





Bridging Russian and European Technology Platforms

International Workshop

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Opportunities and Threats of International Cooperation of Technology Platforms

Michael Guth ZENIT GmbH



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Opportunities and Threats of International cooperation of TPs

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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

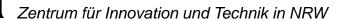
- Support in partner search
- Mediation of co-operation partners and provision of consulting services
- International co-operation at key exhibitions
- Technology transfer
- Funding advice (NCP)
- Export assistance













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



Opportunities/Threats

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)



Opportunities/Threats

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



Opportunities/Threats

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





Business Support on Your Doorsten

3. Services of BILAT RUS

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 mail building bocks
- Possible future topics may include ICT/Photonics, ICT/Robotics, sustainable process industries, bio-based industries and maritime border surveillance
- International cooperation with 3rd countries remains an important topic. Reciprocity seems to become more important (opening of 3rd 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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