



***EXZELLENT.**



Final Programme/as of May 17, 2015

Expert Seminar for the Delegation of Professors from ENIT, El Manar University Tunis visiting the University of Bremen and the University of Applied Sciences Bremen, funded by DAAD's Transformation Partnership with Tunisia¹
Duration: May 17 to May 24, 2015

Programme Responsibility:

Professor Emeritus Dr. Karl Wohlmuth, University of Bremen, Faculty of Economics and Business Studies

Head of the Tunisian Delegation: Professor Jelel Ezzine, ENIT, President of TAASTI (Tunisian Association for the Advancement of Science, Technology and Innovation)

Subject of the Seminar: The Regional Innovation System (RIS) of the Country State of Bremen, Germany. The Role of Actors, Institutions, Policies, and Processes

Seminar Programme (17 May 2015 to 24 May 2015)

Sunday, 17 May 2015

Arrival of the Tunisian Delegation in Bremen

¹ Financed by sources from DAAD, Project no. 57155876, Responsibility: Prof. Dr. Hans-Heinrich Bass, Bremen University of Applied Sciences, Faculty of Economics and Business Administration

Monday, 18 May 2015

9:30 am, WIWI-Building, Hochschulring 4, Rotunde 1: Welcome and Introduction to the Regional Innovation System (RIS) of the Country State of Bremen

Professor Emeritus Dr. Karl Wohlmuth: Opening of the Expert Seminar and Introduction

Professor Dr. Dr.h.c. Jochen Zimmermann, Dean of the Faculty of Economics and Business Studies, University of Bremen, welcomes the Tunisian Delegation and speaks about the teaching, research and internationalization strategy of the Faculty of Economics and Business Studies

10:00 am, WIWI-Building, Hochschulring 4, Rotunde 1: Introductory Lecture by *Professor Emeritus Dr. Karl Wohlmuth* about: “The Regional Innovation System (RIS) of the Country State of Bremen, Germany: Actors, Institutions, Policies, and Processes”

Break

11:30 am: Towards Coherent Innovation Policies for Bremen

*Dr. Jan Wedemeier, HWWI (Hamburgisches WeltWirtschaftsInstitut) Bremen, gives a lecture on the major findings of the new HWWI/ITD study: **New Approaches towards a Coherent Innovation Policy for Bremen***

12:30-14:00 pm: *Professor Dr. Dr.h.c. Jochen Zimmermann* invites the Tunisian Delegation for Lunch at the Hotel Atlantic Universum

15:00-16:00 pm: Reception at the Town Hall/Rathaus of Bremen (UNESCO Cultural Heritage) by *Andrea Frohmader, Director of the Department of International Relations, Office of the Senate of the Country State of Bremen*

Programme: Meeting in the Room of the Senators (Cabinet’s Room) and then a Guided Tour of the historical rooms of the Rathaus (Town Hall)

16:00-17:00: Walk through the City of Bremen

17:30-18:30 pm: Visit of the University of Applied Sciences Bremen

*Dr.-Ing. Uta Bohnebeck, Vice President for Research and Technology Transfer, University of the Applied Sciences Bremen, invites for a lecture about: **The Research Priorities of the University and the Role of the University-Business Interactions.** *Professor Dr. Hans-Heinrich Bass from the University of the Applied Sciences* will guide the meeting. Location: University Building Neustadtswall, Conference Room (208) of the President. A visit of the new AB Roof Terrace overlooking the Weser River and the two sides of the town of Bremen is part of the programme*

Tuesday, 19 May 2015

**9:30-10:45 am, WIWI-Building, Hochschulring 4, Rotunde 1:
Innovation and Change Management for Small and Medium Enterprises**

9:30-10:00 am:

Professor Dr. Achim Gutowski, International Business School of Service Management/ISS Hamburg, gives a lecture on **Innovation and Change Management: Importance for Small and Medium Sized Enterprises in Bremen - An Introduction**

10:00-10:45 am:

Andreas Mündl, WFB (Wirtschaftsförderung Bremen) Bremen, Economic Development Department/BAB (Bremer Aufbau-Bank) - Bremen Bank for Economic Expansion, presents **Support Programmes for Innovative Business Start-ups and New Company Establishments (Spin-offs) in Bremen**

10:45-11.00 am: Coffee Break

Patent Management Arrangements by the Universities in Bremen:

11:00-12:00 am: *Dr.-Ing. Jens Hoheisl*, Co-Managing Director of Innowi GmbH, Bremen will speak about **Innovations, Inventions and Patents – support for regional spinoffs**

Break for Lunch; and at 13:00 pm by tram 6 to the Airport City to visit Airbus Industries, tram stop at "Neuenlander Feld"

14:00–16:00 pm: Visit to Airbus Industries, Guided Tour by a Lead Engineer of Airbus Industries, Space Section – Discussing Production and Innovation Issues of Aerospace Industries and its Importance for Bremen (Organized by *Professor Dr. Achim Gutowski*)

Attention: Please bring your passport/ID with you; otherwise no access to Airbus Compound possible!!

A short walk through the Airport City is possible after the visit to Airbus Industries.

Wednesday, 20 May 2015

9:00–12:00 am: Applied Industrial Research in Bremen – the Role of the Fraunhofer Institutes for Industrial Innovations in Germany

Visit to the Fraunhofer Institute for Manufacturing Technology and Advanced Materials IFAM, Division of Adhesive Bonding Technology and Surfaces

Presentation and Project Visits regarding Programmes and Projects of Adhesive Bonding Technology by *Professor Dr. Andreas Hartwig*, Head of the Department “Adhesives and Polymer Chemistry” and Professor at the University of Bremen

Break for Lunch

14:00-15:00 pm, WIWI-Building, Hochschulring 4, Rotunde 1: The Research Strategy of the University of Bremen

Professor Dr. Kurosh Rezwan, Vice President of the University of Bremen, Director of the Advanced Ceramics Group at the University of Bremen, briefs the Tunisian Delegation about the **Research Strategy of the Excellence University of Bremen – Presentation and Discussion**

15:00-17:30 pm: Technology and Innovation Policies in Context (this session is open to the public; in case of interest to participate during this session please do inform the programme coordinator)

Lecture by *PD Dr. Cordula Weisskoeppel*: **Cultural Dimensions of Innovation Policies**

Lecture by *Professor Dr. Jelel Ezzine*: **Tunisia's Technology Potentials and Policies**

Statements on Aspects of Technology and Innovation Policies in Tunisia by the other Tunisian Delegates:

Professor Ridha Ben Cheikh, ENIT, Tunis

Professor Thouraya Guizeni, ENIT, Tunis

Professor Rim Kalai, ENIT, Tunis

Professor Bahri Rezig, ENIT, Tunis

Professor Hatem M'Henni, Ecole Supérieure de Commerce, Campus Universitaire de la Manouba, Tunis

17:30-18:00: The Global Cooperation Strategy of the University of Bremen

Dr. Annette Lang, Director of the International Office, University of Bremen will speak about **Cooperation Agreements of the University of Bremen with Universities in Africa and globally in the field of Engineering Studies**

Thursday, 21 May 2015

9:00-12:00 am, WIWI-Building, Hochschulring 4, Rotunde 1: Knowledge and Technology Transfer by the University of Bremen and the Role of the Technology Park University

Dr. Martin Heinlein, Director of UniTransfer, BRIDGE, and Technology Park University: **The Knowledge and Technology Transfer Strategy of the Excellence University of Bremen**

12:00-13:00 pm, Tour of the Technology Park University (guided by *Dr. Martin Heinlein*, Director, of Technology Park University) **with a Bus**

Break for Lunch

15:00 – 18:00 pm: BIBA - Developing technical and organisational solutions and applying them realistically in commercial and industrial companies of all branches, sizes and nationalities

Visit to BIBA/Bremer Institut für Produktion und Logistik, formerly Bremer Institut für Betriebstechnik und Arbeitswissenschaft, a scientific engineering research institute dealing with the issues of production and logistics systems

Professor Prof. Dr.-Ing. Klaus-Dieter Thoben, Director of BIBA, and his staff will give presentations on the researches of BIBA, will highlight some major ongoing projects and will present the laboratories for experimentation and design (assistance by *Dipl.-Inf. Zied Ghrairi* from BIBA)

Friday, 22 May 2015

10:00-11:30 am: The Role of the Chamber of Commerce in the Innovation System of the Country State of Bremen, Chamber of Commerce of Bremen, Am Markt 13, Haus Schütting

Leading Staff of the Bremen Chamber of Commerce will brief the Tunisian Delegation about the structure and the functions of the Chamber, including the role of the Chamber in the regional innovation system (RIS) of the Country State of Bremen. It will also be possible to become acquainted with the historical building of the Schütting by a guided tour.

Available for Presentations and Discussions are: *Volkmar Herr*, General Manager, Department of International Affairs of the Chamber, *Annabelle Girond*, Department of International Affairs, and *Dr. Dennis Stockinger*, Department of Industry, Innovation, Environment.

12:00-14:00 pm: The role of the Economic Promotion Agency of Bremen in the field of Innovation

Leading Staff of the Innovation Department of WFB, the Economic Promotion Agency, will brief the Tunisian Delegation about Innovation Clusters and Competence Areas at the Headquarters: Kontorhaus am Markt, Governing Council Room

The Delegation will be received by *Hans-Georg Tschupke*, Director of the Department of Innovation, WFB Wirtschaftsförderung Bremen GmbH/Economic Promotion Agency Bremen, of the Free Hanse Town of Bremen to discuss support and promotion projects

15:00-18:00 pm: Innovation and Innovation Promotion in the Crafts Sector of Bremen/The Chamber of Crafts invites the Tunisian Delegation to their Competence Centre for Crafts –HandWERK gGmbH

Angelika Pfeifer, Deputy Head of the Chamber of Crafts, *Wolfgang Lüllmann*, Responsible Expert for Innovation and Technology/Beauftragter für Innovation und

Technologie (BIT), Steffen Spitzner, Managing Director of the Competence Centre, and other staff will brief the Tunisian Delegation about innovation and innovation promotion in the crafts sector and about the role of the Competence Centre for Crafts; examples of innovations in crafts enterprises will be presented; trends with regard of the dual occupational training system and the career prospects in the crafts sector will be discussed; the facilities of the Competence Centre Crafts will also be visited.

20:00 pm: Dinner Invitation by Professor Dr. Hans-Heinrich Bass on behalf of the University of the Applied Sciences Bremen at the Ratskeller Bremen

Saturday, 23 May 2015

10:00 am, WHS 5, Room 0.13: Internal Business Meeting: Discussion about further cooperation activities in 2015 and Beyond

- Follow Up of the Expert Seminar (*by Professor Karl Wohlmuth*)

- Briefing on the work towards the MOOC with the title “Building National, Regional and Local Innovation Systems in Developing Countries: Lessons from the Country State of Bremen, Germany” (by *Professor Hans-Heinrich Bass*) and a Statement by *Dr. Yildiray Ogurol*, Managing Director, Centre for Multimedia Systems/Zentrum für Multimedia in der Lehre (ZMML), University of Bremen about “The MOOC-Agenda and its Importance for the Future of University Teaching, also in Tunisia”

- Briefing on the Preparations for the International Conference on STI in Africa (by *Professor Jejel Ezzine*): “STI Policies in Africa for Reviving African Industries: Building and Strengthening Innovation Systems for Employment Creation“, and Discussion about the Future Cooperation Beyond 2015 (Statements by members of the research groups)

12:45: Closing of the Seminar (*Professor Karl Wohlmuth* and *Professor Jejel Ezzine*)

13:00: End of the Expert Seminar in Bremen

Sunday, 24 May 2015

Departure of the Delegation from Bremen

Contact Organizers:

Programme Responsibility: *Professor Karl Wohlmuth*, University of Bremen, E-Mail: wohlmuth@uni-bremen.de

Programme Assistance: *Danielle Siakeu*, University of Bremen, E-Mail: danielle_aline@yahoo.fr and *Joshua Meisner*, University of the Applied Sciences Bremen, E-Mail: joschameisner@yahoo.de