



Preliminary Update on Hannover Messe Roadshow

STCU conducted its most ambitious Partner Promotion Road Show so far, to the 2007 Hannover Messe technology exhibition in Hannover, Germany (16-20 April 2007). STCU had its own booth and also sponsored an Innovative Technology Symposium where the STCU-sponsored scientists made technical and business presentations.

The goals of STCU's participation were two-fold:

- Technology transfer/commercialization training for the STCU-sponsored scientists, and
- Commercial matchmaking with western companies.

STCU led a delegation of 46 participants: 36 scientists and 10 STCU staff. The scientists that went can be divided into 3 categories:

- a) Those selected and sponsored by STCU; the selected scientists had won competitive awards from the Ukrainian Ministry of Education and Science. This group of 8 scientists were co-exhibitors at the STCU booth;
- b) Those that were selected by the Deputy Executive Director (EU) and sponsored using funds from the EU Party-designated Supplemental Budget lines;
- c) Those who paid their own way using their travel budgets in Regular STCU Projects.

This ambitious event required many months of planning and preparation, in the hope that such extensive preparations would yield a more effective Partner recruitment and sustainability promotion than past STCU roadshows. STCU sponsored a 2-day training session for all of the participating scientists participating to prepare them for interacting with western technology company representatives, and to effectively promote the scientists' technology. Scientists also were asked to search the Hannover databases and obtain commitments from companies to meet during the exhibition.

STCU management continues to evaluate the cost-effectiveness of this labor-intensive outreach effort, but some preliminary results can be highlighted now:

- The scientists reported a total of 263 business contacts, along with approximately 100 business cards received by STCU at the booth.
- A 60,000 EUR STCU Partnership Agreement was reached between Uhde GmbH and E.O. Paton Welding Institute to deliver of 25,000 bimetal strips for evaluation, with further cooperation foreseen in annual contracts of approximately 1 million USD.
- Physico-Technological Institute of Metals and Alloys is discussing an STCU contract which will lead to manufacture of high durability bimetallic castings through an agency of Dutch Ministry of Foreign Affairs of the Netherlands.
- Dnipro-Moto company is discussing a contract for the creation of new labware with Duerr Technik, a German company.
- Institute of Metal Physics entered discussions with a U.S. company for high temperature superconducting materials.



- Lileya received a proposal to open a representative office of the company in Germany with the assistance of German company LILIA (a state enterprise of the Ministry of Economy of German).
- A Ukrainian wind-energy producer has been asked to meet with several companies in California in June.