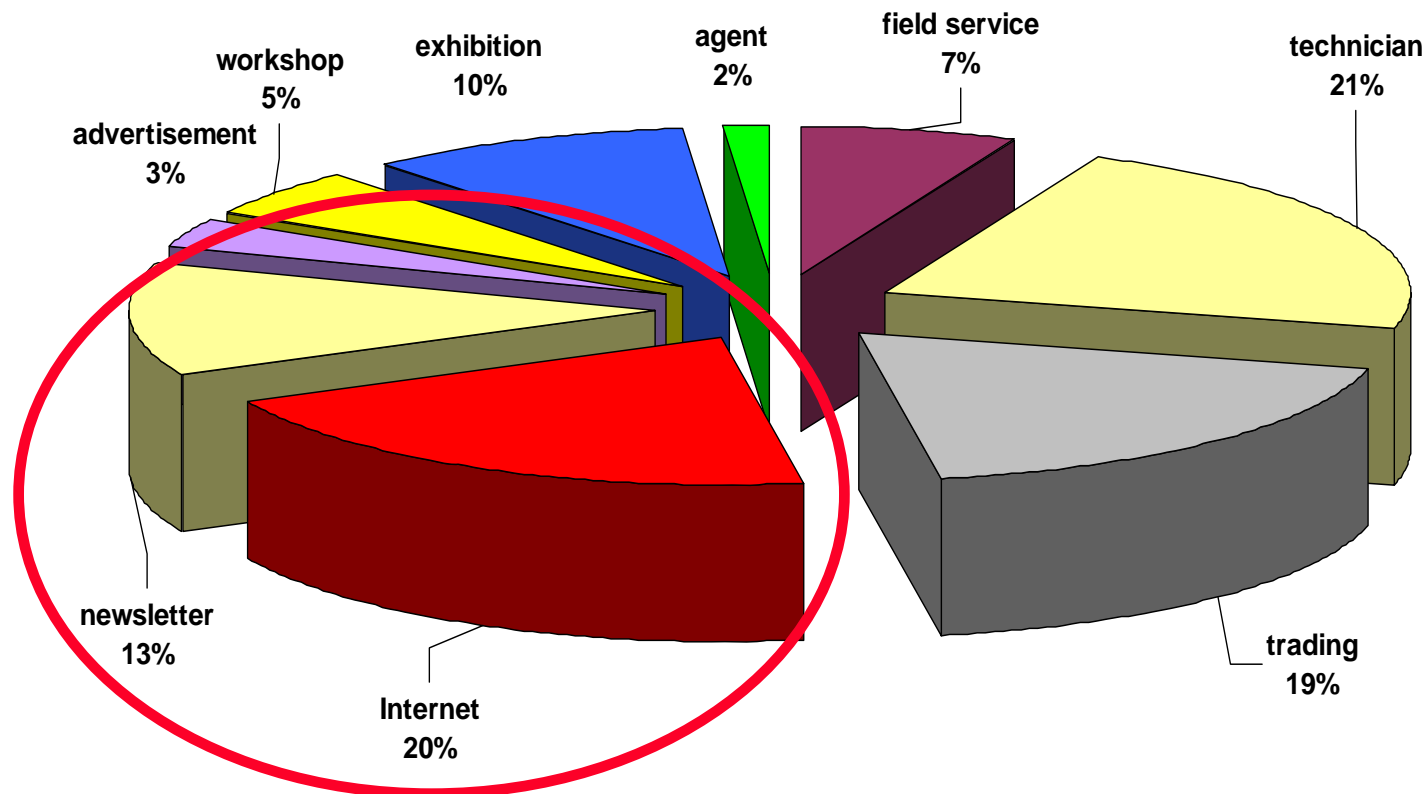


PROSURF and IONMET on the web: a special support and service for SME

U. König

Deutsche Gesellschaft für Galvano-
und Oberflächentechnik - DGO e.V.

Marketing structure –
 information management of companies of surface technologies -
 Relevanz of websites and associations



- **Technological site - IONMET**
 - Technical information
 - Possibilities of application
 - Comparison with other technological topics
- **Supporting site – PROSURF**
 - Sectoral needs
 - Trends, visions and innovation potential in R&D
 - Help in realising – funding (EU, national, regional, etc.)

Organisational structure of German associations

BIV Bundesinnungsverband
der Galvaniseure
Graveure und
Metallbildner

DGO
Deutsche Gesellschaft für
Galvano- und Oberflächentechnik e.V.

FiT
FACHVERBAND
INDUSTRIELLE
TEILEREINIGUNG E.V.

ZVO
Zentralverband
Oberflächentechnik

GG
Gütegemeinschaft
Galvanotechnik e.V.

fvo
Fachverband
Oberflächentechnik e.V.

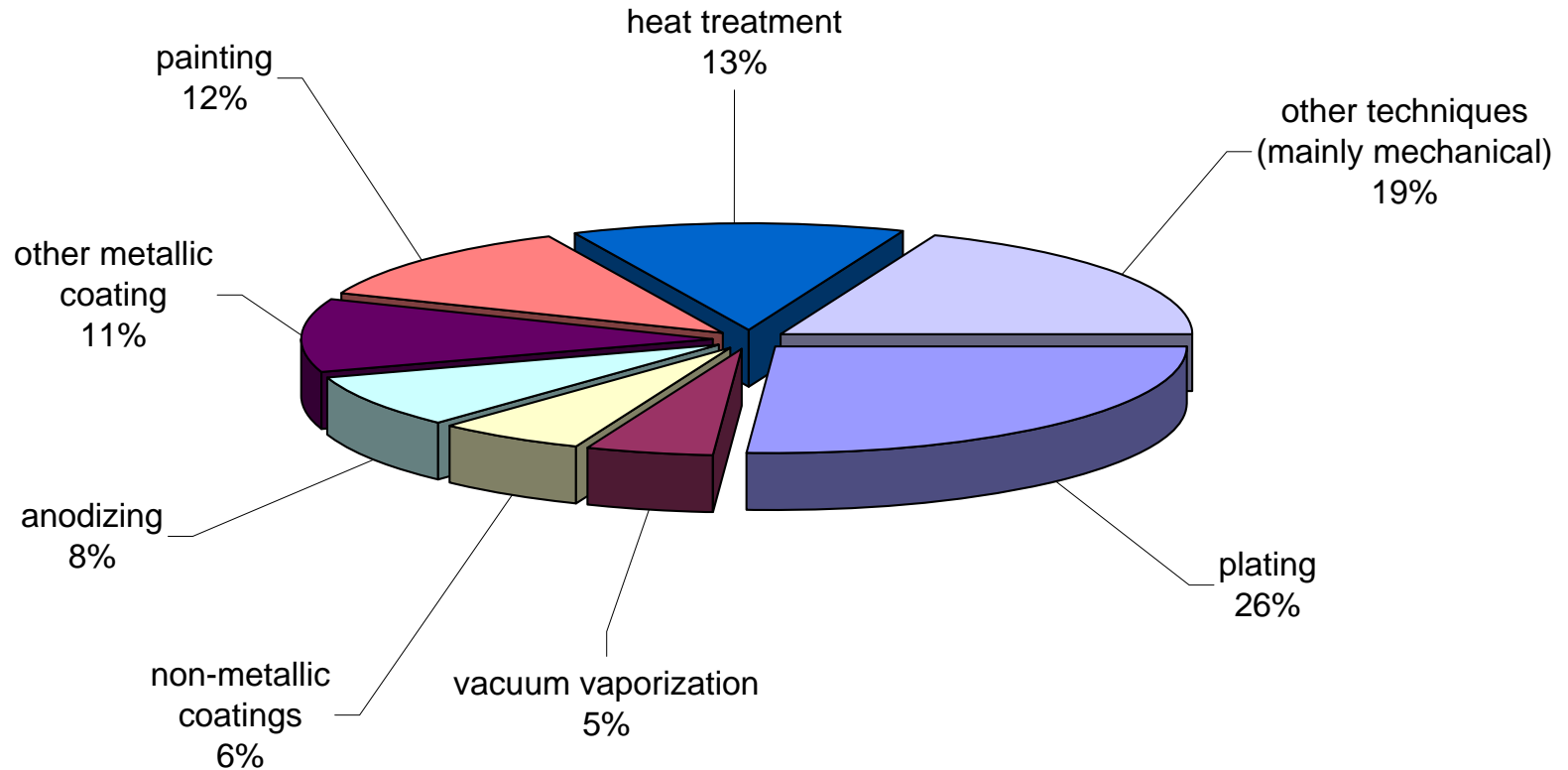
FiB
Fachverband Industrieller Beschichter e.V.

DGO

Die DGO ist eine Trägergesellschaft des

ZVO
Zentralverband
Oberflächentechnik

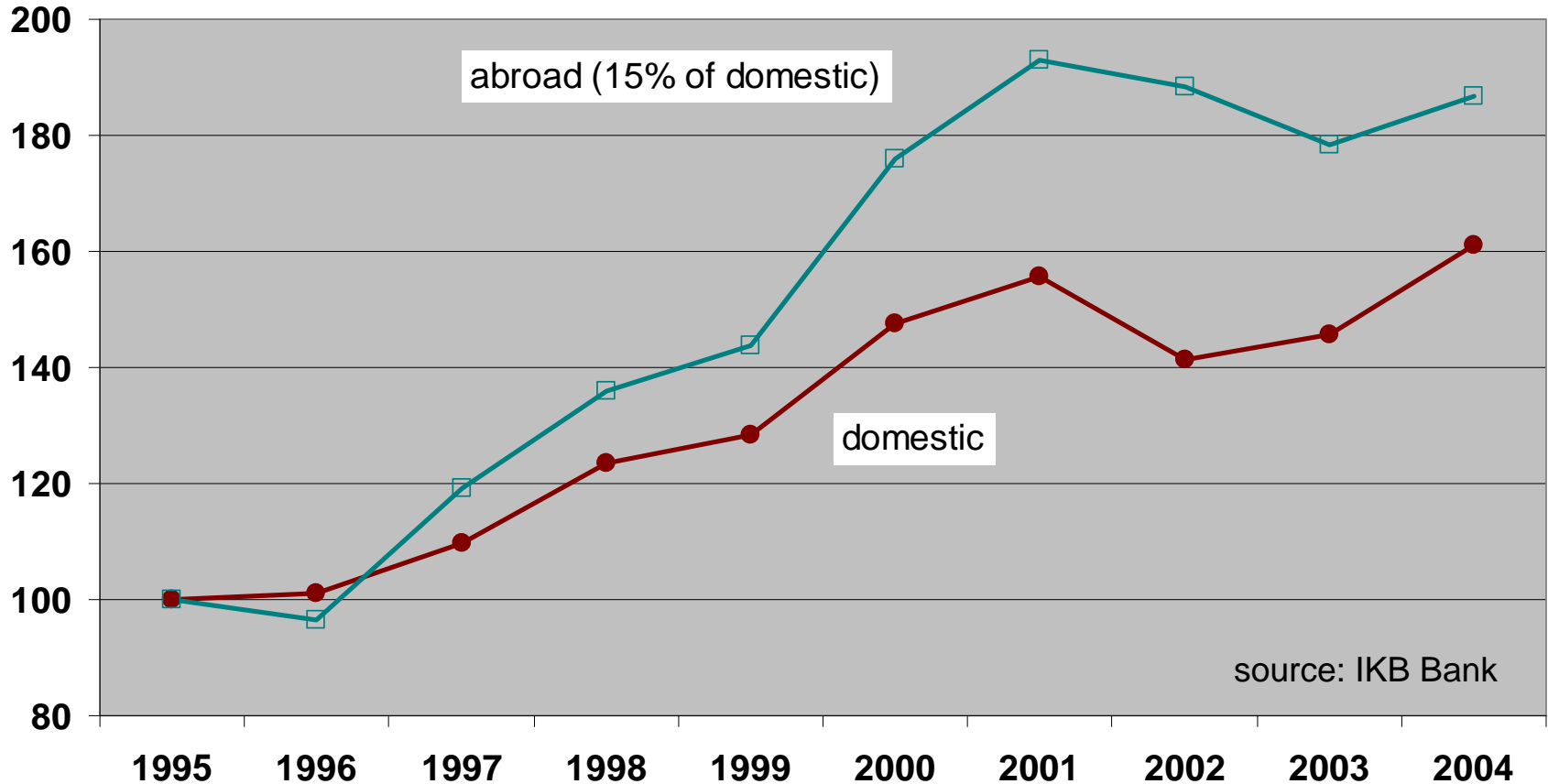
Shares of Techniques of Surface Finishing in Germany



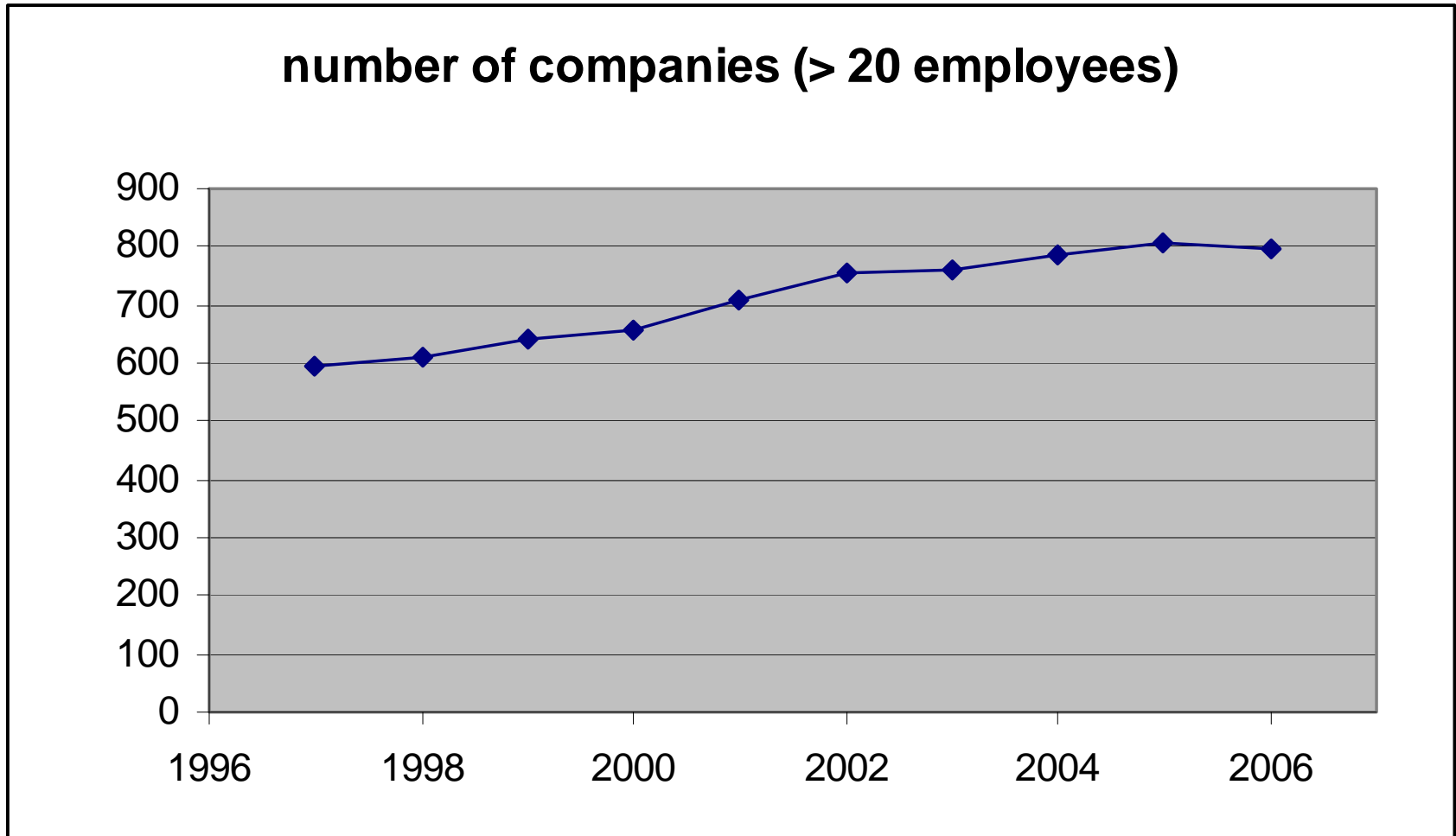
source: Statistisches Bundesamt, 2005

Growth of turnover domestic and abroad

1995 = 100



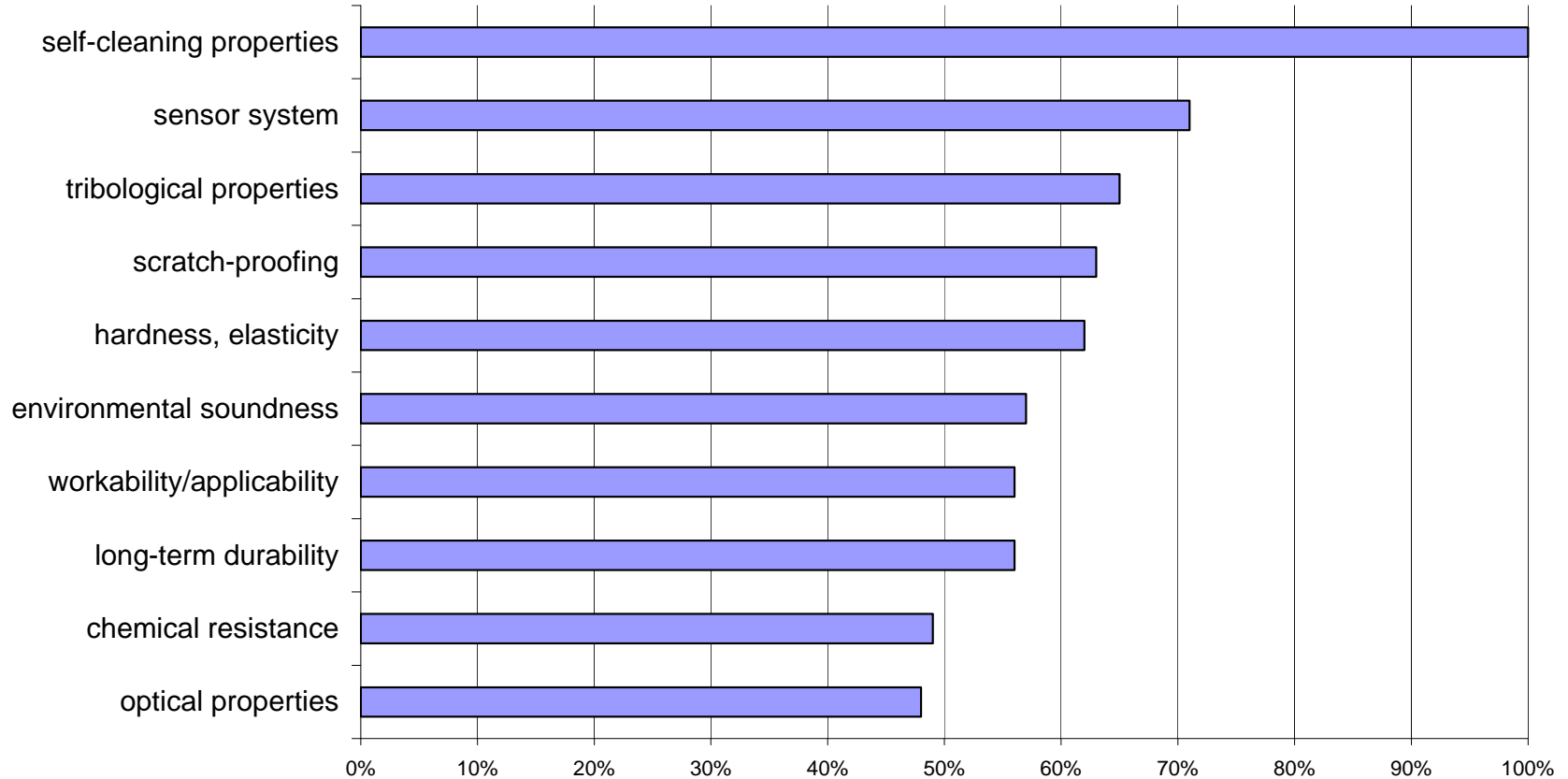
Companies Surface refinement and thermal treatment Germany



- Technological topics and key aspects worked out widely
- The practical application has to be worked out
- Situation of SME
 - Most SME are < 20 employees
 - The interest in R&D is given but the way is not known
 - SME are less interested in general trends, they want to enhance their product
 - SME who carried out projects know the advantages

Technological needs

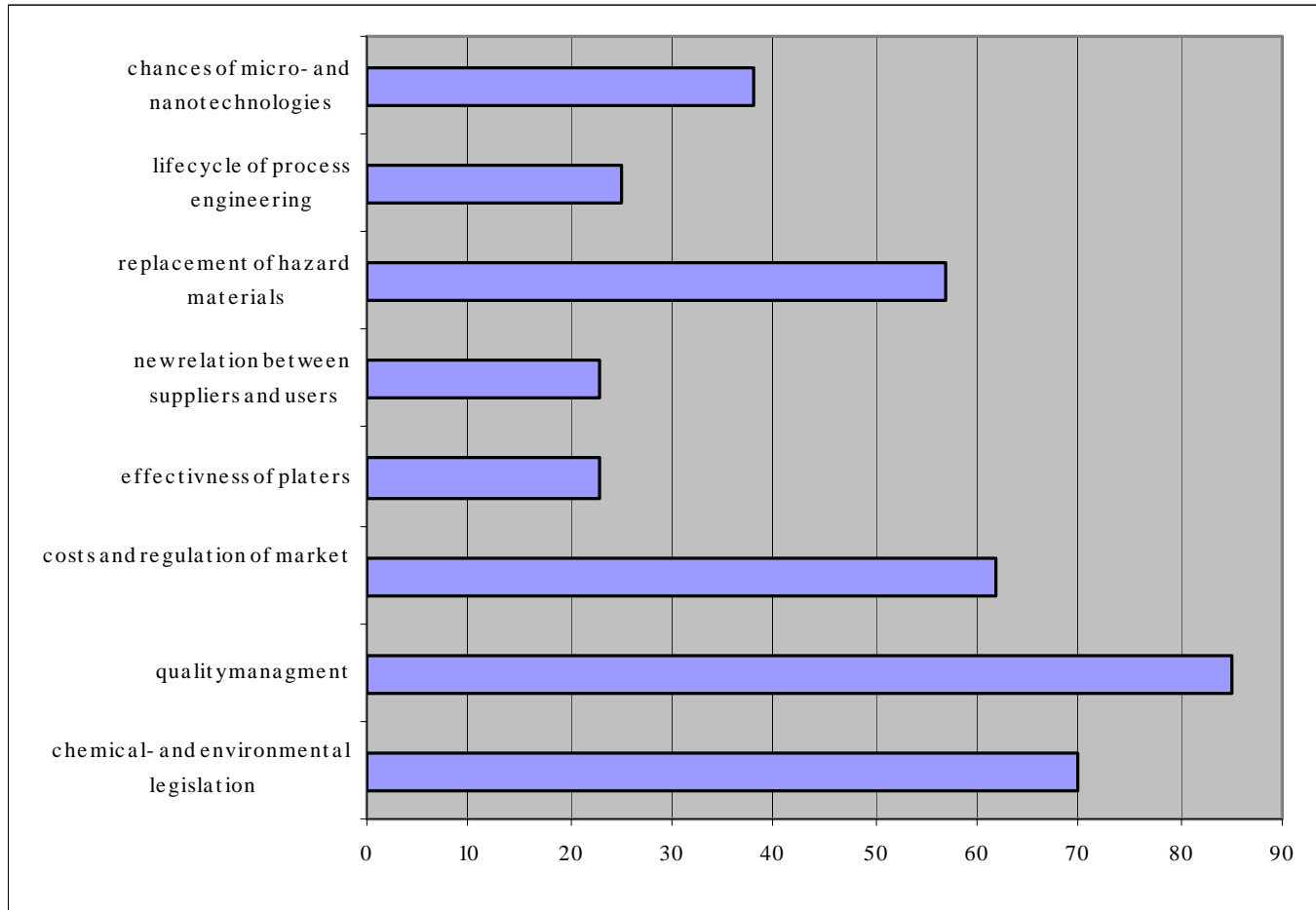
Surface properties needed in future, defined by companies and institutes



Reach the SME for R&D innovation – aim of IONMET and PROSURF

1. The specific advantage of the results of projects carried out have to worked out and presented
2. The benefit for the SME has to be seen.
(This does not mean primarily a financial one): technical development / long-term market
3. Long term: Collection of technical data and experiences of platers

Driving force of future development in plating industry



The PROSURF website – www.prosurf-online.org

The screenshot shows the PROSURF website interface. At the top left is the Pro Surf logo. Below it is a navigation menu with links for Register, Home, Sitemap, Contact, and Imprint. The main content area is divided into several sections:

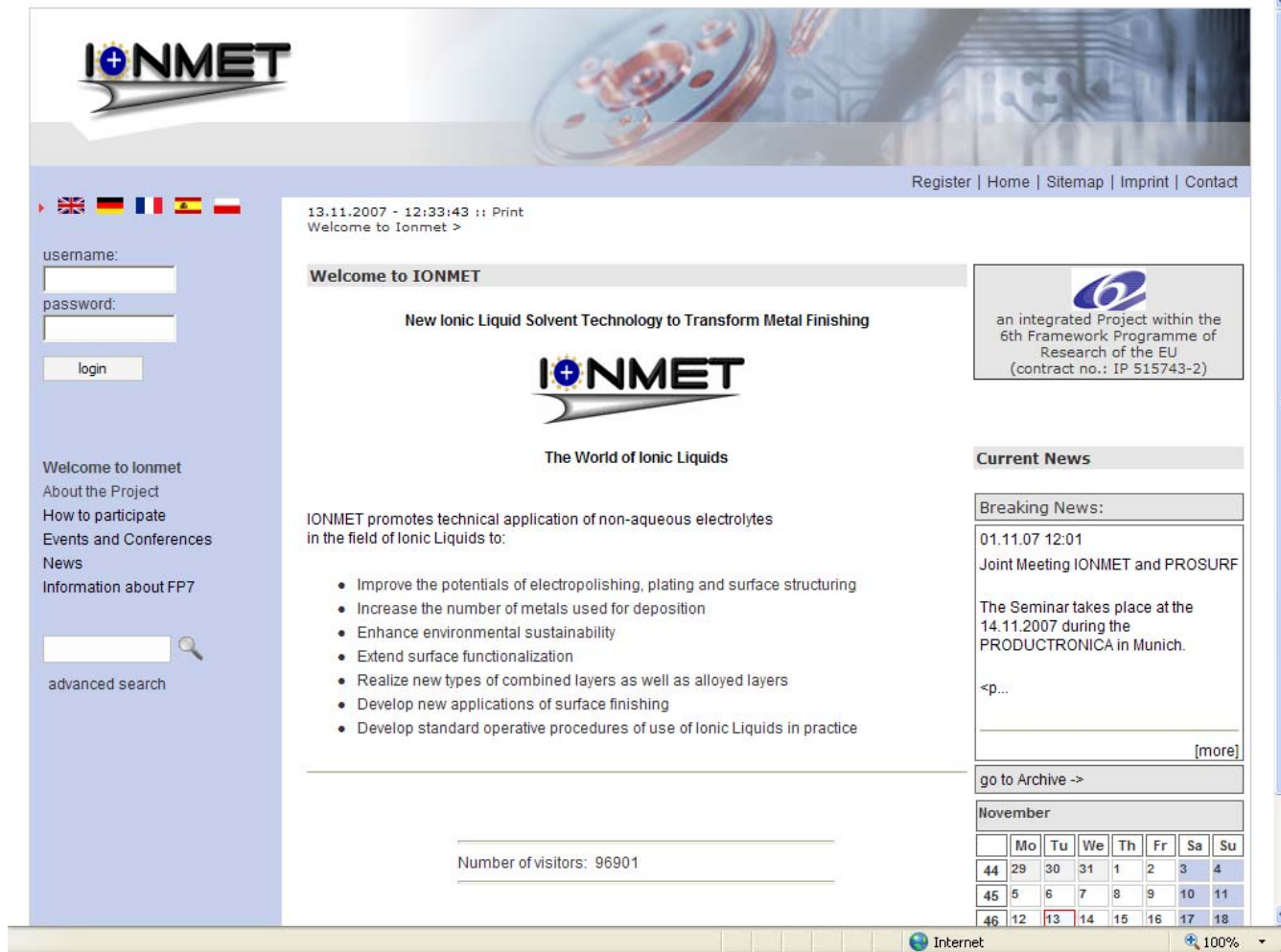
- Left Sidebar:** Contains a language selector (UK, DE, FR), a login form with fields for username and password, and a list of navigation links: Welcome to Prosurf, How to participate, About the Project, Project information, Information about FP7, Events, and News. There is also an advanced search box.
- Main Content Area:**
 - Header: 13.11.2007 - 12:33:27 :: Print, Welcome to Prosurf >
 - Section: **Welcome to PROSURF**
 - Image: Pro Surf logo
 - Text: **Promotion and Support of SME Research and Innovation in the Surface Finishing and Printed Circuit Manufacturing Sectors**
 - Section: **PROSURF determines**
 - bottle-necks of transfer from research to application
 - promising topics in surface finishing technologies for future markets
 - Section: **PROSURF supports**
 - your innovation
 - your strategies in Research and development
 - Section: **PROSURF provides**
 - FREE assistance to Small and Medium-sized Enterprises (SMEs) in the Surface/Metal Finishing and Printed Circuit Board (PCB) manufacturing sectors
 - possibilities of EU funding through the Seventh Framework Programme of Research (FP7).
 - Section: **PROSURF aims at**
- Right Sidebar:**
 - Number of visitors: 146565
 - Logo of a Coordination Action-Project within the 6th Framework Programme of Research of the EU.
 - Section: **Breaking News:**
 - 01.11.07 12:17
 - Joint Meeting PROSURF and IONMET
 - The Seminar takes place at the 14.11.2007 during the PRODUCTRONICA in Munich.
 - <p... [more]
 - Section: **go to Archive ->**
 - Section: **November**

	Mo	Tu	We	Th	Fr	Sa	Su
44	29	30	31	1	2	3	4
45	5	6	7	8	9	10	11
46	12	13	14	15	16	17	18

Trends, Realisation and Innovation potential in R&D

The screenshot shows the Pro Surf website interface. At the top left is the Pro Surf logo. Below it, there are flags for UK, DE, and IT. A user is logged in as 'koenig1' with a 'logout' button. A navigation menu on the left includes: Welcome to Prosurf, Partner opportunity, About the Project, Project information (selected), Sectoral needs, Market trends, Research topics, Roadmaps, Download center, Partnering platform, Information about FP7, Events, Forum, and News. There is also an 'advanced search' field. The main content area is titled '13.11.2007 - 08:09:17 :: Print' and 'Project information >'. It features two tabs: 'Project information' and 'Introduction'. The 'Project information' tab contains three paragraphs of text discussing environmental legislation (IPPC, RoHS), LCA methodology, and technological intelligence documents. The 'Introduction' tab shows a document preview. At the bottom, there are sections for 'Project presentation' and 'Summary of first year'. The browser's address bar shows 'Internet' and the zoom level is set to 100%.

The IONMET website - www.ionmet.org



The screenshot shows the IONMET website interface. At the top left is the IONMET logo. Below it are flags for the UK, Germany, France, Spain, and Poland. A navigation menu includes 'Register | Home | Sitemap | Imprint | Contact'. The main content area features a 'Welcome to IONMET' message, a sub-header 'New Ionic Liquid Solvent Technology to Transform Metal Finishing', and the IONMET logo with the tagline 'The World of Ionic Liquids'. A list of bullet points describes the project's goals, such as improving electropolishing and increasing the number of metals used. On the right, there is a box mentioning an integrated project within the 6th Framework Programme of Research of the EU (contract no.: IP 515743-2). Below this is a 'Current News' section with a 'Breaking News' entry dated 01.11.07 12:01, titled 'Joint Meeting IONMET and PROSURF'. At the bottom of the page, a visitor counter shows 'Number of visitors: 96901' and a calendar for November.

Technological information

IONMET

Edit your account | Home | Sitemap | Imprint | Contact

13.11.2007 - 08:10:55 :: Print
Project Information >

username: koenig1
logout

Welcome to Ionmet
About the Project
Events and Conferences
Project Information
Results
Literature
Tool Kits
Training
Partnering Platform
News
Information about FP7
Internal
Forum

advanced search

More Information?

Here you can participate in IONMET activities and obtain further information.

→ **Main Results**

Main technical results are presented here

→ **Literature**

Important papers from basics to application

→ **Training**

Information about practical application

→ **Partnering Plattform**

e.g. Links to related projects

→ **Tool kits**

Summary of application data

November							
	Mo	Tu	We	Th	Fr	Sa	Su
44	29	30	31	1	2	3	4
45	5	6	7	8	9	10	11
46	12	13	14	15	16	17	18
47	19	20	21	22	23	24	25
48	26	27	28	29	30	1	2

Situation:

Companies are aware that the market cannot be secured in the long term without innovation.

Need:

There is a major shortfall in the possibilities for implementation, both with respect to organisation (question: How do I arrive at innovation?) and financing.

Expectations of SME:

- Expenditure on R&D on average around 2.5 per cent of turnover.
- large difference in the size of the companies in terms of the possibilities:
 - Small companies (<10Mio € turnover) provide more. In order to operate competitively in their niche, they regularly have to work on the continuing development of their products.
 - Companies with turnover levels of 50 to 100 million euro provide less.

Necessity and requirements of SME driven R&D:

- Most companies assume that R&D will be of increasing significance for the company's future survival. The expenditure on research and development are important for company survival.
- Companies expect to take up the initiative for research and development themselves or equal customers and from themselves.
- SMEs need to secure the know-how by which the companies achieve a lead in the market.
- A cross-sector and long-term involvement of the SMEs in the long-term securing of the productive location is not included in the planning.

Situation of R&D in German SME

- Companies indicate that they pay directly for only a part of R&D services since they regard it as part of the **public duty** of universities and research institutions.
- Only a small number pays for this work to the full extent, while the rest share the costs with other companies.

Funding situation

- In the medium term SME will have to expand the share of their **own funds** contributed to the financing.
- Publicly funded programmes, however, are **still too little used**, and only one third tackle this possibility.

Situation of R&D in Europe

- The interest in future developments differ in Europe
- Future developments depend on the national and regional interest and regulations

Funding situation

- Cooperative research is difficult, but the interest in networking is given
- Companies who carried out projects are more interested in funding
- All kind of funding has to be taken into account, a focus on EU or other funding is not given
- SME specific actions are too little used (Germany: only 30%)

- General information for different branches applying surface finishing
- Databases for technical correlation of application
- Identifying new fields of application and advantages
- Assistance to Small and Medium-sized Enterprises (SMEs) in the Surface/Metal Finishing and Printed Circuit Board (PCB) manufacturing sectors
- Providing a research partnering platform leading to collaborative research proposals
- Information about possibilities of EU funding through the Seventh Framework Programme of Research (FP7).

The PROSURF website – www.prosurf-online.org

The screenshot shows the PROSURF website interface. At the top, there is a Norton security bar and a status bar indicating 'Kein Betrug erkannt'. The website header features the Pro Surf logo and navigation links: Register | Home | Sitemap | Contact | Imprint. The date and time are shown as 31.08.2007 - 17:09:49. A welcome message reads 'Welcome to Prosurf >'. Below this, there is a 'Welcome to PROSURF' section with a 'Number of visitors:' counter showing 06812. The main content area is divided into several sections: 'PROSURF determines' (listing bottle-necks of transfer from research to application and promising topics in surface finishing technologies), 'PROSURF supports' (listing your innovation and your strategies in Research and development), 'PROSURF provides' (listing FREE assistance to Small and Medium-sized Enterprises (SMEs) in the Surface/Metal Finishing and Printed Circuit Board (PCB) manufacturing sectors and possibilities of EU funding through the Seventh Framework Programme of Research (FP7)), and 'PROSURF aims at' (listing increasing SME involvement in FP7 research projects, producing a road map of future research strategies, providing a research partnering platform, establishing a best practice methodology, and implementing a training workshop programme). A sidebar on the left contains a login form with fields for 'username:' and 'password:', a 'login' button, and a 'Welcome to Prosurf' section with links for 'How to participate', 'About the Project', 'Project information', 'Information about FP7', 'Events', and 'News'. There is also an 'advanced search' field. A 'Breaking News' section on the right mentions 'PROSURF has launched a new website.' and includes a '[more]' link and a 'go to Archive ->' link. The footer of the website contains the text: '→ Register with PROSURF now to build your capacity and capability for greater involvement in'.

- ***Documents and information*** about project preparation
- ***Partnering platform:***

Looking for partners to prepare R&D-Projects in
Surface Technology

or

Looking for projects that covers your own interest

By registration detailed information are available:

- Sectoral needs
- Market trends
- Research topics
- Roadmaps (technological and chances of innovation)
- Technological advancements in the surface finishing and printed circuit sectors
- European funding opportunities for your organisation
- Find out what kind of funding is appropriate

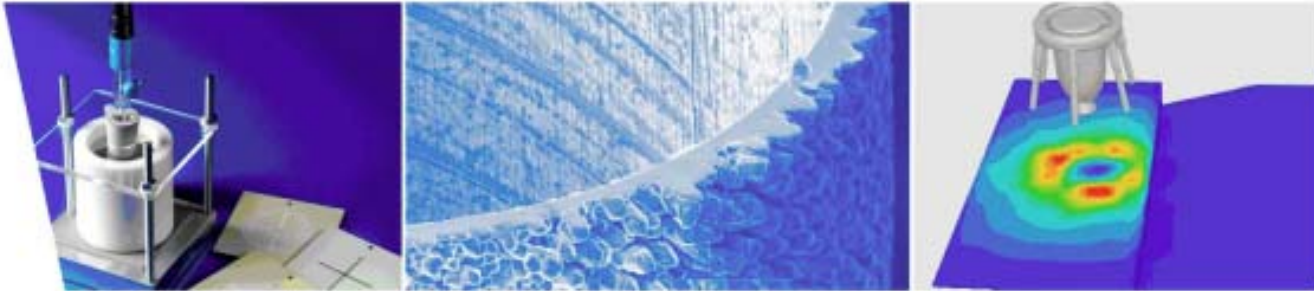
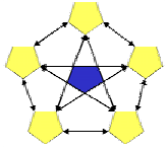
The IONMET website - www.ionmet.org

The screenshot shows a web browser window displaying the IONMET website. The browser's address bar shows 'Kein Betrug erkannt' (No fraud detected). The website header includes the IONMET logo and navigation links: Register | Home | Sitemap | Imprint | Contact. The main content area features a 'Welcome to IONMET' message, a title 'New Ionic Liquid Solvent Technology to Transform Metal Finishing', and the IONMET logo with the tagline 'The World of Ionic Liquids'. A central text block states: 'IONMET promotes technical application of non-aqueous electrolytes in the field of Ionic Liquids to:' followed by a bulleted list of goals. On the right, there is a box for an EU project (contract no.: IP 515743-2) and a 'Current News' section indicating 'no news in this list'. Below this is a calendar for October. The footer of the website shows 'Number of visitors: 78415'. The browser's status bar at the bottom indicates 'Fertig' (Finished) and 'Internet'.

- The public part gives a brief summary.
- By registration detailed information are available:
 - Information about interest of interested parties
 - Technical information and results:
 - Literature
 - Technical details
 - Forums
 - Newsletter and news
 - Publications
 - Seminars and Workshops
 - Multilingualism of the public part
(English, German, Spanish, Polish, French)

Future Trends in R&D Innovation

- General:
 - The development of the market is ongoing positive
 - To save this trend technological development is necessary and required (IKB Bank and NRW Bank)
 - The current situation is comparable all over Europe
 - The technological focus depends on the local requirements
- Information about technological trends is wanted, but it has to be specific
- Cooperative research is difficult, but the the interest in contacts to gather information about trends is high
- All kind of funding have to be taken into account



Research Agenda Surface

Analysis of the Innovation and Sustainability Potential in the Field of Surface Treatment

Thank you for your attention

You are welcome at

www.ionmet.org

www.prosurf-online.org

