Research Marketing in the Central, Eastern and South Eastern European Region

Federal Ministry of Education and Research: Call for proposals 2010/2011

Documentation

Federal Ministry
of Education
and Research

Research in
Germany
Land of Ideas

Introduction

Germany has a prominent position in science, research and development. German companies are pioneers in developing innovative products, and "Made in Germany" stands for the quality of Germany's products and its high level of workmanship. In today's globalized world, scientific and technological progress is no longer restricted by national borders, but achieved through collaborative efforts and exchanges between academics, researchers and technicians from all over the world. Knowledge and science have gone global, and international competition will continue to grow.

In order to open up new markets and exploit technologies, Germany aims to expand its technological position through partnerships with outstanding competence centres and at the same time strengthen its function as a gateway to Europe for its partners worldwide. To support this goal, the Federal Government has developed a national initiative to promote Germany as a research location. Entitled "Research in Germany – Land of Ideas", it presents Germany's attractive research environment. "Research in Germany" is a generic measure within the Federal Government's Strategy for the Internationalization of Science and Research . This strategy provides the Federal Government's answers to the challenges of global competition confronting the science and innovation system.

The cooperation with Central, Eastern and South Eastern European countries has a long and fruitful tradition in science and research. For many years now, strategic partnerships and research networks with partners in the region have been in existence and scientists from institutions in the region are attractive and reliable cooperation partners for German companies, institutions of higher education and research establishments. Furthermore, this cooperation contributes to strengthening the European Research Area.

The BMBF has set up the ideas competition "Implementation of Marketing Measures in the Target Region of Central, Eastern and South Eastern Europe", which is geared towards innovative German research networks and aims to establish and strengthen their ties to the region. The ideas competition has turned out to be a successful and sustainable instrument that has been very attractive for German networks.

The brochure presents, now for the fifth time, six projects – examples of practical research marketing applications – which were carried out under the fourth call for proposals issued by the BMBF in 2010. These projects demonstrate the broad spectrum in which German institutions cooperate with partners in the Central, Eastern and South Eastern European Region. The contributions in this brochure have been provided directly by the participating institutions, which are solely responsible for the content. The BMBF gratefully acknowledges their contributions.

[1] Strengthening Germany's role in the global knowledge society. Strategy of the Federal Government for the Internationalization of Science and Research, www.bmbf.de/pub/Internationalisierungsstrategie-English.pdf

[2] More information about the call can be obtained from: http://www.bmbf.de/foerderungen/14674.php

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Anwendungszentrum GmbH Oberpfaffenhofen

Background

The European Satellite Navigation Competition (ESNC), an international innovation contest that rewards the best ideas for applications in satellite navigation, has been held by Anwendungszentrum GmbH Oberpfaffenhofen (AZO) since 2004. As part of the competition, AZO has established a network that covers 23 regions around the world and is supported by partners like the European Space Agency (ESA), the German Aerospace Centre (DLR), the European GNSS Agency (GSA) and industry partners like TÜV SÜD and NAVTEQ. The network connects the technology hubs and companies that boast some of the most important players in the fields of incubation, prototype and product development, market development and idea management for applications related to satellite navigation. Aerospace clusters and other regional initiatives involved in the network now give entrepreneurs crucial access to potential partners and investors. As demonstrated by the management of the ESA Business Incubation Centre Bavaria, AZO is also a successful incubator.

Opening speech of the Bavarian State Minister, Martin Zeil, at the awards ceremony in the Allerheiligen Hofkirche in Munich // October 2011

Objectives

The aim of the project was to expand the ESNC network towards the Baltic States, as in the past there were no partners in Eastern Europe other than the Czech Republic. The aim was to integrate Lithuania in the network and to establish an infrastructure that included experts, regional partners and incubators. In a second step, the intention was to extend the network towards Estonia and Latvia. Both targets have been successfully put into practice.

Activities

AZO organised events, workshops and conferences such as regional/international kick-offs, regional/international expert meetings, an awards ceremony, workshops and conferences in Germany as well as in Lithuania. The National Space Association of Lithuania, for example, received support in organising a regional

expert meeting and the "Space Economy in the Multipolar World", a conference that took place for the first time in 2010 and has since established itself. As part of the awards ceremony and the European Satellite Navigation Conference in 2010, AZO organised a Baltic workshop in Munich, where representatives of the Baltic States presented their space-related activities. The initiated activities contributed to the establishment of a working infrastructure and the contacts were essential in winning Estonia and Latvia as members of the ESNC in 2011 and gaining access to their networks. Due to the fact that the competition follows an annual cycle, similar events have been organised in 2011. To support the Baltic States in the ESNC 2011, AZO organised, among other things, a Baltic kick-off event together with the Lithuanian Ministry of Economy in Vilnius. In addition to the organisation of events, a substantial amount of marketing material has been produced to present Lithuania, Estonia and Latvia and its regional organisers.

Perspectives

The project was essential for the establishment of the ESNC network in Eastern Europe. In 2010, Lithuania participated in the competition for the first time and managed to establish itself as an important player. AZO already recognised Lithuanian winners twice at the awards ceremony in the Allerheiligen Hofkirche in Munich. Alongside the support of national authorities, a competent expert's network was created to evaluate the submissions and incubators for the development of the winning ideas. Based on the successful best-practice case of Lithuania, Estonia and Latvia joined the ESNC in 2011. Moreover, Medjimurje/Croatia and Macedonia, two regions within the target region of the call, also participated and there are more activities planned for the future. Lithuania joined an EU project co-ordinated by AZO which supports an increased prize pool for ESNC until 2013. It is planned that the whole of Croatia will join the competition in 2012 and contact with Poland and Finland has been established.

The 2011 Lithuanian winners are presented with awards by Thorsten Rudolph, Managing Director of AZO, and Dr Armin Pfoh, Vice President Corporate Innovation Management, TÜV SÜD AG

Project Partners

The ESNC Lithuania Challenge was organised by the National Space Association. Furthermore, the Ministry of Economy, which is responsible for the implementation of the space policy, and the Agency for Science, Innovation and Technology (MITA), the national agency for innovation, contributed to the co-operation. In Estonia, the competition was supported by Enterprise Estonia, the national agency for space, and in Latvia by Ventspils High Technology Park, the coordinator of the aviation and aerospace cluster.

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Research marketing in Poland

Fraunhofer Innovation Cluster Maintenance, Repair and Overhaul (MRO)

Background

Fraunhofer innovation clusters focus on co-operation between the fields of science, economics and politics to secure a long-term partnership and enhance the exchange of knowledge. The goal of the Fraunhofer innovation cluster "Maintenance, Repair and Overhaul (MRO) in Energy and Transport" is to introduce and establish resource-friendly and energy-efficient MRO processes and technologies.

MRO – Maintenance, Repair and Overhaul is gaining in economic relevance. Every year, damage caused by corrosion costs the Germany economy up to 70 billion euros. The only way to keep expensive technologies in operation is through regular maintenance, repair and overhaul. MRO therefore plays a significant role in the balance sheets. MRO is so far underrepresented in terms of research and development. Moreover, there is high technological and economic potential for optimisation. The obvious need for research in this field is shown by the results obtained through surveys of industrial partners in the energy and transport industries. In the aviation industry, the necessary processes are already established and well explored. Other industries can benefit from this comparatively high standard. The network of the Fraunhofer innovation cluster Maintenance, Repair and Overhaul in Energy and Transport can initiate and promote the cross-industry transfer of technology.

Objectives

The Fraunhofer innovation cluster "Maintenance, Repair and Overhaul (MRO) in Energy and Transport" develops and establishes MRO processes and technologies that are energy-efficient and conserve resources. MRO is becoming increasingly important, particularly in the sale of expensive, long-lasting goods where a considerable share of the profits is derived from after-sales services such as MROs. The Fraunhofer MRO project creates an international MRO network intended to increase awareness of MRO and to collaborate with Polish research facilities and enterprises in MRO. The goal is to open up new markets for innovative products, services related to monitoring systems and repair technologies. Until now, very little scientific investigation has been undertaken in the field of MRO – in spite of the potential for technological and scientific optimisation. The Fraunhofer innovation cluster MRO in energy and transport addresses this issue with research on repair technologies, condition monitoring and diagnosis, MRO planning and digital assistance as well as cleaning technologies.

Activities

The following marketing operations are intended to achieve the objective:

- Sampling and targeted contact of suitable R&D networks as well as co-operation partner in Poland: workshops and delegation trips to Warsaw and Aviation Valley in Rzeszow
- Presentation of the R&D network: trade fair presentation at POLEKO 2011 in Posen; setup of a webpage in Polish and English; publications in international specialised press
- Co-operations and common consortia: participation in conferences for scientific interchange

- Implementation of direct marketing activities: distribution of informative literature and results

- Acquisition of application-oriented R&D orders in Poland.

Perspectives

Using delegations and presentations, a great number of contacts and additional partners from industry, research and universities were acquired, forming a basis for future co-operation, for instance in international joint research projects in the field of maintenance, repair and overhaul.

As result, the project opened up new markets for innovative products along the process chain – from production to MRO. Co-operation in German-Polish research projects will be continued in the future.

Project Partners

Research Institutes:

Fraunhofer Institute for Production Systems and Design Technology IPK | Fraunhofer Institute for Reliability and Microintegration IZM | Institute for Land and Sea Transportation, TU Berlin | Aerospace Institute, TU Berlin | Institute for Machine Tools and Factory Management, TU Berlin | Federal Institute for Materials Research and Testing | Brandenburg University of Technology Cottbus

Industrial companies:

Airbus Deutschland | Alstom Power Service | Amovis | Berliner Stadtreinigungsbetriebe | Berliner Verkehrsbetriebe | DB Mobility Fernverkehr | Fuss EMV | Havelländische Eisenbahn | Hegenscheidt-MFD | Heidelberger Druckmaschinen | MAN-Turbo | MTU Maintenance | Rolls-Royce Deutschland | Siemens Energy Sector

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FRAUNHOFER INNOVATION CLUSTER MRO

Development of a German-Polish co-operation in the field of non-destructive methods for micro- and nanoscale characterisation

Fraunhofer Institute for Non-destructive Testing (IZFP)

Background

The Fraunhofer Institute for Non-destructive Testing (IZFP) is an established centre of competence for inventing and developing methods for non-destructive evaluation of materials on different length scales, including the most challenging micro- and nanoscales. Located in Dresden, the largest hub of Europe's semiconductor industry, Fraunhofer IZFP Dresden has invaluable experience and key competence in the characterisation of materials crucial for further development in micro- and nanoelectronics. Based on this knowledge, the Dresden Fraunhofer Cluster Nanoanalysis (DFCNA) is extending the fields of application with particular focus on micro- and nanoscale materials and structures. Current topics of research and development include the characterisation of materials for thin-film technology and nanotechnology. New fields of exploration include organic thin-film materials and biological objects. Due to its geographic location, the Fraunhofer IZFP Dresden is interested in strengthening existing and initiating new collaborations with partners from Poland.

Objectives

The aim of the BMBF project MOE 10/F06 was to establish contact between the German and Polish scientific and industry communities that could be used as a foundation for a future collaboration platform, namely international projects, student exchange and enhanced communication based on regular workshops and meetings.

Activities

The main activity of this project was to establish and improve communication between the partners from the two neighbouring countries, identify topics for future scientific collaborations and evaluate the potential of collaboration with partners from academia and industry. During the course of this project, ten meetings of different character and size were organised, such as kick-off meetings, project discussions, workshops and student exchanges. The meetings took place either in Germany or in Poland. The face-to-face meetings were supported by numerous phone conferences and the exchange of e-mails. This dynamic communication and exchange of ideas resulted in the submission of two project proposals to the European Commission in 2011 and 2012, respectively, one project proposal to the BMBF (joint German-Polish programme) and one to proposal to the joint DFG/MatWerk foundation. In addition, close contact was established between a German SME (Asmec GmbH Dresden) and two Polish partners (EIT+ GmbH Wroclaw and TU Wroclaw). The contact established between partners in Dresden and Wroclaw form the basis for a future collaboration, with the particular goal of establishing a bipolar centre for nanomechanical measurements. The communication and marketing concept included creating flyers and webpages. The flyer detailing the activities of the Dresden Fraunhofer Cluster Nanoanalysis (DFCNA) is currently available in

three languages, including Polish, to encourage future contacts from this partner region. Additional web-based presence will be set up after the EU projects have been successfully evaluated and, additionally, on the webpage of Fraunhofer IZFP-D.

Perspectives

The project lasted slightly longer than one year. Within this relatively short time, a core network of stable contacts between existing and new collaboration partners from Germany and Poland was established. As a follow-up, one of our partners (TU Wroclaw) organised a workshop on scanning probe microscopy (March 2012). The workshop took place in Poland and representatives of Fraunhofer IZFP-D and TU Dresden made an active contribution (scientific talks). In addition, discussions concerning new projects involving not only Fraunhofer IZFP-D and TU Wroclaw but also partners from the semiconductor industry in Saxony are ongoing.

Fraunhofer IZFP-D also succeeded in establishing a strong collaboration with leading-edge scientists and teams at universities and non-university research institutes in Warszawa, Wroclaw and Krakow, which are well connected not only to the Polish scientific community but also to industry. Thus, the contacts created during this BMBF project will be used to expand the scope of our activities in the future, particularly in relation to Warszawa. One of the valuable lessons we learned during the last year is that the only efficient way to approach the dynamically developing Polish industry is to use personal contacts and existing collaboration with Polish scientists and engineers. Setting up a successful co-operation and exchange between the Polish and German scientific and industry communities can be only ensured through long-term cultivation of contacts and trust-establishing activities, such as regular meetings and European and bilateral projects that will generate knowledge that can be used to the benefit of both countries.

Project Partners

The goals of the BMBF MOE 10/F06 project were achieved thanks to the strong commitment and the activities of our German and Polish partners. The strongest German partners were the Dresden Fraunhofer Cluster Nanoanalysis (a network of 10 Fraunhofer institutes, TU Dresden and HZB Berlin), BTU Cottbus, GLOBALFOUNDRIES Dresden and Asmec GmbH Dresden. The strongest Polish partners were TU Wroclaw, namely the Faculty of Microsystem Electronics and Photonics and the Division of Biomedical Engineering and Experimental Mechanics, EIT+ GmbH Wroclaw, TU Warsaw, namely the Faculty of Materials Science and Engineering, and the Institute of Electron Technology (IET) Warszawa.

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R&D network "RailTecNet – Competence network for special rail engineering and technical steel construction"

ICM – Institute of Mechanical and Plant Engineering Chemnitz e. V.

Background

Within the scope of the "Marketing for Germany as a key location for innovation" initiative, the ICM – Institute of Mechanical and Plant Engineering Chemnitz e.V. realised the project "Research Marketing" of the thematic R&D network "RailTecNet – Competence network for special rail engineering and technical steel construction" in the Czech Republic.

Prof. Petr Prúša, Vice Dean of the University of Pardubice, introduces the fields of research of the traffic and logistics faculty

Objectives

The project's aim is to find new research opportunities on demand for Czech institutions, analyse the research and design needs in the target region, open up new markets for transnational research co-operation and generate ideas for new cooperative relationships between German and Czech enterprises and research institutes on the basis of bilateral contacts.

Activities

Eight enterprises are members of the Saxon R&D network "RailTecNet – Competence network for special rail engineering and technical steel construction". ICM used the project to raise awareness of the institutions and the network as a whole in the Czech Republic as an attractive partner for researchers and owners of competencies.

One focal element of the project was the organisation and realisation of a workshop, which took place on 15 March 2011 in Pardubice. The aim of the workshop – to give German and Czech experts a chance to get to know each other, find points of contact for marketing the research results and discuss future common research tasks – was achieved in full.

Perspectives

The analysis of research marketing for the Czech Republic had a positive effect on strengthening and developing the "RailTecNet" network.

The capacity of Germany as a research location was presented at the workshop and in bilateral meetings and, in this case, primarily in the fields of special rail engineering and technical steel construction in Saxony. The initial ideas generated by the project have led to further co-operation.

At the beginning of October 2011, the network was showcased at the International Engineering Fair MSV in Brno at a joint booth in hall A1 organised by the German Federal Ministry of Education and Research (BMBF). Over the course of the week, participants had a lot of opportunities to establish contacts and conclude business relations agreements.

Bilateral talks between German and Czech workshop participants

Project Partners

RailTecNet Network, Chemnitz – Germany | University of Pardubice, Jan Perner Transport Faculty, Pardubice – Czech Republic | Railway Research Institute, j.s.c. (VUZ), Prague – Czech Republic | VUKV a.s. Prague – Czech Republic

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NetMADE (Network dialog Magyarország-Germany) – renewable energy and energy efficiency focussing on bioenergy

Competence Network distributed Energy Technologies (deENet)

Background

The project "NetMADE" was the initiative of a Hungarian-German cluster co-operation in the field of renewable energies and energy efficiency. Given the level of development of these sectors in Hungary, bioenergy was the main focus here. Other interesting areas of co-operation such as PV, solar thermal power, district heating and e-mobility were also identified.

Objectives

The following were the main objectives of deENet and the Hungarian and German partners:

- Bundling the existing Hungarian partner contacts of the individual network members
- Achieving a sustainable transfer and co-operation activity of the network with Hungarian partners
- Conducting joint R&D projects with Hungarian partners, if possible within the context of European funding
- Strengthening the Hungarian market for renewable energies in the field of bioenergy and beyond

Activities

Two thematic workshops were held in Hungary and one in Germany, where the issue-specific companies and institutions initiated a results-oriented exchange of experiences that was deepened over the course of the project. Participation in Hungary's largest environmental trade fair RENEXPO Central Europe in May 2011 in Hungary's capital Budapest complemented this strategy. At the trade fair, Seeger Engineering and deENet had the opportunity to present the project concept and the quality of the project consortium to the general public – even beyond Hungary's borders.

Delegation members in Alheim, centre: Mayors Lüdtke and Habis, photograph: P. Schwalm (MUT Engineering)

On May 31 and June 1 2011, a high-ranking delegation from the city of Eger and the Károly Esterházy College in Eger visited deENet in Kassel. Mr Habis, Mayor of Eger, showed great interest in facilitating renewable energy sources in Eger and its region and the delegation therefore visited the municipalities of Alheim and Wolfhagen in northern Hesse.

On site, the visitors were kindly accompanied by Mr Lüdtke, Mayor of Alheim and Mr Kessler, 1st alderman of Wolfhagen, who delivered insights into the very successful implementation of two different regional energy concepts that include different RES power plants and new industries.

Furthermore, representatives from the Competence Centre Hessen for Co-operation in Research and Higher Education with Central and Eastern Europe (OWWZ), and MAESTRE and MUT Engineering were at hand to support the visitors with their experience and knowledge.

As a result, the city of Eger and the Károly Esterházy College agreed on a closer co-operation with deENet and the OWWZ to stimulate the development of a sustainable energy supply-system for Eger.

Perspective

During the course of the project several co-operation agreements were signed. The cities Salgotarjan and Eger are highly interested in strengthening RES in their areas. Both cities have issued a first Energy Strategy. In addition to this, Eger has also released a first Climate Change Strategy, which was adopted by the city council on October 30 2011. Within the framework of this strategy, Eger has established a project management office to facilitate ongoing measures and to generate new projects using different funding opportunities. MUT Engineering will offer its support for the creation of a detailed energy strategy and the acquisition of EU funds, with the support of deENet and MAESTRE. Furthermore, in Salgotarjan and Eger, projects in the area of biomass power plants are planned together with Seeger Engineering. Other projects involving German companies may take place within the framework of a future co-operation.

The activities conducted between the Károly Esterházy College and the University of Kassel together with the OWWZ resulted in an intensified exchange in the field of urban and regional development and climate change. The first workshop within the framework of the scientific co-operation will take place in March or April 2012 in Eger.

Project Partners

Seeger Engineering AG – Energy and Environmental Technologies | East-West-Science Centre (OWWZ) | University Kassel, Urban and Regional Planning | ENERPRO Business Development Kft

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INTERNATIONALIZATION / CLUSTER TRANSFER
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MicroTronics Europe – the high-tech network for European collaboration in the areas of microsystems technology and mechatronics

MicroMountains Application Centre

Kompetenznetzwerk Mechatronik BW e.V.

Background

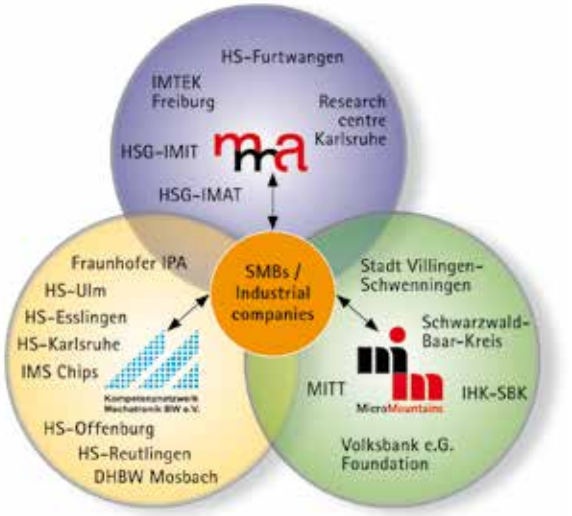
MicroTronics Europe was launched in 2009 to give European companies access to network structures, services and the high-tech world. The Federal Ministry of Education and Research (Germany) supports MicroTronics Europe in the launch of marketing activities and the set-up of collaborations, as a first step, in Hungary and the Czech Republic.

A close commercial relationship already exists between Germany, Hungary and the Czech Republic in the automotive, mechanical engineering and electrical engineering sectors. The cross-section technologies of microsystems technology and mechatronics provide considerable support for these industries. MicroTronics Europe provides network structures, services and technologies to companies in Hungary and the Czech Republic, but it is open to all countries. MicroTronics Europe also initiates active co-operations, as well as facilitating an exchange of scientists and engineers.

Objectives

Systems are becoming ever smaller and more intelligent. The trend towards miniaturisation is ongoing in several industries. The technology and innovation drivers are microsystems technology and mechatronics.

MicroTronics Europe's aim is to pool the available potential and activities. The network gives European companies support in the conversion of the latest research results and technology options into marketable and future-oriented products, in a timely fashion.



MicroTronics Europe – the network

MicroTronics Europe is strengthening European collaboration and is networking the areas of:

- Science
- Economics
- Politics

- Publicity

The focus of the current networking is on:

- Automotive technology
- Engineering
- Production and automation technology
- Robotics and automation
- Health and medical technology

Activities

MicroTronics Europe gives European companies access to network structures, services and the high-tech world. MicroTronics Europe creates, initiates and coordinates:

- Frameworks for European collaboration
- Information exchange between technology experts
- Publically funded projects for transnational cooperation, e.g. EU FP7
- B2B connections

MicroTronics Europe therefore participates at different fairs. In last two years, for example, we exhibited at several German trade fairs, INDUSTRIA in Budapest, Hungary, SPIE Microsystems in Prague, Czech Republic, and at MSV in Brno, Czech Republic. For countries with a special interest in MicroTronics Europe, we provide our information, Internet site, brochures and newsletter in the corresponding national language to minimise language barriers.

Perspectives

MicroTronics Europe is looking to become even more powerful and, to that end, increase the number of partners. We are looking for:

- European networks for collaborative work
- Companies with an interest in technology
- Research and development establishments as well as experts and specialists in the field of micromanufacturing, micromachining, microsystems technology, MEMS and mechatronics as
- Manufacturers
- Equipment suppliers
- Research and development partners
- Service providers

Objectives and benefits of the innovation network:

- Receive a regular newsletter (two to three times a year) detailing activities at MicroMountains and MicroTronics Europe as well as innovative activities in the field of microsystems technology and mechatronics
- Find requests for development, prototyping and manufacturing
- Find requests for participation in funded projects for visionary R&D activities
- And especially for our Czech partners we aim to establish an “Innovation manager” training course in Prague

Project Partners

The MicroMountains Application Centre is an R&D service provider in the area of microsystems technology. This network of over 500 scientists and engineers has set itself the goal of bringing innovations to market quickly and efficiently.

The Kompetenznetzwerk Mechatronik BW e.V. (KMBW) is a consortium of over 100 companies from the area of mechatronics systems. The KMBW organises exhibition appearances, seminars, workshops etc. Its goal is to generate publicity, provide a forum for interest groups and co-ordinate und manage innovative projects and partnerships.

The central themes of the MicroMountains Network e.V. (MMeV) are innovations, specialists, high-tech start-ups as well expansion of the technological infra-structure. At the same time, the MMeV is the interface to the Enterprise Europe Network (EEN).

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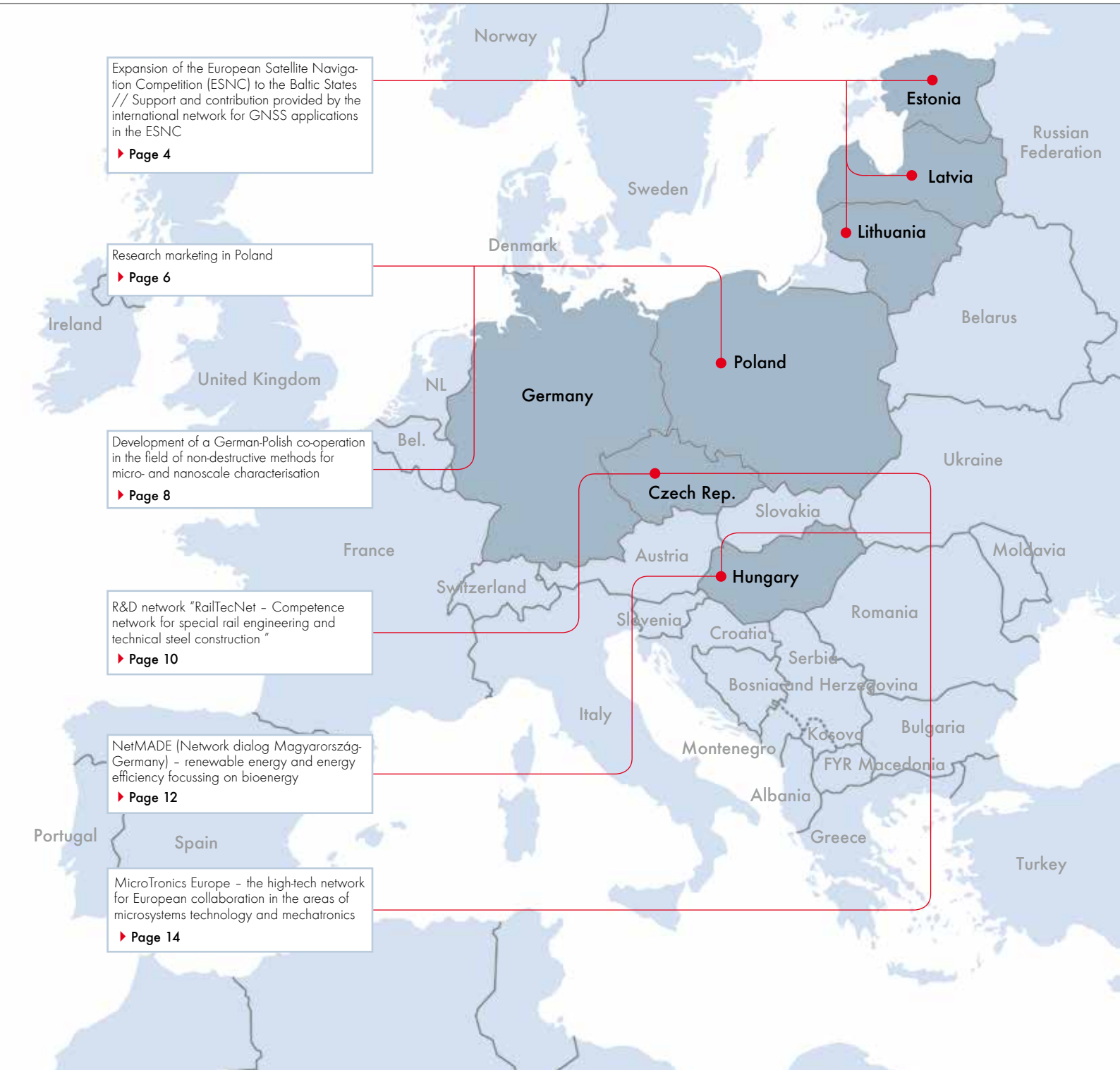

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Research in Germany

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