

# Welcome to the Technology Center of Western Pomerania

by Mario Kokowsky

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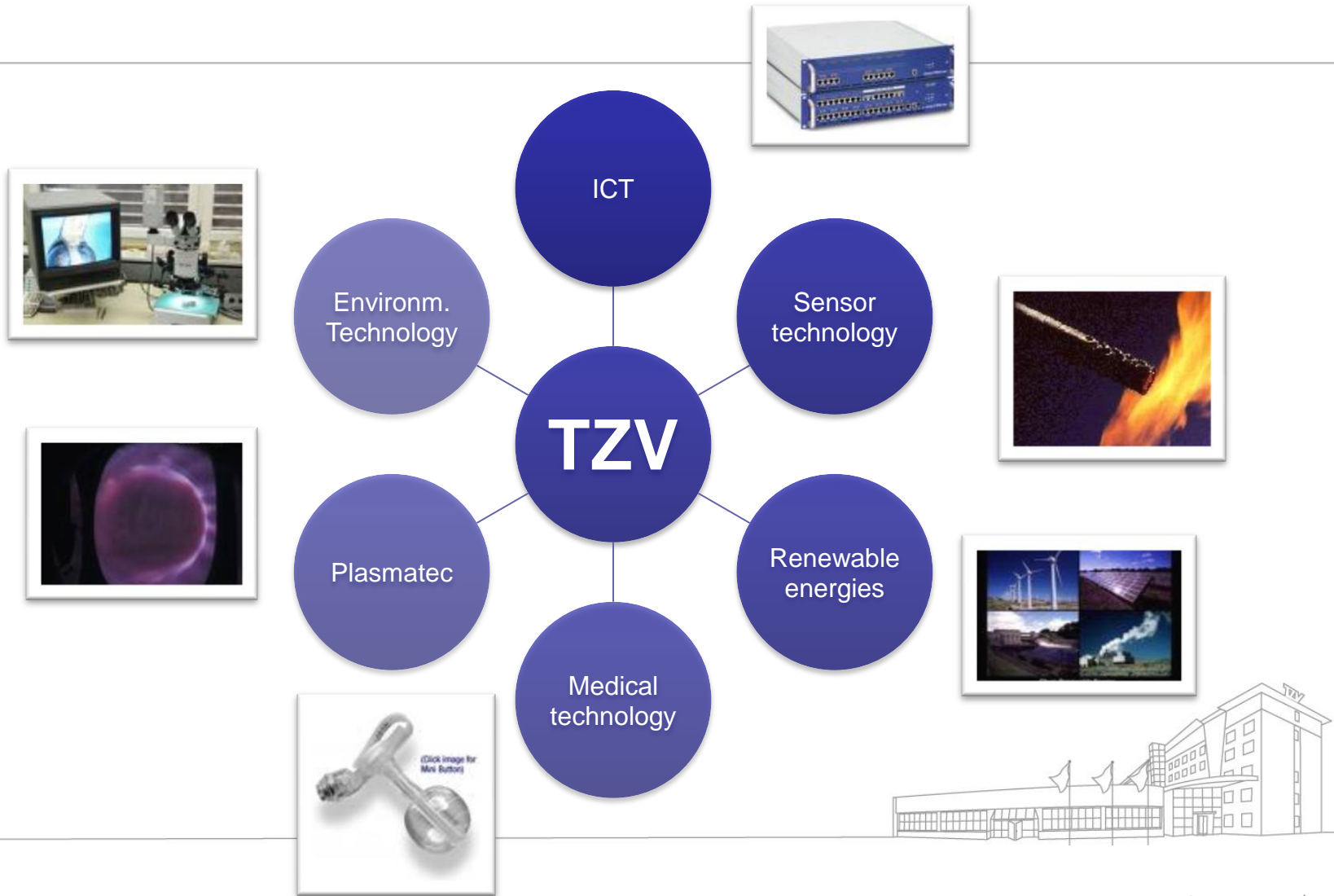
LEISTUNGSVIELFALT IN BERATUNG UND SERVICE

# General information

Company:	Technologiezentrum-Fördergesellschaft mbH Vorpommern
Foundation:	1991
Shareholder:	City of Greifswald Bank of Vorpommern (Sparkasse) Technikzentrum-Fördergesellschaft mbH Lübeck Iso Rüst Bau GmbH
Budget 2009:	appr. 1.000 k€
Employees:	14



# Fields of interest



# Regional Partnerships



FH Stralsund  
(3.500 Stud.)



SIG: 20 Firmen



Uni HGW  
(12.000 Stud.)



BTG:28 Firmen



INP e.V.  
(120 MA.)



TZV: 60 Firmen  
(190 über 19 Jahre)



# Aims and Services

➤ Offers : processing

Question: What is the life-cycle of companies?



**WHERE?** Universities  
R&D institutions



Technologiepark

**HOW?** Assistance  
Coaching  
Finances

Coaching  
networking

infrastructure  
Marketing  
Events

Internationalisation  
Project-development



# Services

- investment-consulting and qualified handling of fundings
  - Development of business-strategies (marketing, products, services, turn-arounds ...)
  - Development of strategies for technology – transfer (incubating, entrepreneurship, science-marketing ...)
- preparation of market- and feasibility-studies
- **Development of projects (national / international)  
(BalticNet-PlasmaTec, PlasmaPlusBio, HydroNet-MV)**
- organisation of regional and international co-operation partnerships for consortias (→ EU – funding)



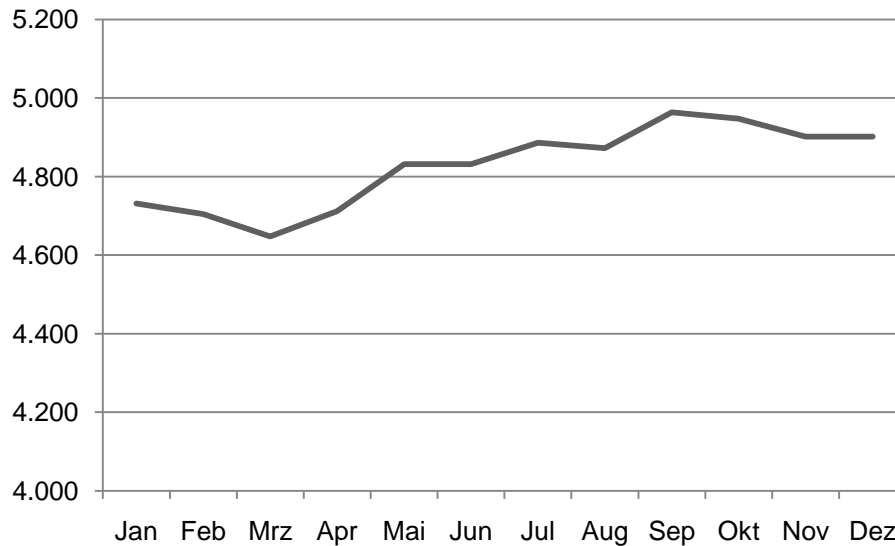
# Going International Support

- financial support:
  - grants for investments (StartUp, new offices)
  - international cooperation between SME (counter-guarantee for loans)
- organisational support:
  - free of charge International Bureau (2 month including Infrastructure)
  - coaching for the German market
  - contacting to existing networks

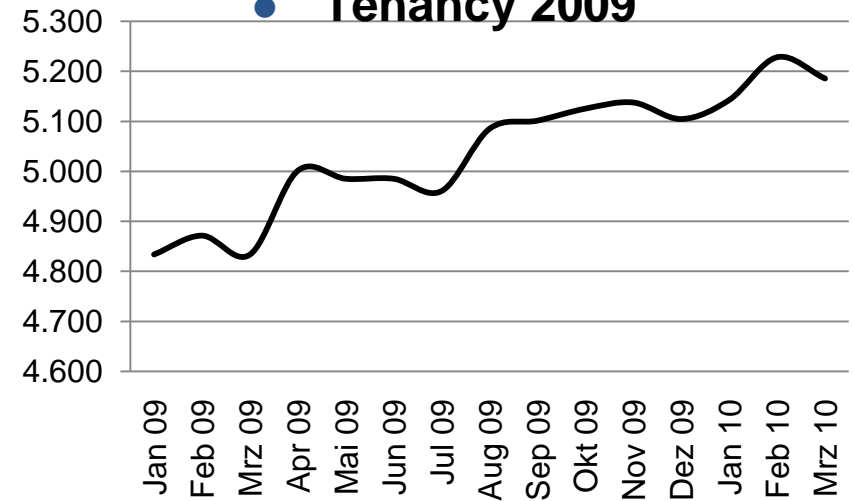


# Tenancy Management

● Tenancy 2008







● Tenancy 2009






# International Projects

	Projektname	Logo	since
1	JOSEFIN		01.02.2009
2	DISKE		01.09.2009
3	IBI-Net		01.01.2010
4	PlasTEP (LP)		01.01.2010



# National Projects

	Projektname	Logo	since
1	TechnoStartup MV		01.02.2009
2	ICT in SME's	N.N.	01.03.2010



# TechnoStartup MV I

- Technology start ups in Mecklenburg-Vorpommern get specific support and assistance.
- "TechnoStartup MV" is an attractive support instrument for Start-up's
- 20 technology oriented Start-up's during 2 years
- The project is financed by the Ministry for Economy, Labour and Tourism (ESF).



# TechnoStartup MV II

- What TechnoStartup MV has to offer:
- competent assistance for new foundings in the TZV and support in concept-creation and designing applications:
  - outline a concept for a new founding including a planning of finances and support, choice of appropriate marketing activities, registration of trade mark rights
  - assistance according to the project to apply for founding-/ investment-/ staff cost grants etc.
  - Individual, needsmatching assistance for the new founding to settle in the market
- Qualification, experience exchanges, cooperation support, excursions
- providing for office premises (6 months free of cost)



# Demand analysis of the Enterprises at TZV

- In the context of the benchmarking process of the project DISKE enterprise interviews in the technological centre had given us following data:
  - a. 85% of the enterprises will grow within the next 5 years.
  - b. 55% of the enterprises said that they get a high measure support in the technological centre.
  - c. More than half of all enterprises sell there own products on international markets within the next 5 years.
  - d. 78% of all technology enterprises with a research- and development department sell there own products on international markets within the next 5 years.



# .... there are a lot of things to do (together)

- we all have limited resources, but
- Our customer want to growth  
→ we need the experiences and financial instruments
- Our customers have more specific challenges  
→ we have to know how to do the right
- The companies want to go international  
→ we should provide soft-landings

How can we use our special knowledge to offer this?

**Solution: TechTransfer Network in the BSR**



# Thank you for your attention

**Mario Kokowsky**

[kokowsky@technologiezentrum.de](mailto:kokowsky@technologiezentrum.de)  
[www.technologiezentrum.de](http://www.technologiezentrum.de)