



## **Bridging Russian and European Technology Platforms**

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**Opportunities and Threats of  
International Cooperation of  
Technology Platforms**

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## **Opportunities and Threats of International cooperation of TPs**

1. ZENIT and BILAT RUS
2. Technology Platforms and international cooperation? Why?
3. Services of BILAT RUS
4. Towards HORIZON 2020

**ZENIT Zentrum für Innovation und Technik  
in Nordrhein-Westfalen GmbH**

Founded in 1984 as a Public Private  
Partnership to support the structural change in  
North Rhine-Westphalia



## Europe-oriented services

- Support in partner search
- Mediation of co-operation partners and provision of consulting services
- International co-operation at key exhibitions
- Technology transfer
- Funding advice (NCP)
- Export assistance





## BILAT RUS

- FP 7 Project to support the cooperation between Russian and European researchers
- Building up a dialogue between R&D stakeholders in Russia and the EU
- 2009 – 2011 (now extension phase until Sept. 2012)
- Since 2010 focus on Technology Platforms
- A second BILAT RUS project to come in 2012

## 2. Why international cooperation of TPs?

# Technology Platforms and International Cooperation

### Opportunities for the members, particularly for businesses and for small businesses

- Access to international markets (for the members, particularly for businesses and for small businesses)
- Access to the best know how and excellent research
- Access to international research funding (e.g. European Framework Programme for R&D)

## 2. Why international cooperation of TPs?

# Technology Platforms and International Cooperation

### Opportunities for the TP organisation

- Exchange of experience with other TPs
- Learning from international practice
- Supporting internationalisation strategies of members

## Technology Platforms and International Cooperation

### Why internationalise?

- Mobilising money
- TPs are envisaging similar industrial and societal challenges -> joint answers
- Joint activities (conferences, joint internet presence)
- More political influence (joining forces = higher visibility)



## Technology Platforms and International Cooperation

### ... but there are risks, too

- Industrial confidentiality and IPR issues
- Different countries/platforms/stakeholders are competitors
- “Window dressing” rather than real exchange of experience
- Tourism rather than cooperation

## Technology Platforms and International Cooperation

### How to exploit opportunities without falling into the risk trap

- TPs should formulate their own internationalisation strategy (what do we want to achieve? What can our TP bring into a cooperation? What do we expect from our partner)
- Identify the right partner
- Formulate common and measurable objectives ( e.g. 1 joint conference per year, 2 participations in funding programmes)
- Allocate resources (personnel and money); without a certain commitment international cooperation will not work

## And what can BILAT RUS do for you?

- Strategy Formulation
- We help to find and address the right ETP or national mirror platform
- Together with the EEN we offer partner mediation for your members and we facilitate technology transfer agreements between technology owners and users
- BILAT RUS helps you to improve the management capacity of RTPs
  - ✓ Seminars on public private partnerships
  - ✓ Training: Management of TPs
  - ✓ Project generation seminars

## Towards HORIZON 2020

### 4. Future aspects

- Public private Partnerships are being regarded as essential for the consolidation of ERA
  - Excellent Science, Industrial Leadership and Societal Challenges as main building blocks
  - Possible future topics may include ICT/Photonics, ICT/Robotics, sustainable process industries, bio-based industries and maritime border surveillance
  - International cooperation with 3<sup>rd</sup> countries remains an important topic. Reciprocity seems to become more important (opening of 3<sup>rd</sup> country programmes for EU researchers)
- => HORIZON 2020 with its envisaged 86.2 bn budget EUR needs to be exploited. RTPs in cooperation with ETPs may be important contributors**



**Thank you very much**

**Michael Guth**

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