



NEWSLETTER
Issue 7
July/Aug 2014

gadget

Good Practice Pilot Action for Innovative
Industries: Education, Training and Exploitation



WELCOME TO THE NEWSLETTER FOR THE **GADGET** PROJECT!

2nd September
Scotland House,
Brussels,
Belgium

The objective of the international conference is to share GADGET's approach and practical measures to bridge academia and industry, which were proved to be effective in Austria, Spain and the UK. In addition, prominent speakers from the emerging environment and energy sector will also share good practices and innovative approaches to foster university-industry co-operation.

If you are from higher education institution, small & medium enterprise, intermediary, a policy maker, or interested in university co-operation and graduates' employability, join us for the conference as well as the brokerage session on 2nd September 2014 at Scotland House.

SPEAKERS

ALBA PRIETO GONZALEZ

GADGET project officer

SPIKE TANG,

GADGET project co-ordinator

JOSÉ LUIS MUÑOZ

CHRISTOPH ADAMETZ

PROF JORGE MARZ GÓMEZ

University of Oldenburg

ED CRAIG

Head of Enterprise & Innovation at ECCI

ASHER MINNS



INTERNATIONAL CONFERENCE



REGISTER HERE <http://www.gadget-project.eu/content/gadget-final-conference-registration-form>

TRAINING SESSION 2 FH JOANNEUM

INTERNATIONALIZATION, DEVELOPMENT OF MARKET UNDERSTANDING & MARKET POTENTIAL ANALYSIS

After the successful first training session conducted at the beginning of June, FH JOANNEUM invited more stakeholders to another free training on a topic chosen by the participants themselves on June 26th, 2014. As it turned out,

SMEs were mostly drawn to learn about how to internationalize by analyzing markets and understanding their potential

The team was also very happy to see participants from the first training, who returned due to a high interest in the subjects offered.

Mag. (FH) Lisa Mahajan and Mag. Rene Wenzel opened the sessions with a short introduction to the GADGET project to give participants an idea about the framework in which the training operates. The training itself was led by Dr. Martin Neubauer, who worked with start-up companies, held a teaching position at FH JOANNEUM and acted as a consultant in Russia's largest automotive engineering holding for many years.

The 5-hour workshop covered topics such as market selection, market entry strategies as well as marketing and staff selection criteria.



Interactive and personalized modules characterized the training course and the

feedback collected afterwards showed an even higher satisfaction level than the previous training.

As a last point of action, it was announced that the third and final training on "project management, planning & controlling of R&D projects" will take place on July 3rd, 2014 and focus on EU project management and funding opportunities for Austrian SMEs in the energy and environment sector.

>> NEXT TRAINING SESSION

TRAINING SESSION 3 FH JOANNEUM

PROJECT MANAGEMENT, PLANNING AND CONTROLLING OF R&D PROJECTS



To conclude the series of trainings offered within the GADGET project, a workshop was held on July 3rd, 2014 on a topic that is of great interest for many SMEs, namely applying for grants and handling EU projects.

The focus was put on grants available in Austria, Horizon2020 and basics of EU project management.

The background of participants was very diverse, including newcomers to the topic as well as experienced grant applicants, who came to refresh their knowledge and to extend their professional network. After a GADGET project introduction by Mag. (FH) Lisa Mahajan and Mag. Rene Wenzel, Mag.

Rupert Beinhauer conducted the main part of the 5-hour training session.

He teaches at the Institute of International Management and is one of the most experienced project managers handling EU-funded projects in the team.

Again, the feedback has been very positive and participants clearly felt comfortable in the setting.

All of them agreed that they would return for further workshops to the FH JOANNEUM, which had been the purpose behind organizing the training and the clear goal of the GADGET project.

The Austrian HEI team is very happy with the outcome and the commitment of the training participants, who showed up despite busy time schedules and the approaching summer vacations.



A VIDEO ANALYSIS OF THE SPANISH UNIVERSITY INDUSTRY COOPERATION IS AVAILABLE TO VIEW ON THE GADGET WEBSITE



Lifelong
Learning
Programme



<http://www.gadget-project.eu>

