of its duration. Due to the fact that this period was drawing near to an end, UNESCO sent a party of evaluators consisting of Dr. Yoslan Nur, Senior Program Specialist in science division, Dr. Jummai Umar-Ajjola and Prof. Rongping Mu to analyze the institutes past performance and determine the scope of its activity. The evaluating team entered Iran on the 3rd of May 2015 and stayed for a period of 10 days. Upon the completion of this visit, the before mentioned committee will asses whether or not to renew the agreement for another 6 years. They will also determine that in line and comparison to UNESCO'S mission statement, in which fields the institute is doing well and where it needs further activity. This assessment will be presented as a report to UNESCO'S general assembly in October 2015. UNESCO'S evaluating party left Iran on the 12th of May 2015 and have corresponded with IRIS that they are in the process of preparing their report which as mention before will be announced to ISSTT at UNESCO'S general assembly.



## The 11th National Sheikh Baha'i festival:

### **This year the National Sheikh Baha'i festival was held in Tehran.**

The annual Sheikh-Baha'i Technopreneurship Festival was held from the 9th to the 11th of May in Tehran this year. This festival is annually held in Isfahan by Isfahan Science and Technology Town (ISTT), but this year due to its coinciding dates with the first National Olympiad for student business plans, and their similar and parallel objectives, it was decided to combine both events and choose Tehran as its venue.

The main objectives of the event were the promotion and development of creativity, nurturing the culture of innovation, fostering Technopreneurship (entrepreneurship based on creativity and innovation), and introducing Technopreneurship as a tool for the development of economic growth for different countries. Such an event automatically creates an interface between active participants of various fields of Technopreneurship, which in itself promotes further innovative thinking. The festival as always was organized in two general sections; competitive and non-competitive. Identification of the best technopreneurs, the best business planners, and the best technopreneur sponsors was carried out in the competition section. The non-competitive section included Exhibitions, an Idea Exchange Market, and Training Seminars/Workshops.

The admittance of business plans from universities across the country in the National Olympiad of Student Business Plans and also the presence of international investors were amongst the different parts of this festival which were unique this time around. Although at this time the festival performs as a national event for Technopreneurs within the country, but in prospective it can grow internationally and include participants from the whole region. The different parts of the festival was categorized as followed;

#### ***The non-competitive section of the Sheikh-Baha'i festival***

- Idea Bourse and the Sales and Distribution of Technology
- Exhibition of the Achievements of Technopreneurs
- Training Workshops
- Idea Show

#### ***The competitive section of the Sheikh-Baha'i festival :***

- **Competition of Business planners**
  - \* Open business planners
  - \* National Olympiad for Student Business Planning
- **Competition of Technopreneurs**





## Visitors to IRIS :

### **Visit of Prof. Dr. Freidhelm Gehrman, Director at Steinbeis University in Berlin and Institute for Global Consulting and Government to IRIS:**

A German group of two officials, Dr. Friedhelm Gehrman the Director of Steinbeis Transfer Institute for Global Consulting and Government, and Dr. Reza Malek Mohammadi the vice director visited ISTT and IRIS from the 12th to the 13th of August 2015. On the first day, a workshop was held in ISTT on the subject of the SteinBeis Foundation of Germany with the distinguished guests and the cooperation of IRIS (Isfahan Regional Center for Technology Incubators and Science Parks Development under Auspices of UNESCO) and the presence and help of West Asia and North Africa (WANA) Division of IASP President, Dr. Karimian Eghbal.

Dr Gehrman and Dr Malek Mohammadi were the speakers in this workshop.



The Foundation consist of three parts; SteinBeis Enterprise, SteinBeis University (the biggest private university in Germany), and the SteinBeis Charity. During this workshop they explained that the main services of this foundation are research and development, networking, the transferring of technology, and providing training and employee development. This workshop was held for knowledge-based companies who are tenants in ISTT, and small and medium size enterprises residing in the area in order to help introduce them to the services provided by SteinBeis and for possible future collaborations through the foundation.

On the second day, the International Affairs Office arranged face-to-face business consultations for a selected number of companies who had previously requested to participate. The main objective of these meetings were to find and offer solutions for issues and problems which companies have encountered in the way of internationalization and international relations with European companies.



## Visitors to IRIS :

### Visit of Henry Beniard, of Reddal international to IRIS:

Mr. Henry Beniard of the Reddal company in Finland visited ISTT and IRIS on the 2nd of Sep 2015.

During his session with Dr. Mohammad Javad Omid, the Director of IRIS and his international affairs staff and after a short presentation about ISTT and its international efforts in IRIS, many issues and ways of cooperation were discussed.

At first, Mr. Beniard explained the main activities of Reddal in providing a new generation of service companies to interested users. Reddal industrializes advanced business functions, servicing the client with high cost efficiency. They provide a high quality yet low cost 24/7 business development and business building service, making sure their customers have the required capacity for growth. Reddal typically works with senior management and front line staff on issues around strategy, organic/inorganic growth, operational effectiveness or financial turnaround.

Upon understanding the main functions of Reddal and establishing the potential and capacity of ISTT and IRIS, several possible ways of cooperation were raised and discussed and are now under feasibility examinations.

Mr Beniard expressed his hopeful outlook towards building a sustainable relationship with IRIS and in its yielding fruitful future collaborations both within Iran and also internationally.



## Visitors to IRIS :

### **Visit of Dr Sadollah Nasiri Gheydari, the newly appointed Secretary-General of the Iranian National Commission for UNESCO to IRIS:**

Dr. Sadollah Nasiri Gheydari, who has recently been appointed as the secretary general of the Iranian national commission to UNESCO, visited Isfahan Science & Technology Town (ISTT) and Isfahan Regional Center for Technology Incubators & Science Parks Development, under the auspices of UNESCO (IRIS). The session between Dr Nasiri Gheydari accompanied by several of his managers with the staff at IRIS took place on his visit to the province of Isfahan on Sep 2nd, 2015. During his visit to IRIS, he was informed of the main objectives and intensions of establishing such a institute and therefore of the importance of his support and influence within the region. Dr. Nasiri Gheydari promised to help IRIS overcome it's various problems and also assist in the introduction of the centre to different international institutes. Also amongst the subjects discussed was the organization of a workshop within the Iranian national commission to UNESCO for different countries of the region on the topic of the creation of science parks and technology incubators and its benefits within the region.





## Visitors to IRIS:

### Visit of the Baden-Württemberg delegation to IRIS:

A German delegation of the Baden-Württemberg region headed by the Deputy Minister President and the Minister of Finance and Economics of the state of Baden-Württemberg Dr. NILS Schmid entered Iran for a period of 6 days from the 4th to the 10th of September 2015. During this visit of Iran they travelled to Isfahan and in particular to Isfahan Science and Technology Town (ISTT) and Isfahan Regional Center for Technology Incubators and Science Parks Development under the Auspices of UNESCO (IRIS) on the 8th of September 2015. Upon arriving at ISTT the delegation first attended a conference with the staff of ISTT and IRIS including DR. Mehdi Keshmiri governing board member and president of ISTT, Dr. Mohammad Javad Omidi the Director of IRIS, and Dr. Karimian Eghbal advisor to ISTT. At first Dr. Keshmiri welcomed the delegation to ISTT and expressed his hopes and aspirations in establishing a long lasting working relationship with the region of Baden-Württemberg and its industries and commerce. After which a presentation of ISTT and IRIS was given to showcase the achievements and accomplishments of these institutes within the past decade and also to highlight the underlying potential for future collaborations and expansions to come. At this point the podium was given to Dr. NILS Schmid who expressed his gratitude for the invitation to visit ISTT and IRIS with his companions, and also his great surprise to the extent of achievements yielded by ISTT and IRIS under such hard conditions. He stated that there were great similarities between the mind set of Baden-Württemberg and ISTT and so with such similarities, both parties have parallel goals and motives to path the way for future cooperation in research, education, and commerce. At this point gifts were exchanged between the delegation of Baden-Württemberg and ISTT. After the conference the delegation proceeded to the garden area of the Sheikh Baha'i building within ISTT in which they met with several of the teams representing different tenant companies of ISTT to further familiarize themselves with the talent residing here.



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