



## WORKSHOP PROGRAM

### MAY 10, Wednesday 2017

**10:10 - 10:40**



**MERZ FREEFORM TECHNOLOGIES**

**R/VR & Mixed Reality solutions in Quality Engineering**

Uptal Das, *Team Leader Software Development*

We believe that the next revolution in IT would come through mixed reality. This can be seen already through the software giants like Microsoft, Apple and Google investing time & materials on this. We would like to invest our time creating apps for our industries to realize this vision. This topic will cover creating 3D CAD & visualization applications for Industrial metrology, Automotive and CAD/CAM area. The topic includes Introduction to mixed reality, prototype application idea from freeform in the field of reverse engineering, market trend, SWOT analysis and investment possibilities.

**11:20 - 11:50**



**CRIT Collaborative Open Innovation**

**From local to transnational**

Enrico Callegati, *R&D Funding Manager*

The European industrial landscape is mainly organized around clusters, i.e. local-based aggregations of knowledge, infrastructures and companies specialized in a given sector/technology. Several initiatives, sponsored by governments or stemmed from the private sector, have tried to leverage and build on the benefits granted by cluster dynamics in terms of competitive advantage. However, in a time of disruptive technological change, is territory still the main form of possible aggregation? How can transnational collaboration reinforce and expand the value added of belonging to a cluster? The NUCLEI project, funded by the INTERREG Central Europe programme, brings together 7 clusters in advanced manufacturing and processing, from 6 different EU countries (Italy, Germany, Poland, Austria, Czech Republic, Slovakia), seeking to find synergies and a structured form of collaboration to better serve the respective local entrepreneurial communities.

**12:30 - 14:00**

*Lunch break*

**14:35 - 15:05**



**ECONOMIC and TECHNOLOGICAL DEVELOPMENT AREA, Beichen Dist., Tianjin, China**

**BEDA: A Paradise for Investors**

Hua Xu, *Deputy Director*

Approved by the Tianjin Municipal People's Government, Beichen Economic & Technological Development Area (hereinafter referred to BEDA) was established as a provincial development area in July 1992 and promoted to a state-level economic & technological development area by the State Council of China in March 2013. BEDA consists of one area and four parks, i.e. Core Area, Beichen Science & Technology Park of Binhai National Independent Innovation Area, High-end Equipment Industrial Park, Land Port Logistics Equipment Industrial Park, and Pharmaceutical & Medical Devices Industrial Park, covering an area of 56 square kilometers. So far, BEDA has attracted more than 500 enterprises to invest from 26 countries and regions, among which 23 are Global Fortune 500 companies. With an average tax contribution of land per mu (mu equals to 666.67 square meters) exceeding RMB 300,000 yuan, three leading industries have formed, including high-end equipment manufacturing, modern medicine and new energy & materials. 19 German enterprises, including ZF Friedrichshafen, Siemens, Oerlikon Leybold, Geze and etc have settled here, and BEDA has become the most densely German-invested area in Tianjin. BEDA has won the titles of "China's Top 100 Most Competitive Area" and "China's Top 100 New Energy Industry Park" successively.