

Knowledge. Transfer. Application.

SDC generates prosperity in the entire Danube Region. For everybody.

Strategic Transfer Model – The Steinbeis Network Romania

Cluj Innovation Days

19.03.2015, Cluj-Napoca, Jürgen Raizner



Innovation – Example 1



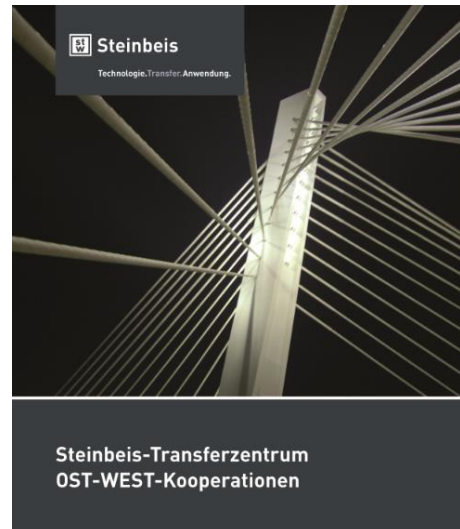
Innovation – Example 2



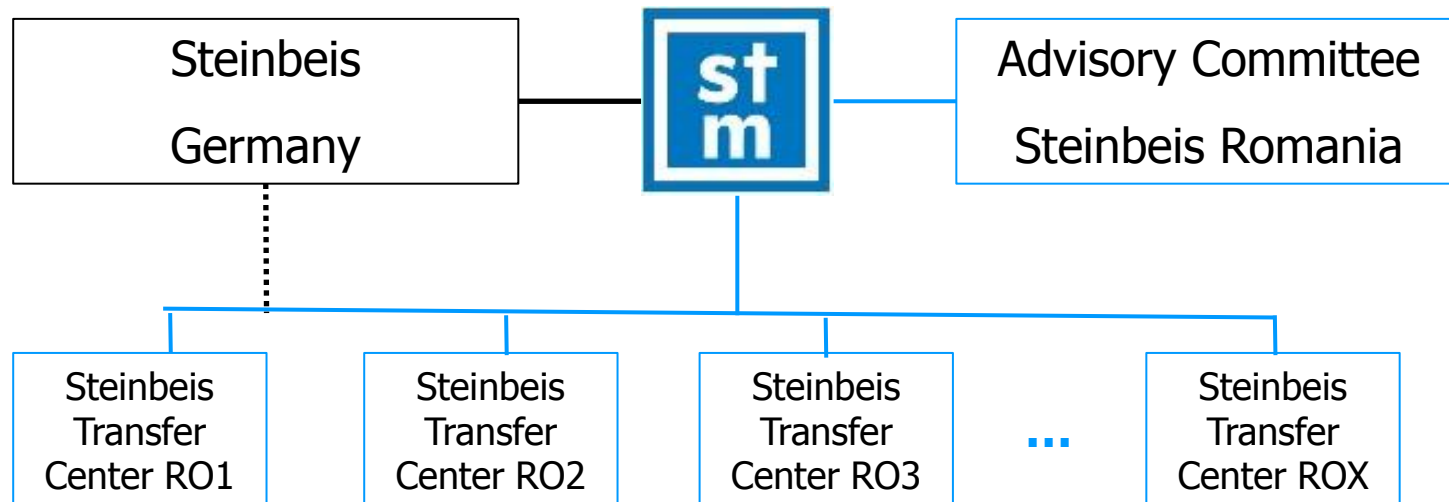
Strengthening Competitiveness

Synergies for Jobs and Economic Recovery

A higher level of competitiveness in Central and Eastern Europe, particularly in Danube Region, is attainable. A group of 3 Steinbeis Units, managed by Jürgen Raizner, contribute with Europe's best practice and a profound understanding of the needs of the region.



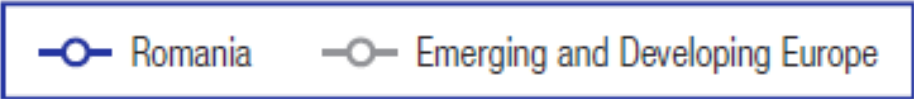
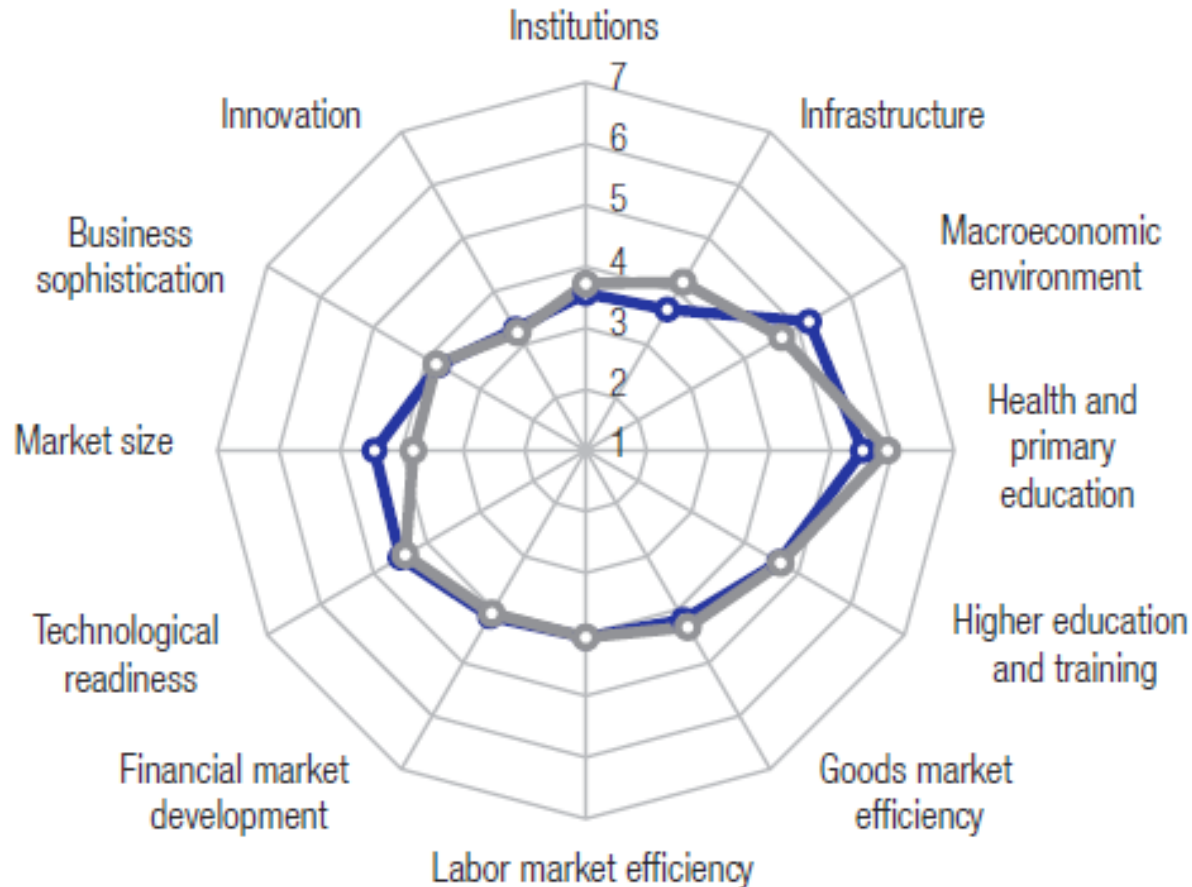
Steinbeis Transfer Management S.R.L



March 2015: 10 years STM Bucharest!



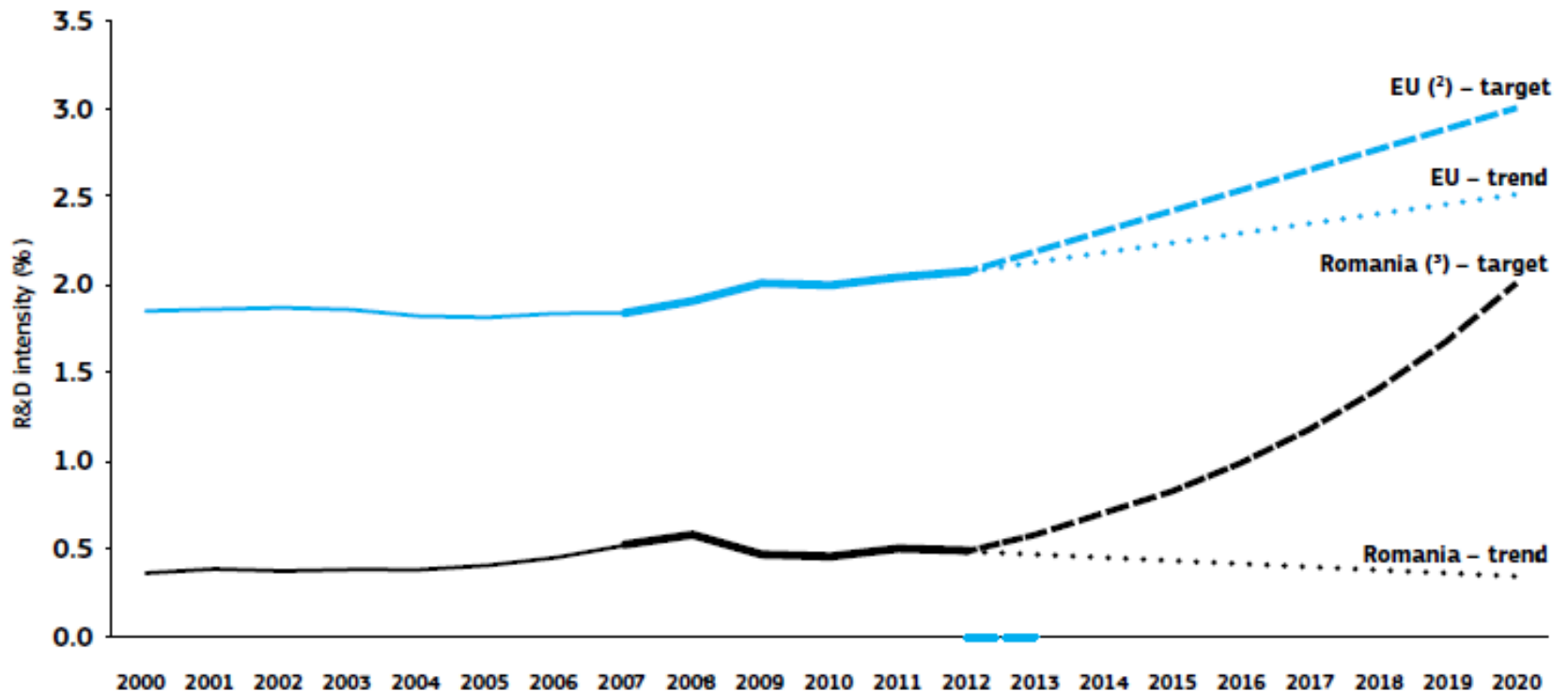
Innovation in Romania



Global Competitiveness Report 2014/15

Investing in knowledge

▶ Romania – R&D intensity projections: 2000–2020 ⁽¹⁾



Research and Innovation performance in Romania, European Commission

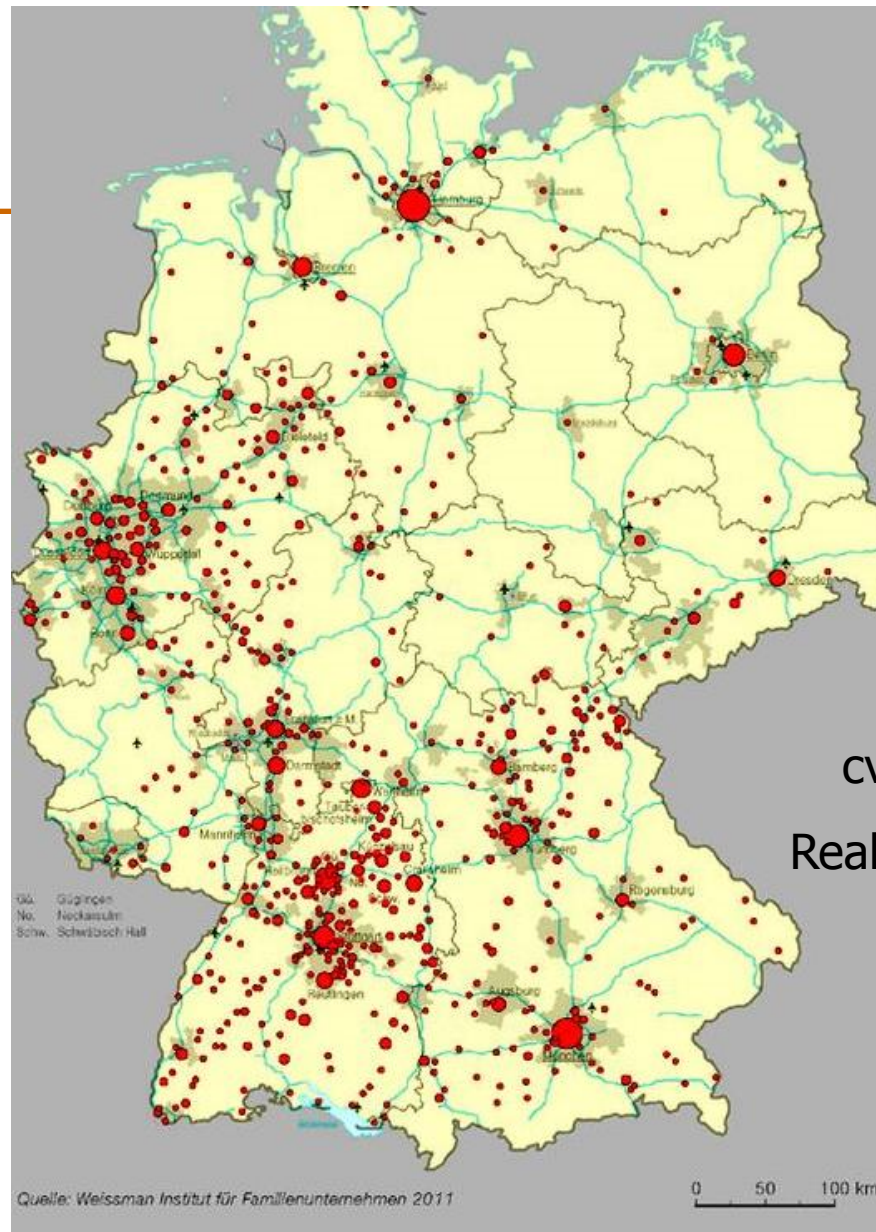
World Market Leadership

2,000 companies worldwide got status

„world market leader“

1,200 of them are German companies

400 of them are in Baden-Württemberg



Examples IT

Werum AG

Terrabit GmbH

Demmel AG

MAGIX AG

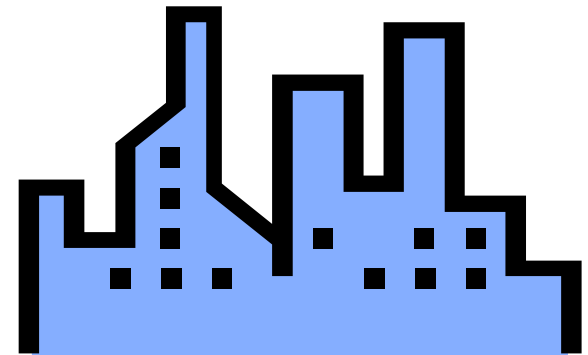
ASBYTE UG

cv cryptovision GmbH

Realtime Technology AG

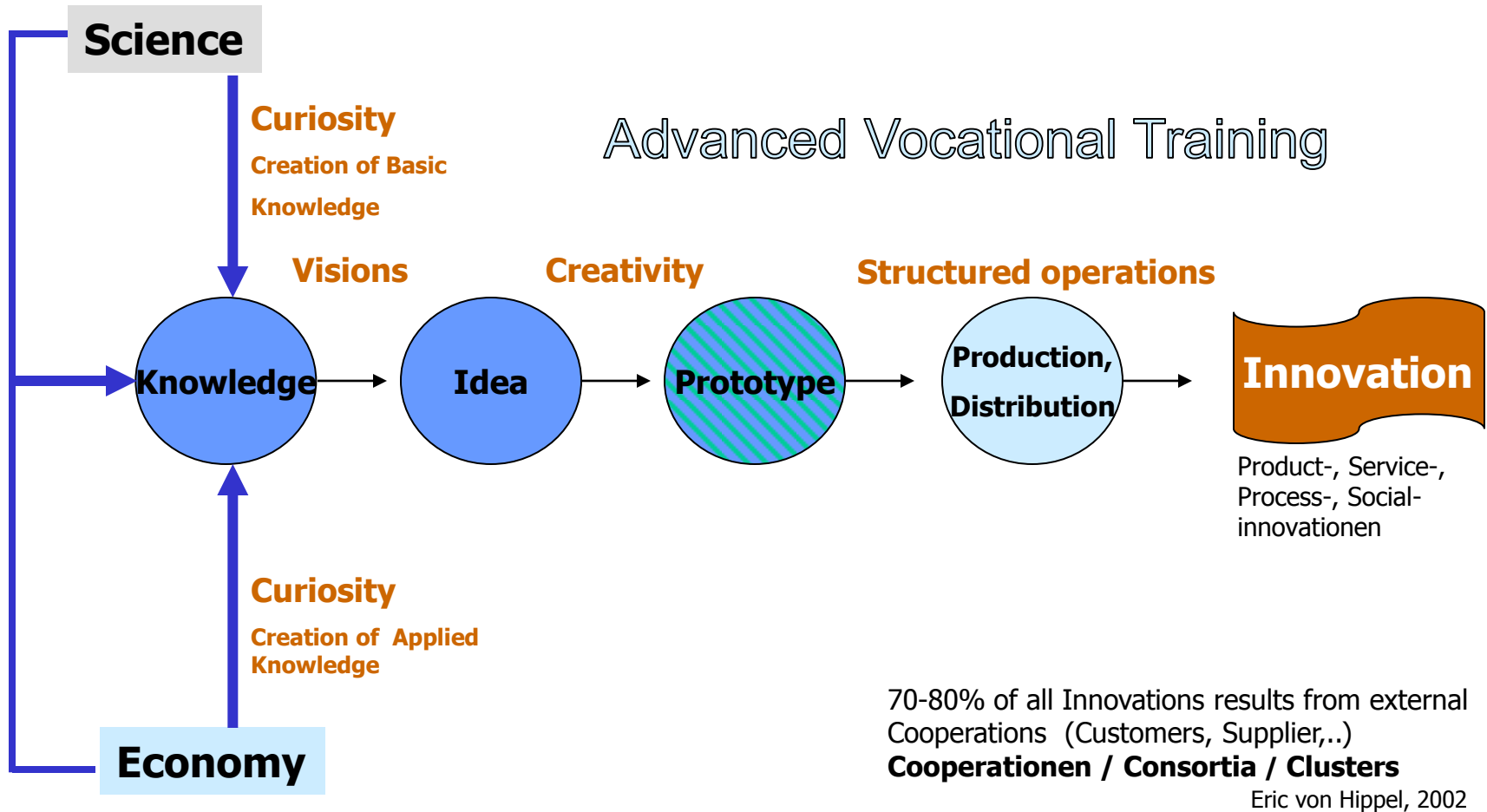
Success factors of innovation

1. Specific and precise Innovation Strategy
2. High competence in networking
3. Exact planning
4. Culture of innovation
5. Exchange within industrial sector
6. Support by top management
7. Inter-sectorial Exchange

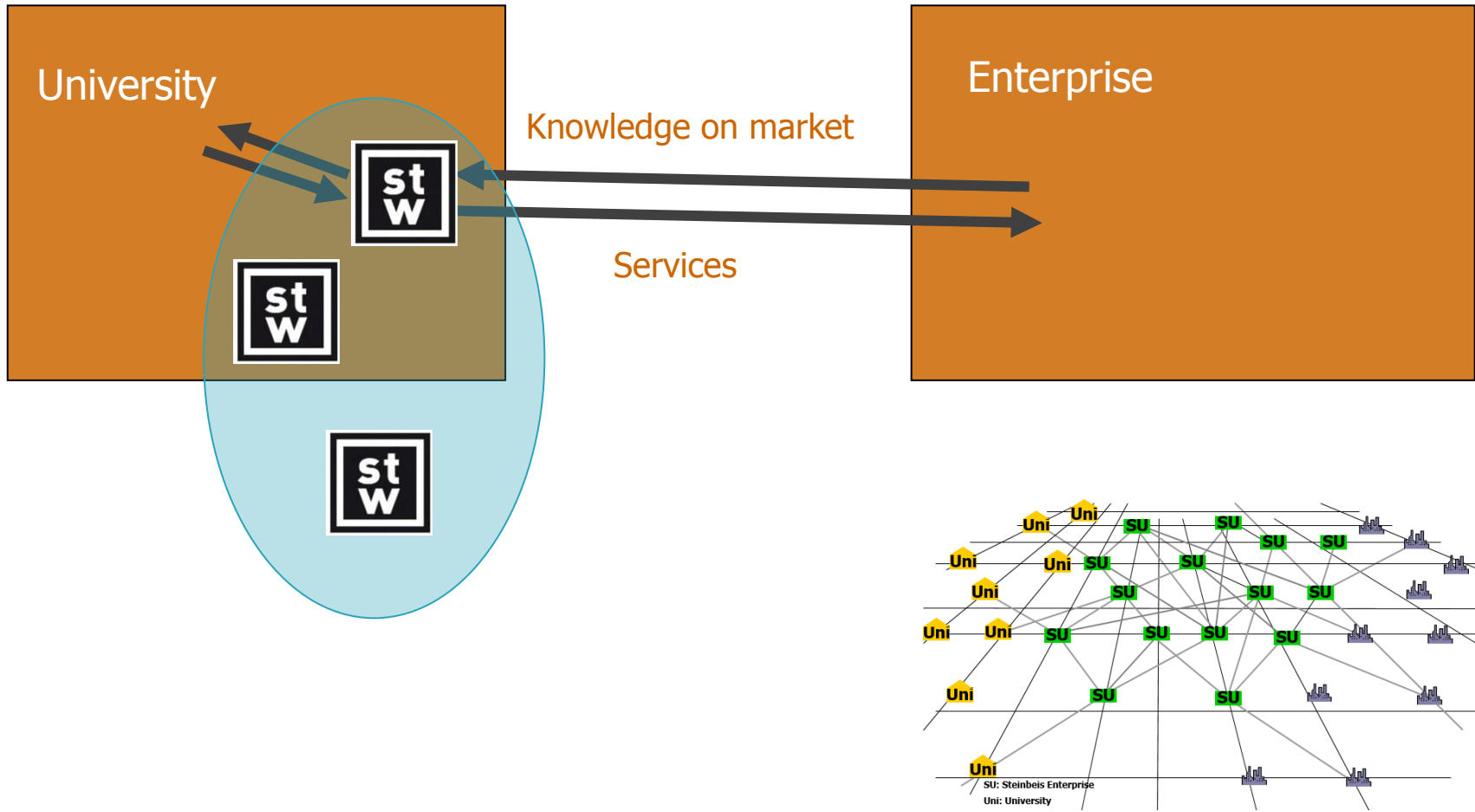


Source: Excellence of Innovation in German Industries. Analysis of 116 large enterprises which mainly are among the 500 enterprises with highest turnover. 14 of 30 DAX companies participated.

Innovation Processes



Transfer Model



Steinbeis Network Germany

More than 1,000 Steinbeis Centers implement specific, market-driven knowledge and technology transfer

1,000 legal entities had to be established?

1,000 registrations to be done?

1,000 directors of centers needed to elaborate templates for contracts, ?

1,000 accountants needed?

1,000 x administration?

1,000



Steinbeis Headquarters:
House of Economics, Stuttgart

Division of work (central and decentral work)

To be done by STC RO

- individual services to be developed by participating professors
- Project work to be done by the expert

To be done by STM as headquarters of STC Network RO

- general services provided by STM
- elaboration of professor's individual business concept will be supported by STW and STM
- business concept has to be demand driven
(but: demand must be developed actively)
- win-win situation (uni, STW/STM, professor, customer,...)

Unprecedented transfer model

Steinbeis was able to implement in the area of tension between industry, research and government a technology transfer model which is unprecedented worldwide with its principles.

These principles are as following:

1. Use of the existing R&D infrastructure
2. Benefit for the customer
3. The interface state - economy
4. Availability
5. Adaptability
6. Holistic approach
7. Decentralization and flat hierarchy
8. Simple organization
9. Internationalization
10. Financial independence

**Beginning with 2015:
implementation in
Romania. Adapted
model. Same principles.**

Transfer of Transfer

“The effective technology transfer in enterprises that is oriented on the economy is one of the main elements of national economic development.”

Steinbeis Advisory Committee Romania

Elected members:



Prof.
Adrian Curaj, PhD



Prof.
Doru Pamfil, PhD



Eric Bartha



Prof.
Ovidiu Nicolescu, PhD

plus one representative of Steinbeis headquarters in Stuttgart.

Welcome to Steinbeis Network Romania.

Thank you
for your attention!



Jürgen Raizner

Steinbeis Transfer Management S.R.L., Bucharest

www.steinbeis-romania.com / www.eusdr.com

