



# WBCInno

## D1.1.t1 Travel Report – Visit to TUHH

Project Acronym:	WBCInno
Project full title:	Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Project No:	530213-TEMPUS-1-2012-1-RS-TEMPUS-JPHES
Funding Scheme:	TEMPUS
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2012
Project duration:	36 months

Abstract	Report on realized visit to TUHH within Act.1.1 – Analysis of EU good practices in knowledge transfer, research and innovation
----------	--

---

## DOCUMENT CONTROL SHEET

---

Title of Document:	D1.1.t1 Travel Report – Visit to TUHH
Work Package:	WP1 – Design and development of the Regional University Innovation Platform (UIP) at five WBC universities
Last version date:	26/04/2013
Status :	Draft
Document Version:	v.01
File Name	D.1.1.t1 Travel report – visit to TUHH 03-06.04.2013.doc
Number of Pages	7
Dissemination Level	Public

---

## VERSIONING AND CONTRIBUTION HISTORY

---

Version	Date	Revision Description	Partner responsible
v.01	26/04/2013	The first version of the document, done by Coordinator	UKG (Vesna Mandic)
v.02			

## **1.0 Location and time**

Representatives of four WBC universities (UKG, UNS, UM and UZ) visited Hamburg University of Technology (TUHH) in the period from 3<sup>rd</sup> until 6<sup>th</sup> April 2013.

## **2.0 Purpose**

The purpose of this visit was to learn about German experiences in knowledge transfer, transforming research into innovation and growing regional business in the area of Hamburg City. The mobility is planned in order to enhance the understanding of good practices through visits to Technical University of Hamburg, TuTech and other units.

## **3.0 Outcome**

Each representative of WBC universities were able to learn about the knowledge transfer through on-site visits. There, examples of university-enterprise linkages were shown and explained so that the WBC partners were able to gather information and compare good practices with their own experiences. Later on, for the WBC partners important insights can be extracted in order to contribute to the overall target of modernizing the WBC universities through the strengthening of their management structures / services for cooperation with the world of business in the areas of knowledge transfer, research and innovation.

## **4.0 Programme for study visit**

The first day of visit included: Part I – Opening and welcome session, Part II – Field Visit to TuTech, a on site visit of the Knowledge Transfer Service Provider of Hamburg University of Technology, and Part III – Field Visit to HLI, a successful example of a Public Private Partnership.

The second day included two workshop sessions: Part IV – Institute of Business Logistics and General Management, Successful Knowledge Transfer and Part V, Knowledge Transfer from an industry point of view. Those two parts are dedicated to the intensive discussion on the knowledge transfer for universities and enterprises.

Programme in details is presented in the Agenda.

## **5.0 List of attendees**

1. Prof. dr Vesna Mandic, University of Kragujevac, Serbia
2. Prof. Jelena Borocki, University of Novi Sad, Serbia
3. Prof. Malik Čabaravdic, University of Zenica, Bosnia & Herzegovina
4. Prof. Mileta Janjic, University of Montenegro, Montenegro

## **6.0 Short overview of training activities, presentations and meetings**

**6.1 From ideas to business** - Dr. Margarete Remmert-Rieper, TuTech Innovation GmbH

- Introduction
- Knowledge Transfer at Hamburg University of Technology
- Services to promote innovation at TuTech Innovation (On-Stop-Shop)



## 6.2 On-Site visit of TuTech - Dr. Margarete Remmert-Rieper, TuTech Innovation GmbH





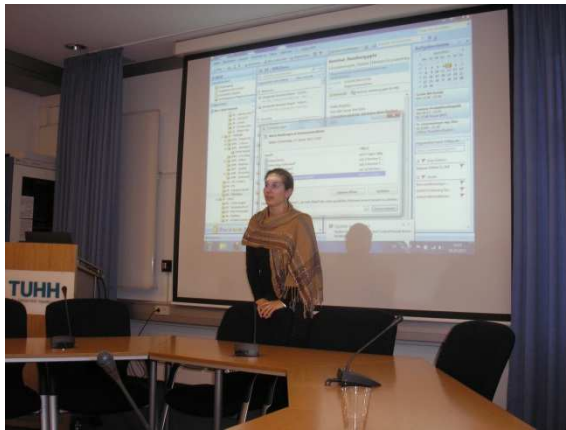
### 6.3 Presentation on Public Private Partnership - Detlef Aßmus, Hamburger Logistik Institut

- Concept of Service Portfolio of HLI
- Organisational structure
- HLI Laboratory
- Equipment (Characterisation of RFID-Systems)
- Consulting assignment (Retailer of spare parts in the automotive industry, Trade logistics)
- Projects (Seflog – Secure and efficient Supply Chains, HLI improves service performance at Fire Fighters´ Department)



#### 6.4 Institute of Business Logistics and General Management – Prof. Thorsten Blecker, Regina Grusenmeyer, Hamburg University of Technology

- Profile of TUHH (Basic research, Applied research, Development, Innovations...)
- External funding, key figures
- Cooperation with TuTech
- Cooperation with 3rd Party Funding Unit
- Institute of Business Logistics and General Management
- Possibilities for Cooperations
- Projects and Services



#### 6.5 Workshop and lessons learned from German examples - Prof. Thorsten Blecker, Hamburg University of Technology

- Methods and knowledge transfer through workshops, discussion forums and conferences
- Working groups for the application of modern management concepts
- Performance of scientific (international) surveys
- Dealing with demanding industry projects
- Development of an international competence network of research and industry
- In-house-training, consulting and benchmarking
- Student works supervision, e.g. Master thesis



#### 6.6 R&D-example from industry - Heiner Grussenmeyer, StoraEnso

- Stora Enso
- R&D in the Industry

- R&D in Stora Enso
- R&D in bigger consortia
- NDA (Non disclosure agreement), JDA (Joint Development agreement), Patents
- How to get in contact?
- Brainstorming; How to get your next project started



**6.7 InterTEMPUS coaching meeting with PARENIS project**, coordinated by Regina Grusenmeyer, Hamburg University of Technology

- The experience of Tunisia in knowledge transfer - Hager Karaa, ECSTRA laboratory, IHEC Tunis, University of Carthage, Tunisia
- Knowledge Transfer Experience In Morocco - Myriam EL MESBAHI, University Cadi Ayyad, Morocco



**Note:** All presentations and additional teaching material are available at WBCInno platform, only for Consortium members, at link

<https://wbcinno.datastation.com/#/default/projects/taskview/248>