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Commercialization Center for Innovative Technologies Receives International Honor

NORTH BRUNSWICK, N.J. — The National Business Incubation Association has again awarded the NBIA Soft Landings International Incubator designation to the Commercialization Center for Innovative Technologies (CCIT) in North Brunswick, N.J. This was CCIT's first renewal of the designation they earned in 2007.

Through its Soft Landings program, NBIA recognizes incubators that are especially capable of helping nondomestic companies enter the incubator's domestic market. The Commercialization Center for Innovative Technologies was selected for the program because of its slate of business services for nondomestic firms and its demonstrated success at helping firms enter the U.S. market, said Randy Morris, NBIA director of membership.

Business incubation programs like CCIT catalyze the process of starting and growing companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful. Incubating nondomestic firms takes more than the standard set of incubation services, however. "The Soft Landings designation recognizes an incubator's focus on welcoming nondomestic firms into its domestic market with translation services, help cutting through governmental red tape, access to capital, domestic market research and other programs," Morris said.

A panel of experienced NBIA-member incubator managers evaluated the Soft Landings applications. According to Morris, the judges were impressed with CCIT's unique support for nondomestic firms.

CCIT accentuates its standard incubation services with assistance tailored specifically to nondomestic firms, including collaborative relationships with major corporations, four universities, distributors, and research centers and hospitals in New Jersey, as well as an “international incubator/research park network,” which provides businesses with access to experts around the globe.

NBIA’s Soft Landings designations are effective for two years; programs must reapply biennially for continuing designation. There is no cap on the number of designations available in a given year or over time. The Commercialization Center for Innovative Technologies is one of only 16 business incubation programs from around the world that have earned the designation since NBIA began the program in 2005.

The National Business Incubation Association is the world’s leading organization advancing business incubation and entrepreneurship. For more information about the NBIA Soft Landings program, visit www.nbia.org/member_services/soft_landings/.

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