

ASEM Universities and Business/Industry Forum Bangkok

**University – Industry Cooperation:
Research and Development Enhancement**

Friedrich Uhrmacher
Head of Wissenschaftstransfer Osnabrück
Head of EU-Liaison Office Osnabrück

Overview:

- 1. Presentation of University of Applied Sciences Osnabrück and Wissenschaftstransfer Osnabrück**
- 2. Models of Cooperation between Industry – University in Research**
- 3. Cooperation between Asia and Europe**
- 4. Recommendations to increase Cooperation between Industry - University**

University of Applied Sciences Osnabrück



University of Applied Sciences Osnabrück:

- **Founded in 1971**
- **9.000 Students**
- **900 international Students from over 85 Countries (80 Asian Students)**
- **300 Scientists and 700 Members of Staff**

- **Faculty of Agriculture and Landscape**
- **Faculty of Business Management and Social Science**
- **Faculty of Engineering and Computer Science**
- **Department of Communication**
- **Department of Management and Technology**
- **Institute of Music**

- **Relation with more than 100 Partner Universities**

- **Member in UAS7 and EUA**



Wissenschaftstransfer Osnabrück:

- Founded in 2009
- Conclusion of 10 Units
- 21 Members of Staff
- Technology Transfer
- Further Education
- Staff Mobility
- Entrepreneurship
- Research Funding
- E-commerce
- Solartechnology
- Logistic



EU-Hochschulbüro



Target Group: Scientists and Students

- Consultancy in FP 7
- Promotion of EFRE Projects
- Project Management in LLP/ Erasmus

Enterprise Europe Network

Target Group: Enterprises

- Consultancy in FP 7
- Cooperation between Enterprise and Universities
- Technology Transfer between Enterprise and Universities



Recommendation and Experience

1. Infrastructure of Transfer.

- **Cooperation / Teamworking**
- **One-Stop-Shop**

Models of Cooperation between Industry–University - Research

1. Contract research:

- **Regional Partnership**
- **max. 2 Years**
- **Definition of Results**
- **Intellectual Property Rights by the Sponsor**
- **Costs are usual in the Market**
- **Master or Bachelor Thesis**
- **Fee for the Scientists**



Benefit:

- **Practical-Oriented**
- **Contact between Scientists, Student and Enterprises**
- **Third-party Funds (Science to Business GmbH = Ltd)**
- **Positiv Value in regional Enterprises**

Models of Cooperation between Industry–University - Research

2. European Research (FP 7):

- **Transnational Consortia between Industry and University**
- **2- 3 Years**
- **High Quality in Research**
- **Individual Tasks**
- **Adequate Financed**



Benefit:

- **PHD or Master Students**
- **Transnational Teams - Cross Cultural Competence**
- **Impact between Industry and University**
- **High Value**
- **Allow for Teaching Load**

Recommendation and Experience

1. Infrastructure of Transfer:

- Cooperation/ Teamworking
- One-Stop-Shop

2. Research between Industry and University:

- **No fees - No Research Projects**
- **Transnational Research is complex but „First Class!“**
- **Cross Cultural Competence is the Key for Innovation**

Models of Cooperation between Industry–University - Mobility

Erasmus - Placement for Students:

- 3- 12 Months
- In Enterprises and Universities (research projects)
- Preparation of Thesis



Benefit:

Impact to Research
Cross-Cultural-Competence
New Staff Member
Cooperation in Research

Recommendation and Experience

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3. Mobility and Research:

First students – Second Teaching Staff – Third Research Project

Cooperation in Research between Asia and Europe - Options

1. Seventh Framework Programme (FP 7):



- **Partnership between Enterprises and Universities**
- **Cooperation, Ideas, People, Capacities**
- **Cooperation:**
 - Health**
 - Food, Agriculture, Biotechnology**
 - ICT**
 - Nanosciences, Production, Materials**
 - Energy**
 - Environment**
 - Transport**
 - Socio-economic Sciences**
 - Space**
 - Security**



Cooperation with Asian Countries possible!

Cooperation in Research between Asia and Europe - Options

2. Postgraduate Projects:

- ➔ **Universities of Applied Sciences have no Right to award PH.D**
- **Creating a Common Graduate School or Bilateral Arrangement**
 - **Using FP 7 (People: Marie Curie Grants) or Lifelong Learning Programme or Asian Programmes**

Recommendation and Experience

1. Infrastructure of Transfer:

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2. Research between Industry and University:

- No fees - No Research Projects
- Transnational Research is complex but „First Class!“
- Cross Cultural Competence is the Key for Innovation

3. Mobility and Research

- First students – Second Teaching Staff – Third Research Project

4. Cooperation in Research between Asia and Europe:

- **Stimulation of FP 7 Projects and Common PH.D Projects**

Recommendation and Experience

- 1. Infrastructure of Transfer:**
 - **Cooperation/ Teamworking**
 - **One-Stop-Shop**

- 2. Research between Industry and University:**
 - **No fees - No Research Projects**
 - **Transnational Research is complex but „First Class!“**
 - **Cross Cultural Competence is the Key for Innovation**

- 3. Mobility and Research:**
 - **First students – Second Teaching Staff – Third Research Project**

- 4. Cooperation in Research between Asia and Europe:**
 - **Stimulation of FP 7 Projects and Common PH.D Projects**



Thank you for your attention!