

# Projektvorstellung MarketsFITT



Fraunhofer-Zentrum für  
Internationales Management und  
Wissensökonomie IMW

# Märkte für den internationalen Technologietransfer: Entwicklung eines digitalen Tools für die Internationalisierung bei Fraunhofer

Transferwerkstatt Bonn 16.11.2023

Manuel Molina Vogelsang & Jacqueline Zimmermann

# Datengestützte Potenzialbewertung für internationale Transfervorhaben

Märkte für den internationalen Technologietransfer – MarketsFITT



## Projektpartner:

Zentrale der Fraunhofer-Gesellschaft & Fraunhofer IMW

## Projektlaufzeit:

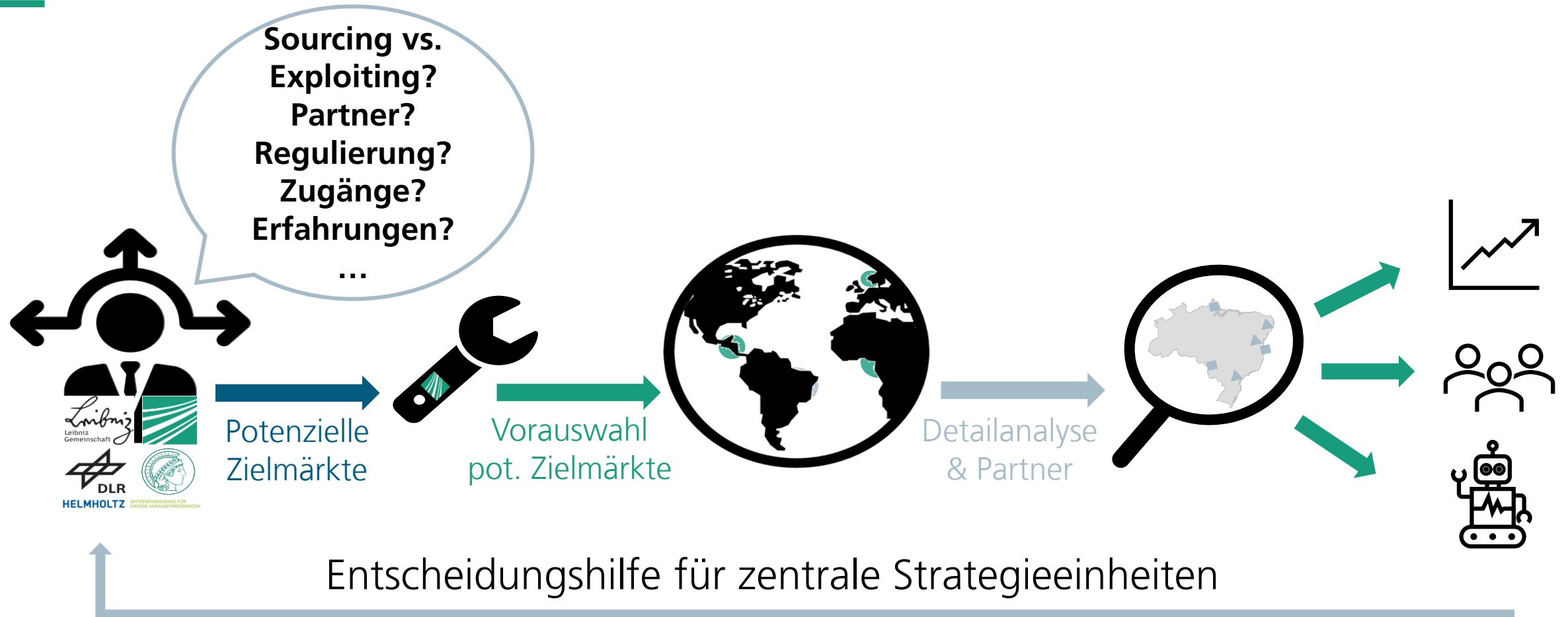
1.4.2021 bis 31.3.2024

GEFÖRDERT VOM



# Strategieentwicklung für Transfervorhaben in Mehrebenensystem komplex

Bedarf für Analyse- und Planungsinstrument für den internationalen Technologietransfer



# Fundierte Informationen und Vernetzung sind zentrale Bedarfswelder

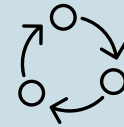
Zentrale Interviewerkenntnisse (n=30) zu Zielen, Vorgehen und Bedarfen

## Motive und Ziele



- **Zugänge zu Ressourcen, Kompetenzen**  
(Möglichkeiten der Skalierung, Forschungsbedingungen, Fachwissen, Fachkräfte)
- **Zugänge zu Kunden, Märkten** (Kontakt zu Kunden, Industrieerträge)
- Promotion / Einflussnahme („Netzwerkgetrieben“)

## Bisheriges Vorgehen



- **Unsystematisches** Vorgehen
- Bisher **stark von Netzwerken** einzelner Personen **abhängig**
- Informationslücken zu:
  - Märkten und Marktpotential einzelner Länder
  - Förderprojekten und Fördergeldern
  - Möglichen Partnern

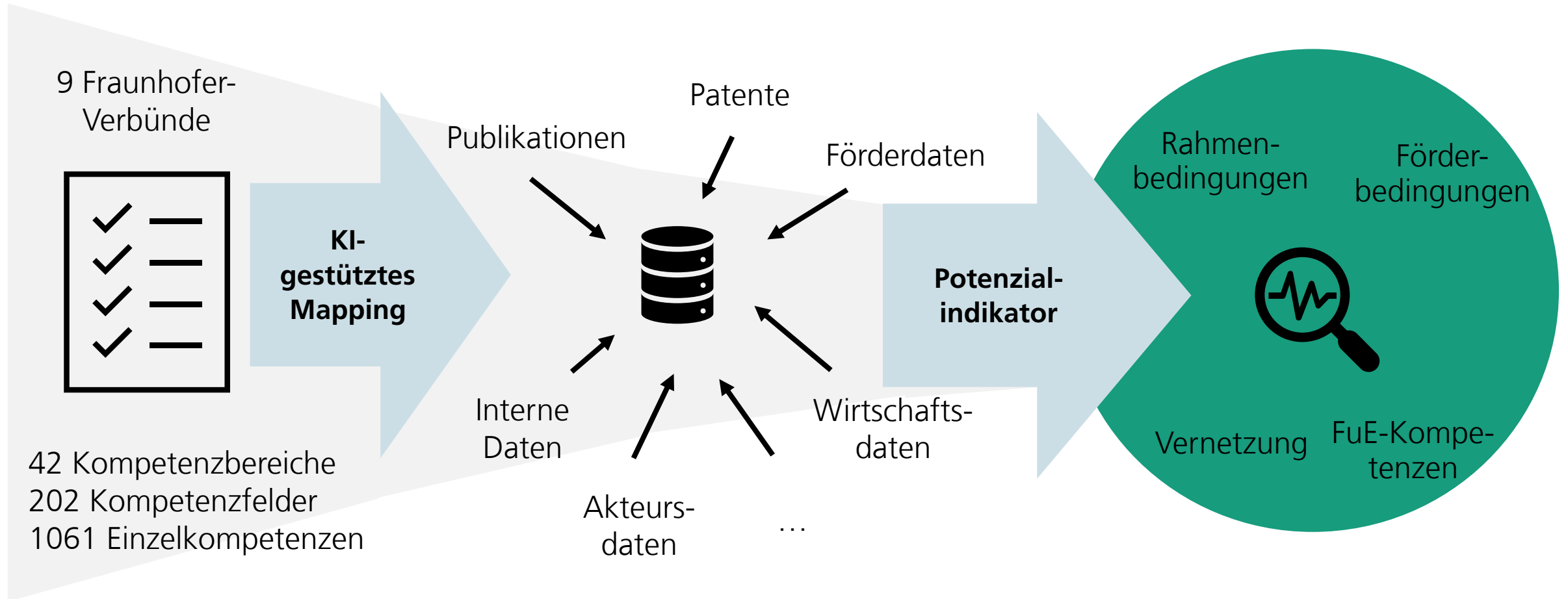
## Bedarfe



- **Hilfestellung** bei **Suche** und **Analyse** (Fokus auf exzellente Hotspots der Wissensgenerierung und Sitz der Fraunhofer-Kunden)
- Fokussieren auf bestimmte Forschungs- und Technologieschwerpunkte
- **Beziehungen mit Partnerländern aufzeigen**
- **Vernetzung mit Expert:innen ermöglichen**

# Systematische Zusammenführung von Daten zu Potenzialindikator

Kompetenzen der Verbünde als Ausgangspunkt für Toolentwicklung



# Umsetzung

---

# MarketsFITT – Markets for international technology transfer

Collaboration with international partners is an essential catalyst for the transfer and economic exploitation of research results and thus a central component of the Fraunhofer strategy. The research project MarketsFITT aims to help researching and evaluating potential foreign markets and R&D partners in your field and beyond.

## Scan markets

Select a topic for which you are looking for potential foreign markets and partners.

[More info](#)

## Check stages

The platform offers information on the stages of internationalization with various tips and hints.

[More info](#)

## Contact Experts

Employees with expert knowledge for certain countries can be contacted as part of the tool.

[More info](#)

## Select your Fraunhofer Group

[Which group do I belong to?](#)

Energy Technologies and  
Climate Protection

[Show potential](#)

Health

[Show potential](#)

ICT Group

[Show potential](#)

Innovation Research

[Show potential](#)

Light & Surfaces

[Show potential](#)

Materials and Components

[Show potential](#)

Microelectronics

[Show potential](#)

Production

[Show potential](#)

Resource Technologies and  
Bioeconomy

[Show potential](#)

## Data Showcase



## Potentials by country

MarketsFITT potential of the most attractive markets for projects by selected Fraunhofer Group.

Select Fraunhofer Group

No group selected



Please indicate the type of partner for international cooperation



No Preferences



Companies



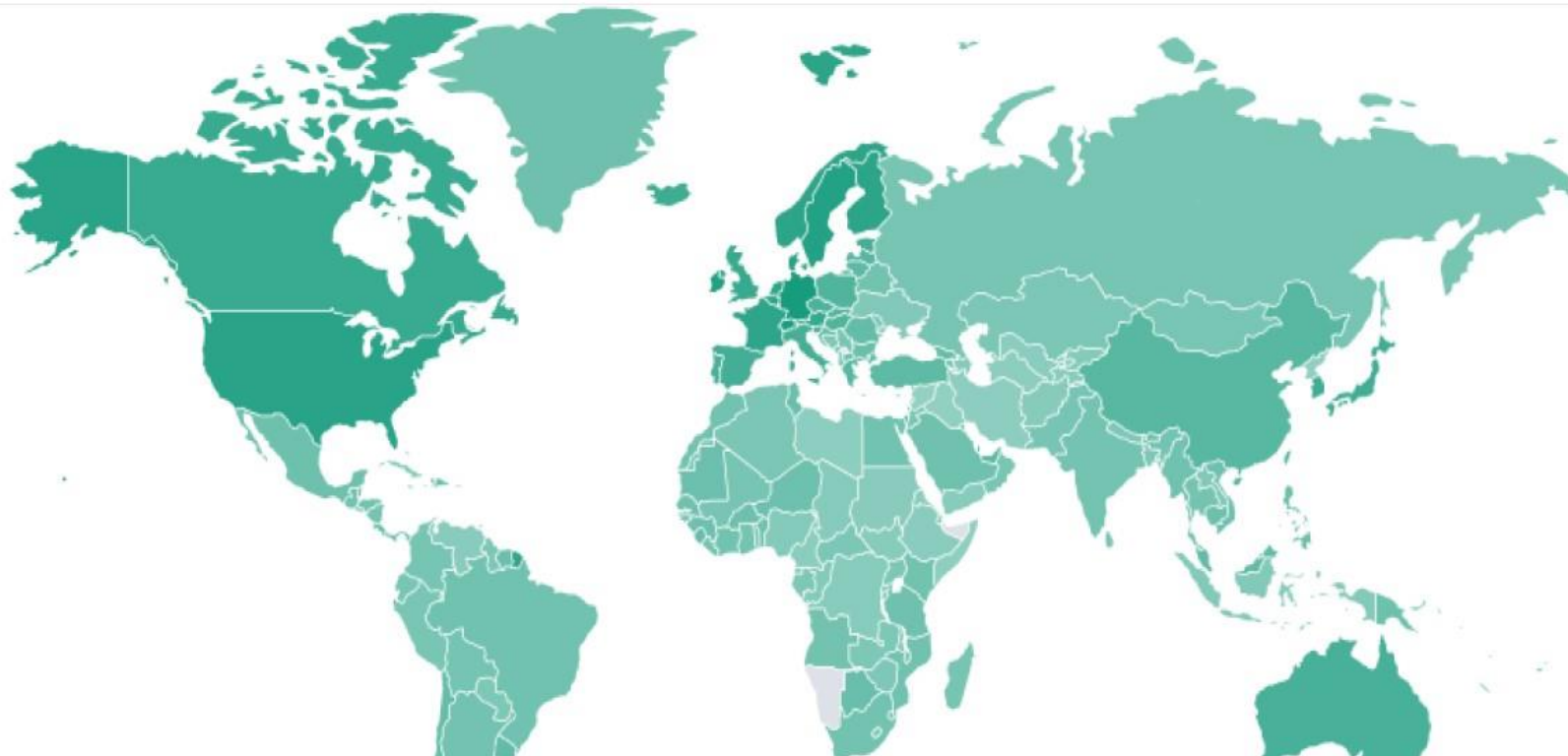
Research facilities

Save changes

Switch view

Map | [List](#)

[Which group do I belong to?](#)



[Back to overview](#)

## Peru

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.



Official name	Area	Population	R&D Investment in % of GDP
Republic of Peru	65,941 km <sup>2</sup>	95,091,211	82 %

Select Fraunhofer Group

No group selected

[Which group do I belong to?](#)

Please indicate the type of partner for international cooperation



No Preferences



Companies



Research facilities

Save changes

## Potential indicators

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

### Global score

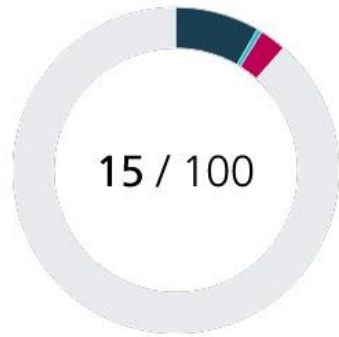
Collaboration score

Output score

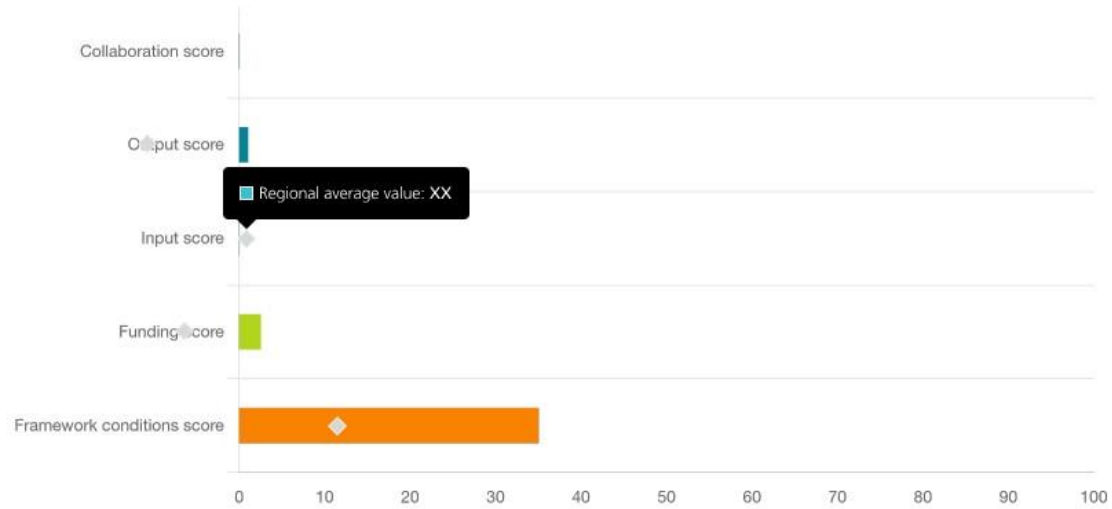


## Potential indicators

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.



### Global score



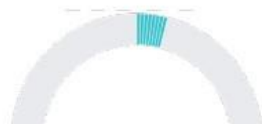
Framework score

Collaboration score

Research & Technology score

Funding score

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.



### GDP\_PC



### MHEX



# Stages of Internationalization

## Initialization

## Realization

## Termination / Continuation

### Initialization

Initialization describes the phase of finding ideas or topics. A first step can be to search through current BMBF calls for proposals. Platforms can also be the starting point for idea generation.

#### How-to: Research & Databases

A systematic search across multiple different databases can help scientific employees to find topics, despite having a great deal of expertise in their own subject area. **Literature Databases**

Literature databases such as [Scopus](#), [Arxiv](#) or [Dimension.ai](#) can be used to find the most influential or important publications in a field. A detailed keyword search more often than not results in discovering new interdisciplinary approaches.

Further, Scival – an analysis platform on SCOPUS data – provides insights into which institutions are particularly successful in a topic area and also allows for analyses of the short-term or long-term development of certain topics on a country-level.

Patent databases such as Espacenet or Patbase provide insight into IP applications for a certain topic, which can be very informative for networking in addition to topic discovery. However, it should be noted that there is no standard nomenclature for actors, which can make it difficult to find all relevant IP applications of an actor.

Cordis lists all EU projects funded since the 1980s. Kooperation international, provides an overview of all projects funded by the Federal Ministry of Education and Research with an international dimension.

### Networking

This phase includes the search for partners for the respective project, be it for a concrete project, the cooperation with existing foreign units of the Fraunhofer Gesellschaft or the establishment of new structures for international cooperation. Although the phase officially ends with the formalization of any collaboration, networking with experts remains a constant task, especially in an international context.

## Our experts

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Filter expert by region

### Europe

#### Johan S. Carlson PhD

Country

Sweden

Fields of expertise

Automation & Robotic, Product Development, Biomechanics, Mechanical Processes, Engineering Drawing, Business Analysis

Contact

[contactform@fraunhofer.xyz](mailto:contactform@fraunhofer.xyz)

Institute

Fraunhofer-Chalmers Research Center for Industrial Mathematics FCC

— [Visit website](#)

### North America

#### Prof. Wen Li

Country

USA

Fields of expertise

MEMS/NEMS technology and systems, Micro-processors and systems

# Fragen?

---



Fraunhofer-Zentrum für  
Internationales Management und  
Wissensökonomie IMW

# Kontakt

---



**Manuel Molina Vogelsang**  
Innovative Regionen

[manuel.molina.vogelsang.imw.fraunhofer.de](mailto:manuel.molina.vogelsang.imw.fraunhofer.de)



**Jacqueline Zimmermann**  
Innovationspolitik und Transferdesign

[jacqueline.zimmermann@imw.fraunhofer.de](mailto:jacqueline.zimmermann@imw.fraunhofer.de)

# Kontakt

---