



Deutsch-Tschechische  
Industrie- und Handelskammer  
Česko-německá  
obchodní a průmyslová komora



**IHK Regensburg**  
für Oberpfalz / Kelheim

# Technology Transfer - finding and understanding an enterprise

Richard Brunner

IHK Regensburg für Oberpfalz/Kelheim | Regional Office Pilsen  
05.02.2019 | German Embassy | Prag

**Czech-German Day of  
Applied Science**





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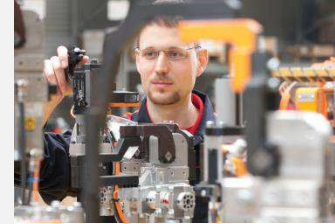


**Regensburg**  
für Oberpfalz / Kelheim

# Regional Office Pilsen IHK Regensburg für Oberpfalz/Kelheim DTIHK Prag / AHK Tschechien

## Core Activities

- ✓ Information, consultancy and services
- ✓ Networking platforms (General Manager and HR-Roundtable)
- ✓ Pooling of company interests and political consulting
- ✓ Education, training and employer branding
- ✓ Platform „Science and Industry“





**One of the most successful and dynamic border regions in Europe**

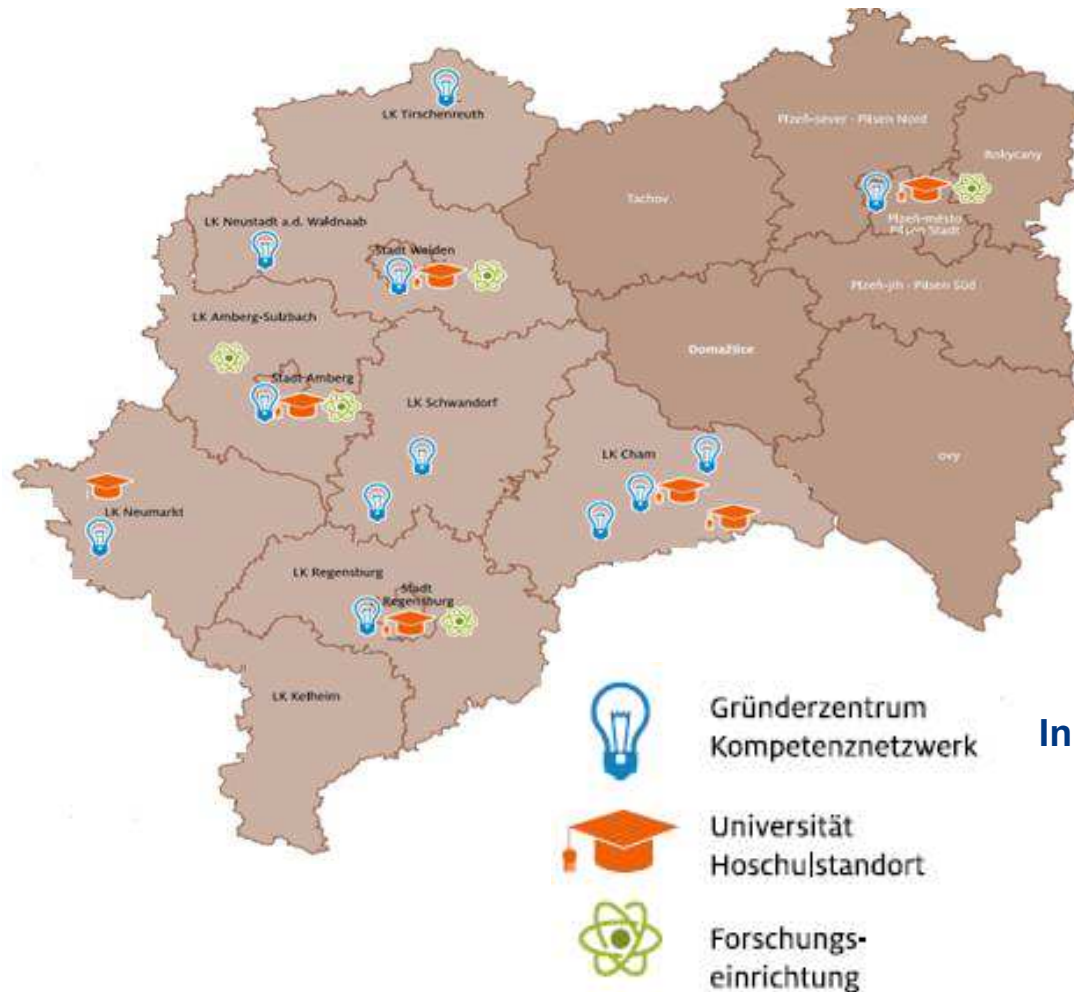
**Steadily growth of industrial sector with main focus on automotive, electronics, mechatronics and industrial services**

**Industry changes from lowcost production to high end production standards and products**

**Rising number of startup's, R&D and engineering companies**

**Best labour market data in Czech Republic vs. war for talents in all industrial sectors**

# Innovation facilities in the cross-border region



# RICE



FAKULTA  
ELEKTROTECHNICKÁ  
ZÁPADOČESKÉ  
UNIVERZITY  
V PLZNI

## NTIS – The New Technologies for the Information Society Research center of the Faculty of Applied Sciences

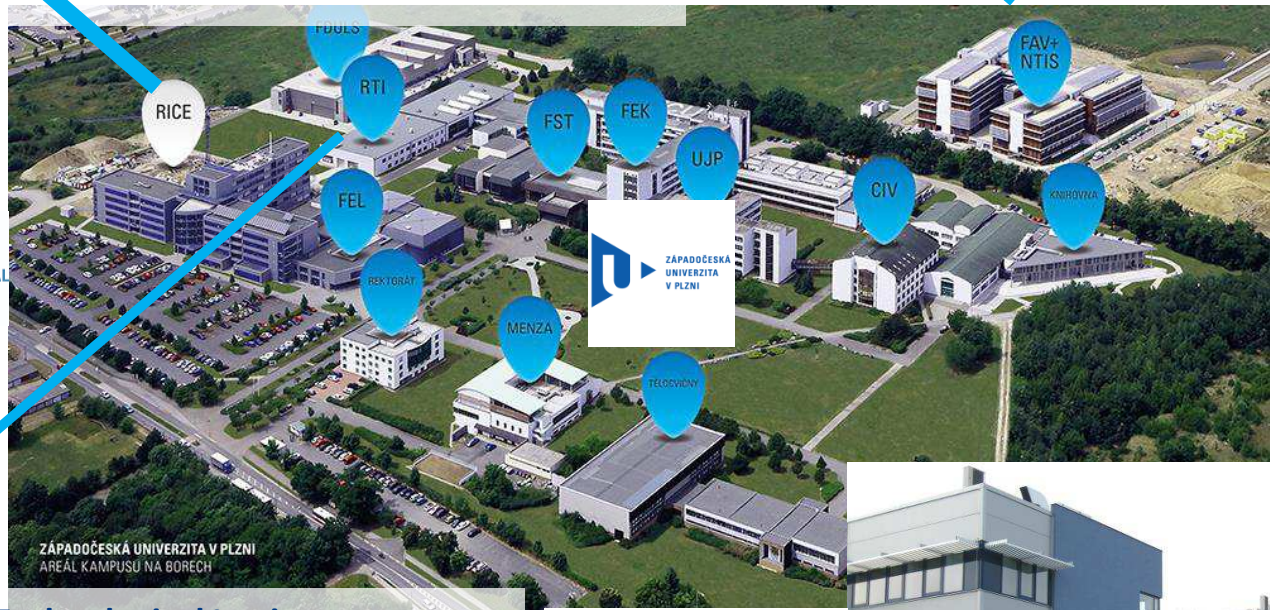


FAKULTA  
APLIKOVANÝCH VĚD  
ZÁPADOČESKÉ  
UNIVERZITY  
V PLZNI



### RICE – The Regional Innovation Centre for Electrical Engineering Research center of the Faculty of Electrical Engineering

FAKULTA  
MECHANICKÉHO  
STROJÁRENSTVÍ  
UNIVERZITY  
ZÁPADOČESKÉ  
V PLZNI



ZÁPADOČESKÁ UNIVERZITA V PLZNI  
AREÁL KAMPUSU NA BORECH

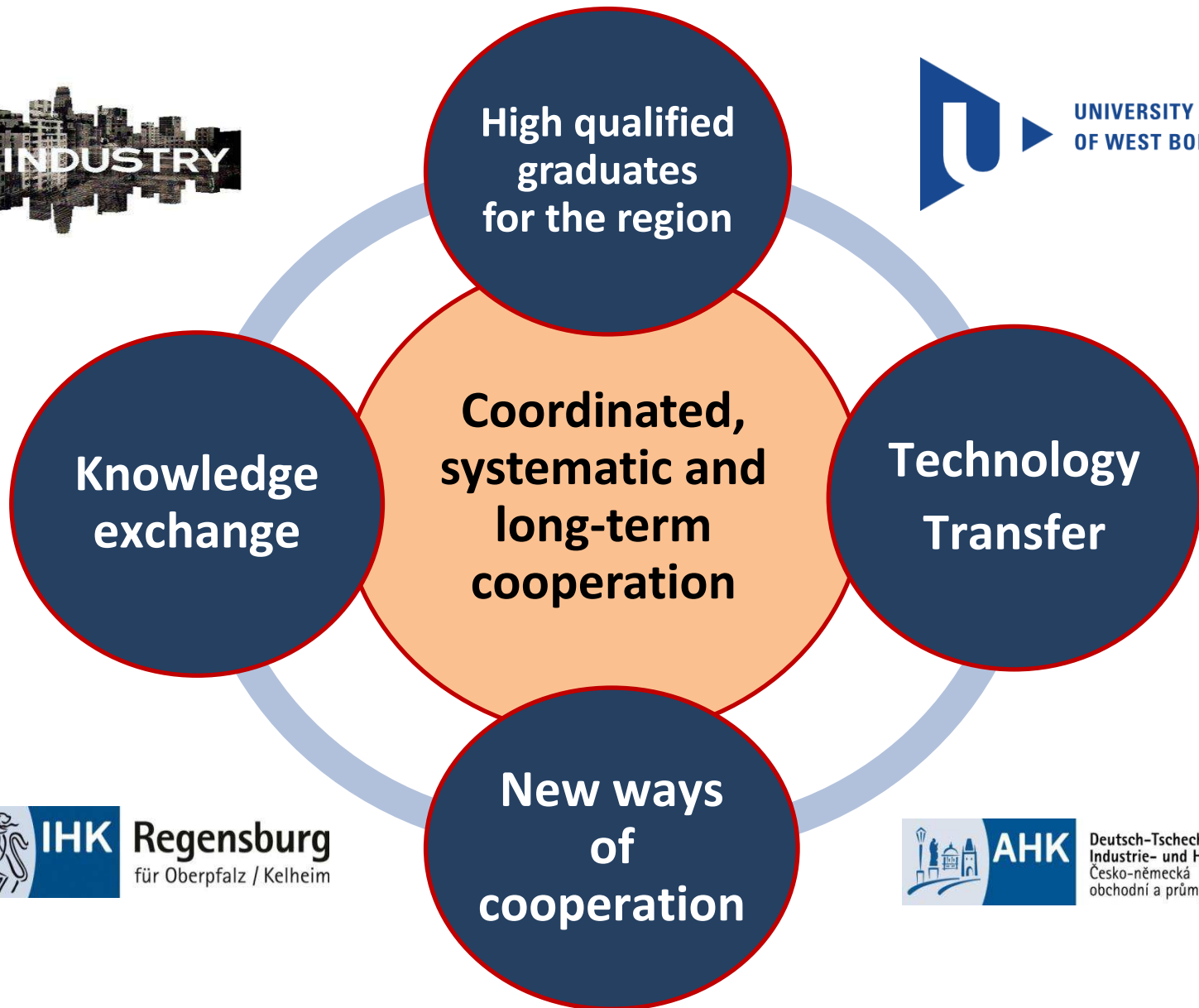
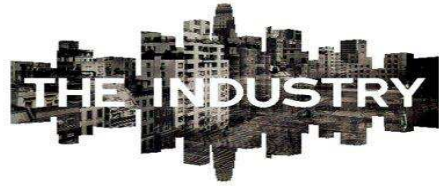
### RTI – The Regional Technological Institute Research center of the Faculty of Mechanical Engineering

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UNIVERZITY  
ZÁPADOČESKÉ  
V PLZNI



### NTC – The New Technologies - Research Centre Science and technology park Pilsen 6th river

# Goals of the platform „Science & Industry“



# Needs and expectations from different pov's



Industry expectations	University
Applied Research	Applied Research
Understanding the needs of the companies	Acquire more students
Exchange of experience – students in the practice, technology transfer	Network of industrial partners
Meet the demand for skilled workers throughout the region	
Dual study	
Encourage interest in technical courses	



# Platform „Science & Industry“

## Priorities of the cooperation



**Applied Research**



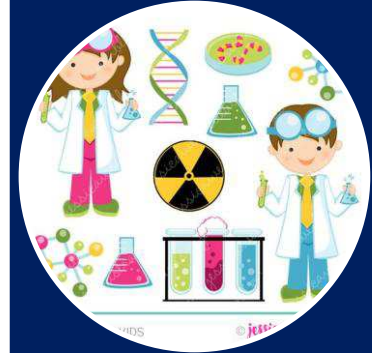
**Employer Branding  
and Recruiting**



**Human Resource  
Development**



**Networking and  
Eventmanagement**



**Encourage interest  
in technical studies**





# Employer Branding / Recruiting / HR-Development



## Úspěšní absolventi ZČU v německých firmách - 6. díl

Absolventi Univerzita Úspěchy



## Showcasing inspiring Alumni to promote student recruitment: Profiles of successful graduates

Absolvent oboru Kybernetika a řídicí technika Fakulty aplikovaných věd Martin Valenta pracuje v ZF Engineering od jejího založení. Jaké možnosti mu společnost nabídla?

Martin Valenta, absolvent oboru kybernetika a řídicí technika na Fakultě aplikovaných věd, pracuje ve firmě ZF Engineering od jejího založení v roce 2007. V podniku, který převážně vyvíjí a testuje software pro řídicí jednotky automatických převodovek a dalších prvků pohonného systému, je vedoucím vývoje softwaru.

Je šestým z úspěšných absolventů ZČU v německých firmách, které vám každé pondělí představujeme.

Proč jste si pro svoji kariéru vybral právě firmu ZF Engineering Plzeň?

Zvítězil u mě zájem o oblast automobilového průmyslu a také možnost uplatnit znalosti získané během studia kybernetiky na Fakultě aplikovaných věd Západočeské univerzity v Plzni.

Čím vás práce pro německou firmu obohatila, jaké vám poskytla možnosti pro kariérní rozvoj?

# Applied Research / Technology Transfer



## Werkzeug- innovationen mit additiver Fertigung

Dienstag, 5. Februar 2019  
10.00 - 13.00 Uhr  
Pilsen - Techmania Science Center

- » Trends und Praxis bei additiv gefertigten Schneidwerkzeuge
- » Produktivitäts- und Qualitätssteigerung bei der Herstellung Formen und Gesenken



Inovace řezných nástrojů, nástrojů a zápusťtek s využitím aditivní výrobní technologie

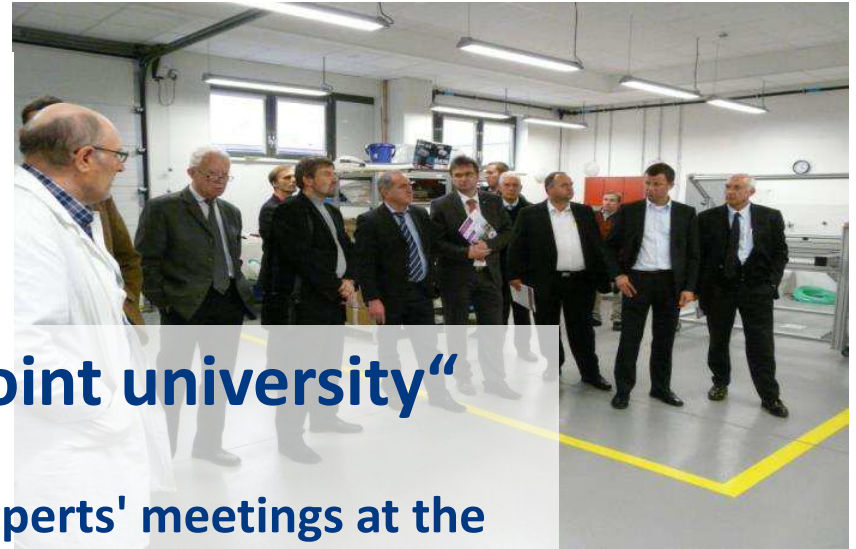
úterý, 5. února 2019  
10.00 - 13.00 Uhr  
Plzeň - Techmania Science Center

- » Metal Additive Manufacturing
- » Frézovací hlava KRAKEN
- » Inovace řezných nástrojů
- » Nové trendy ve výrobě forem a zápusťtek

„Meeting point university“

Czech-Bavarian experts' meetings at the  
Westbohemian university in Pilsen

Special topic  
Cross – Border discussion and networking  
Laboratory visit



# Encourage interest in technical studies



- ✓ 8 primary schools in Pilsen, Stribro, Horsovsky Tynn, Stankov and Tachov
- ✓ 280 pupils involved
- ✓ 7 companies for financial support and trainers

# Applied Research

Regular exchange with the Technology transfer office of the Westbohemian university



Chamber of commerce as a channel between academia and industry



# Platform Science and Industry Pilsen Region ...

We're on the way ...

Enormous potential for cooperation



Partner Circle with leading companies

Cross-border networking and projects

Regional Innovation Strategy for Pilsen Region (RIS 3)

Branding within Czech Republic and on the European level



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**Thank you for your attention!**

**Richard Brunner**

**IHK Regensburg für Oberpfalz/Kelheim | Regional Office Pilsen**

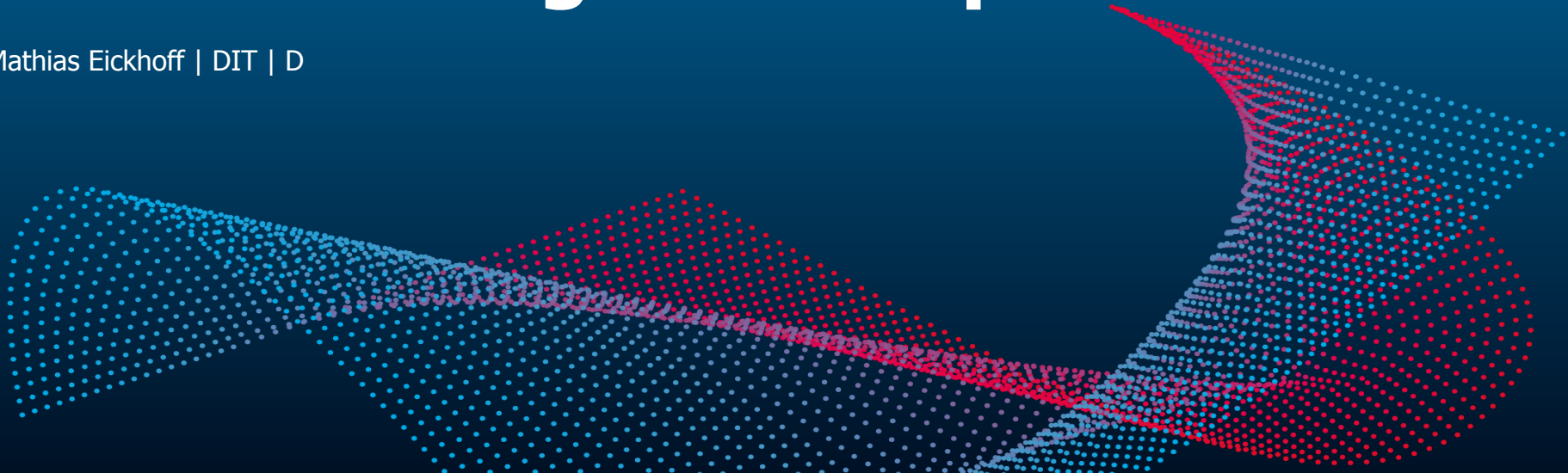
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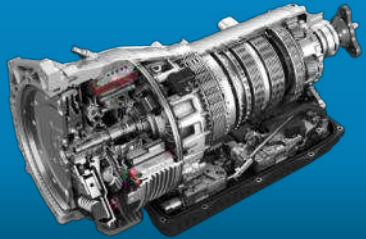


# Technology transfer – finding and understanding an enterprise

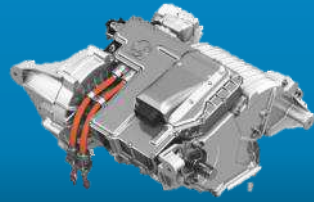
Mathias Eickhoff | DIT | D



# ZF will help shape the future in four technology areas and across all mobility & industry segments (IoT as the driving force)



8-speed plug-in hybrid transmission

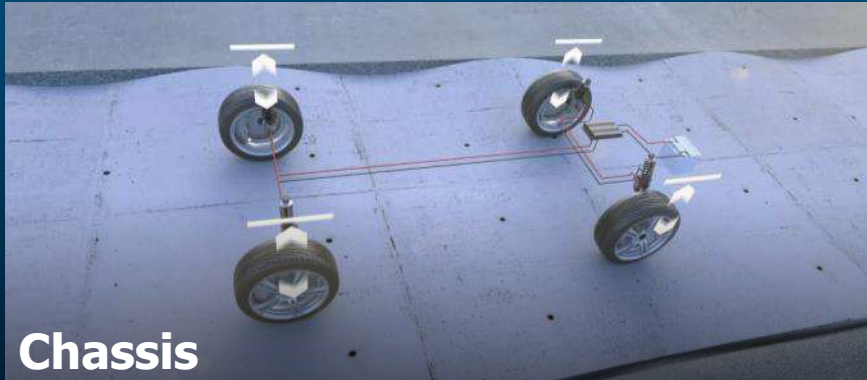


eVD

## Drive



## Safety



## Chassis



LIDAR



Camera



Radar



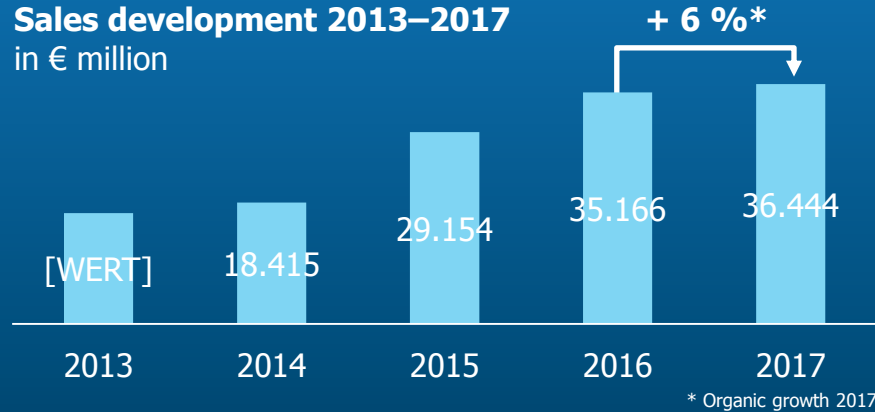
ZF proAI supercomputer

## Sensors



# ZF is growing disproportionately, both in an organic and inorganic manner

Sales development 2013–2017  
in € million



## Employees 2017 (end of the year)

Europe	86,227	thereof in Germany	51,152
North America	35,076		
South America	5,846		
Asia-Pacific	17,538		
Africa	1,461		
<b>Total</b>	<b>146,148</b>		
Thereof		Research and Development	16,250



# Key Figures

## Research and Development

### A Brief Profile on 2017

#### Patent applications:

2,161

ZF is one of the top patent applicants in Germany

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#### Main development locations:

€ 2.2 billion

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#### Employees:

16,250

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# Background: ZF as innovation leader

## ZF as a TOP 5 global supplier of automotive parts needs and wants to include external knowledge into own developments.

- Main fields of initiatives are focused on “Vision Zero” strategy – zero accidents and zero emissions
- Main product fields are:
  - autonomous / automated driving,
  - vehicle motion control,
  - eMobility and
  - integrated safety.
- We are building an **Ecosystem** with partnerships, Joint ventures and universities.
- **Core strategy is to integrate the knowledge where the knowledge is – worldwide.**
- Thus, **we in Plzen** are striving for partnership with local / regional universities:
  - ZCU Plzen – close distance and wide area of engineering disciplines
  - UTB Zlin – access to specific faculty



# RIS3 Strategy in Czech republic

## Basics and how we as a major player in R&D assess it

### What is RIS?

- RIS = Regional innovation strategy. Innovation program initiated by CZ government, target to establish “innovation hubs” & innovation mindset in all CZ regions (kraje) → aim to be “smart accelerator” (kraj’s role is seeding, not implementing)
- Vision/mission in Plzensky Kraj (PK) = “modern + attractive industry region, its prosperity based on creative use of latest technologies” (main pillars: education, cooperation, startup culture, branding)

### What did we as company do so far?

- Inform us about status and available documents. Held meetings with the RRA PK (regional development agency) to *provide them feedback and input* for strategy development and implementation.

### How do we rate the RIS3 activities?

- There is much content in the strategy, however we are unsure if there is really a cooperation / alignment between the different CZ regions (about who deals with which focus atd...). Much of the content seems to be quite “generic”.
- The involvement of companies (not only industry, R&D) is not so high at this moment.
- Main stakeholders: mesto, kraj, univerzita.
- The topics are only moving slowly (39 projects defined in PK)
- Target budgets are wide spread, only 3 main activities have significant budget. We would appreciate clear focus.

**So, we are happy about the initiative, but would wish more focus and output.**

# Assessment of cooperation with ZCU – Western Bohemian University in Plzen

## Situation:

- There are basically 3 faculties in our interest:
  - FST - Mechanical engineering
  - FEL - Electrical engineering
  - FAV - Applied sciences, incl. IT and cybernetics.
- With all of them we are in contact, however there is no common strategy and guideline for cooperation.  
Examples:
  - Support of various activities like lectures, exam events, Formula Student team, ...
  - Different approaches in the faculties for industry cooperation.
  - Company offices on the campus are treated differently.
- There seems to be at the moment no intention from the "rektorat" to streamline these cooperation conditions.
- The cooperation approaches are not on the level we know from Germany, what is also due to less experience at the universities for such cooperations.

## Core message:

- **Cooperations need structures, standards, processes, responsables.**
- **We will continue to use all possible approaches. DTIHK is a helpful enabler.**

# Thank you.

