WBCInno Presentation
University-Enterprise Cooperation

Hamburg University of Technology
External Funding 2013

Total Income: 118 Mio €
External Funding: 40 Mio €

DFG: 4
Foundations: 1,4
EU: 4,6
BMBF and other Ministries: 16,8
Industry: 10,2
TuTech Innovation GmbH

Management of R&D-Projects
Technology Consulting
EU-Office (IRC) and Management of EU R&D-projects
Continuing Education programmes
Fair- and Convention -Service
Coaching of Spin offs, start ups

TUHH owns 51 % of the shares

... the first outsourced university driven company for TechTransfer,

... Best Practice Example for many other universities in Germany

TUHH modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Jobs of TuTech

- Consultancy
- Licensing
- Projects
- Spin outs
TUHH and TuTech

• General Contract
  – TUHH pays TuTech a yearly amount
  – TuTech supports TUHH institutes with proposal submission (e.g. review of financial part, and seminars on funding schemes)
  – TuTech forwards requests to the fitting institute

• Project-related
  – TUHH institute which runs the project pays a share of the project staff costs to TuTech
  – TuTech performs administrative and financial reporting tasks
Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation

### Professors

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Research Focus

Theory

- Logistics and Supply Chain Management
- Variance and Complexity Management
- Product Development
- Maritime Terrorism
- Applied Management Methods
- Security Management

Practice
Possibilities for Cooperations

Working Groups
Expert Interviews
Research Projects
Industry Projects
Workshops
Bachelor-/Masterthesis
Seminar Paper and Diploma Thesis

Politics & public Authorities
Science
Alliances
Industry

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Current Projects

- BMBF Project „secure air cargo – concepts, strategies and technologies for secure and efficient air transport chains (SiLuFra)“
- BMVBS Project „research information system (FIS)“ in line with the new structurization and actualization of the information system
- DFG Project „Exploring behavioral decision making: An application of RFID technology for the measurement of shopping process data“
- EACEA Project „modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and Innovation (WBCInno) in line with the Tempus Programme
- EU Project „development and implementation of a program advancing research education and exploitation for the support of national innovation systems (PARENIS) in line with the Tempus Programme“
Extraction of closed projects

• BMBF Project “secure and efficient logistics processes, prevention, identification, and handling strategies” (SefLog) in line with research for civil security
• BMBF Project “piracy and maritime terrorism as a challenge for maritime trade security: indicators, perceptions and options for action (PiraT) in line with securing supply chains
• Anti-terror compliance
• Integrated approach to IMprove the supply chain for COnsideration transport and integrated SECurity simultaneously (IMCOSEC)
• Service-oriented architecture and RFID for steering a model railway (SARFIR)
• German Italian conference on the interdependencies between new product development and supply chain management” (GIC PRODESC)
• Delphi Study to benefits of RFID in container logistics
Cooperating partners in science and alliances (extraction)

Science (Excluding Tempus partners)

Alliances

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Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Cooperating Partners in Industry

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Our Services

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

Interdisciplinary, holistic view

Combination of perspectives of different fields
Example: Conference

- Hamburg International Conference of Logistics

- Target
  Multidisciplinary network and forum for scientists and practitioners involved in logistics and supply chain management, started in 2006 and takes place every year

- Topics
  2011: Maritime Logistics and International Supply Chain Management

- Participants
  Scientific and practical contributions from different disciplines such as Business Administration & Economics, Engineering, Computer Science, Science & Mathematics and Law

- Output Example Proceedings 2011
Example: Competence Network

• Logistics Initiative Hamburg

• Targets
Creating and maintaining sustainable concepts in order to make transport and logistic “fit for the future”

• Topics
  – Bundling of ideas, requirements and interests of companies in order to identify and decrease growth limitations, revealing spaces, buildings and a logistic oriented traffic infrastructure
  – Supporting of innovations and new technologies in order to strengthen the competitiveness of Hamburg including workshops, working groups, and forums for systematically improving knowledge across branch intern development in the region

• Participants
Industry, research and science of the metropolitan region of Hamburg together with growth initiatives in Hamburg

• Output Example
Award “future logistics” for the most innovative logistics project a year
Example: Working Groups

• **Working Group “Future Logistics”**

• **Targets**
  Initiation, support and practical implementation of logistic innovations in companies as pilot projects including the search for funding

• **Topics**
  Defining basics of effective and efficient logistics processes, analyzing practical requirements of logisticians to innovative and technological solutions, technical products, concepts, and ideas for optimized logistics processes and developing them, as well as collecting best practices and benchmarks

• **Participants**
  Working group with managers of trading, industry or service companies with interest in innovative logistics concepts and technical developments as well as scientists

• **Output Example**
  Practical guideline for the handling of “anti-terror-lists“ in logistics
Example: Survey

- **RFID in Maritime Container Logistics: A two-stage Delphi Study on Participant Specific Benefits**

- **Target**
  Identifying and evaluating the commercial benefit of RFID in container logistics across the different stake holders by a Delphi study (online and paper based)

- **Topics**
  - introduction to RFID technology and a description of relevant RFID applications in container logistics (license plate, shipment tag and eSeal), followed by a comparison of these applications
  - degree of benefits (technology-based and based on information generated through RFID) for each relevant supply chain participant, i.e. the benefits for shipper, logistic service provider, consignee, container terminal and container owner

- **Participants**
  logistic partitioners (container terminals, container owners, consignee, shipper, service provider), logistics consultants, IT providers operating in the logistics area

- **Output**
Example: Industry Project

- **Secure and efficient logistics processes:** prevention, identification and handling strategies (SefLog)

- **Target**
  Balancing requirements of logistics companies and economy with the security requirements of politics and public authorities by a concentrated view on procedures and processes

- **Topics**
  Averting dangers and minimizing damages, minimizing negative security effects on supply chains, avoiding cost-intensive technical or organizational solutions

- **Participants**

- **Output**
  Practical implementations and Best Practice Guideline
Example: Students‘ work supervision

- **Bachelors’ or Masters’ thesis, Diploma works, project seminars, internships**

- **Target**
  Providing a platform for students to do applied research during their bachelor or master degree. Offering companies having high-level, up-to-date contributions to their managerial improvements.

- **Topics**
  Logistics and supply chain management, security management, maritime terrorism, product development, variance and complexity management

- **Participants**
  Industrial companies with interests in LogU research fields

- **Output**
  Student papers
Thank you for your attention

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