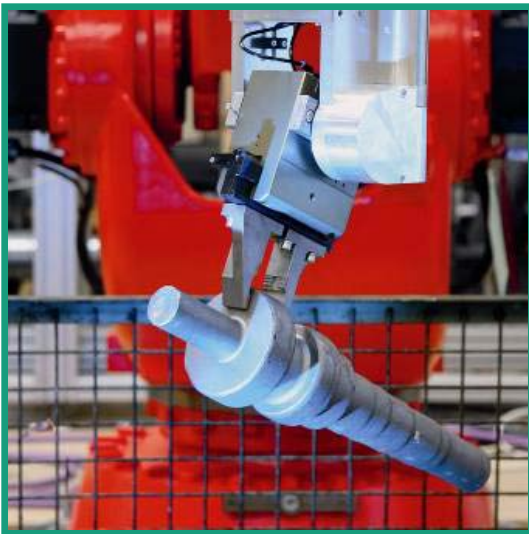

Public-Private Partnership Initiative for Manufacturing Technology Transfer in Romania

Separate roads to be aligned for manufacturing improvement in East and South-East Europe



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Well known to this auditorium: **The ManuFuture Strategy**

All developed countries can only achieve and secure a high standard of living
with
competitive sustainable manufacturing
in
highly automated learning factories
with a high degree of
man-machine cooperation

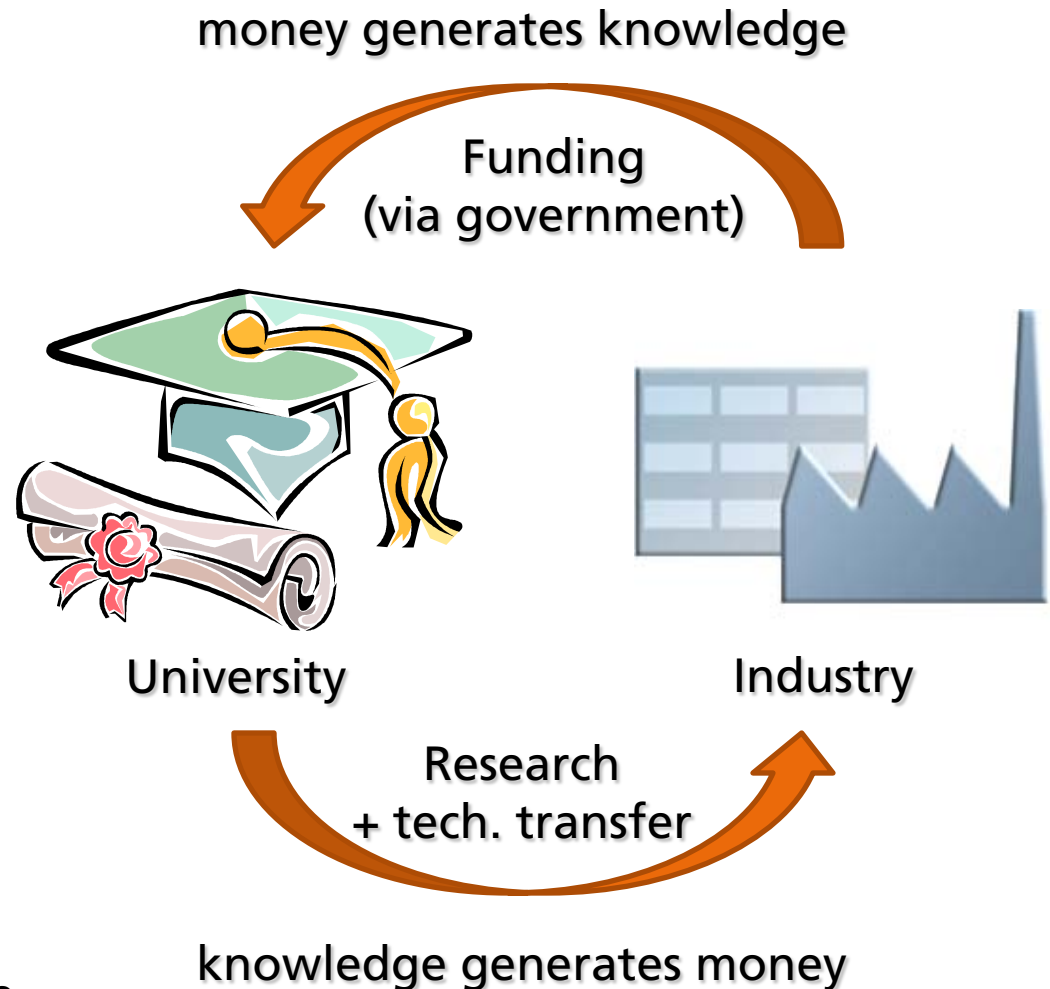
⇒ New technologies have continuously to be developed
and implemented into the industry

Manufuture Strategy versus EU Danube Strategy

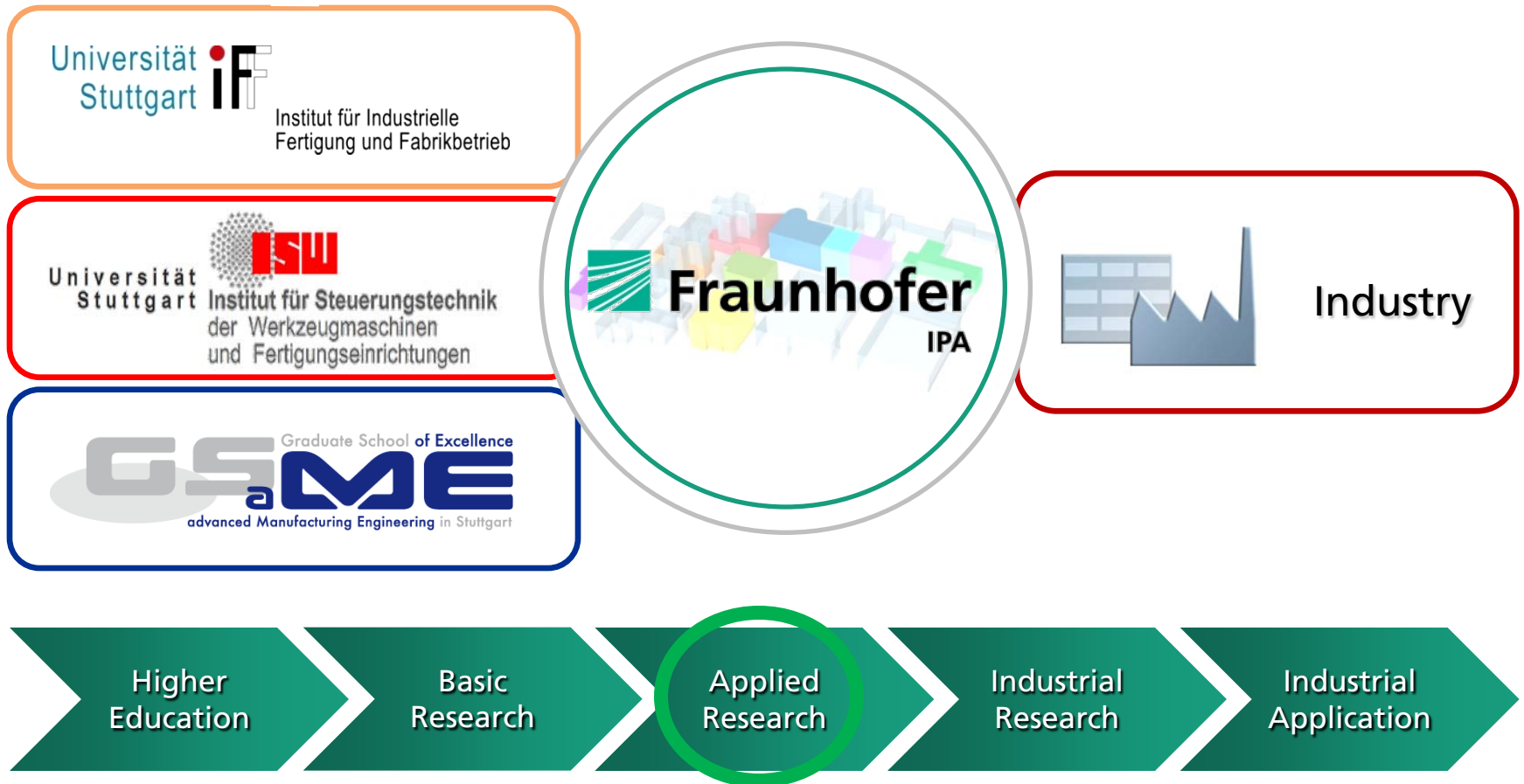
- The *ManuFuture* Technology Platform has achieved
 - an increased awareness and importance in research funding
 - 1.2 bn € for the Factories of the Future research projects
- The 4 main action areas of the Danube Strategy as identified by EU:
 - connection of the Danube Area (mobility, multimodality)
 - environment protection
 - **increasing the prosperity** in the Danube Area (research, education, information technologies, **competitiveness of enterprises**, investments in people and qualification)
 - strengthening the Danube Area

The socio-economic closed loop of prosperity increase

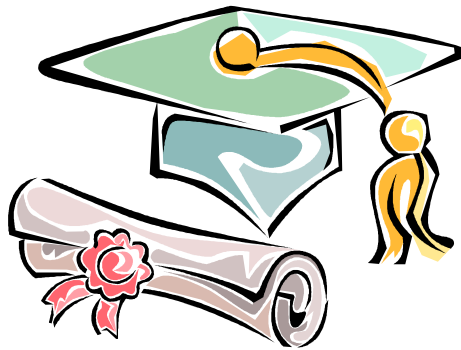
- Competitive sustainable manufacturing needs up-to-date knowledge
- taxes are partly used for research and education funding (national, EU)
- Research, Education and technology transfer increase productivity
- Increased productivity increases the taxes
- fruitful funding and **successful technology transfer** are essential for national prosperity increase



The Fraunhofer model developed in Germany: Networks between research and industrial application



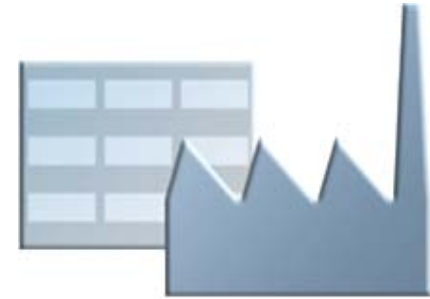
Current situation in many countries in Eastern Europe



University



There is currently
(almost)
NO INSTITUTION
which performs
the direct
technology
transfer from
basic research
to industry!



Industry



The Danube Area Countries have to act now !

- The **Manufuture Strategy** is bound to **retain and strengthen manufacturing in Europe** as the basis for our prosperity
- The **European Danube Strategy** is bound to **strengthen** the Danube Area as a major axis of countries with a common history

It is **important to understand** that

- The *Manufuture* Strategy is a top-down strategy of the EU
- The **European Danube Strategy** is a **bottom-up** strategy
 - ⇒ The initiative must come from the **local governments**
 - ⇒ **Cooperation** between Danube Area countries is necessary
 - ⇒ The countries apply for EU Structural Funds and issue tenders

The chance and task for Danube Area countries

- Additionally the EU plans to increase the allocation of Structural Funds money to innovation
- The historical chance of **Danube Area countries** is now to **combine *Manufuture* and European Danube Strategies** to increase the development speed of the Danube Area countries and industry by **focusing funding money on manufacturing research** and technology transfer according to the successful Fraunhofer model
- This will not only stabilize the countries involved but also strengthen Europe as a whole

We have to start from the roots:

A transnational Public-Private Partnership PPP

- The industry is in need of the continuous technology transfer from universities and research institutions
- The industry must take the lead in laying the path for the public investments
- In Romania, we are now in the process to found a transnational PPP initiated by the Romanian enterprise Microelectronica SA and Fraunhofer IPA
- This PPP will evaluate the needs of the regional industries and the technology portfolios of the regional universities and propose steps to institutionalise technology transfer centres

Conclusions

The Danube Area countries must strengthen the manufacturing research and technology transfer by utilising the European Danube Strategy

The Danube Area countries have collaboratively to apply for EU Structural Funds money and issue research tenders

Implementation of Fraunhofer Project Centres as pilot models in Danube Area countries will
**improve and accelerate
the closed loop of prosperity increase**

Towards a good cooperation !