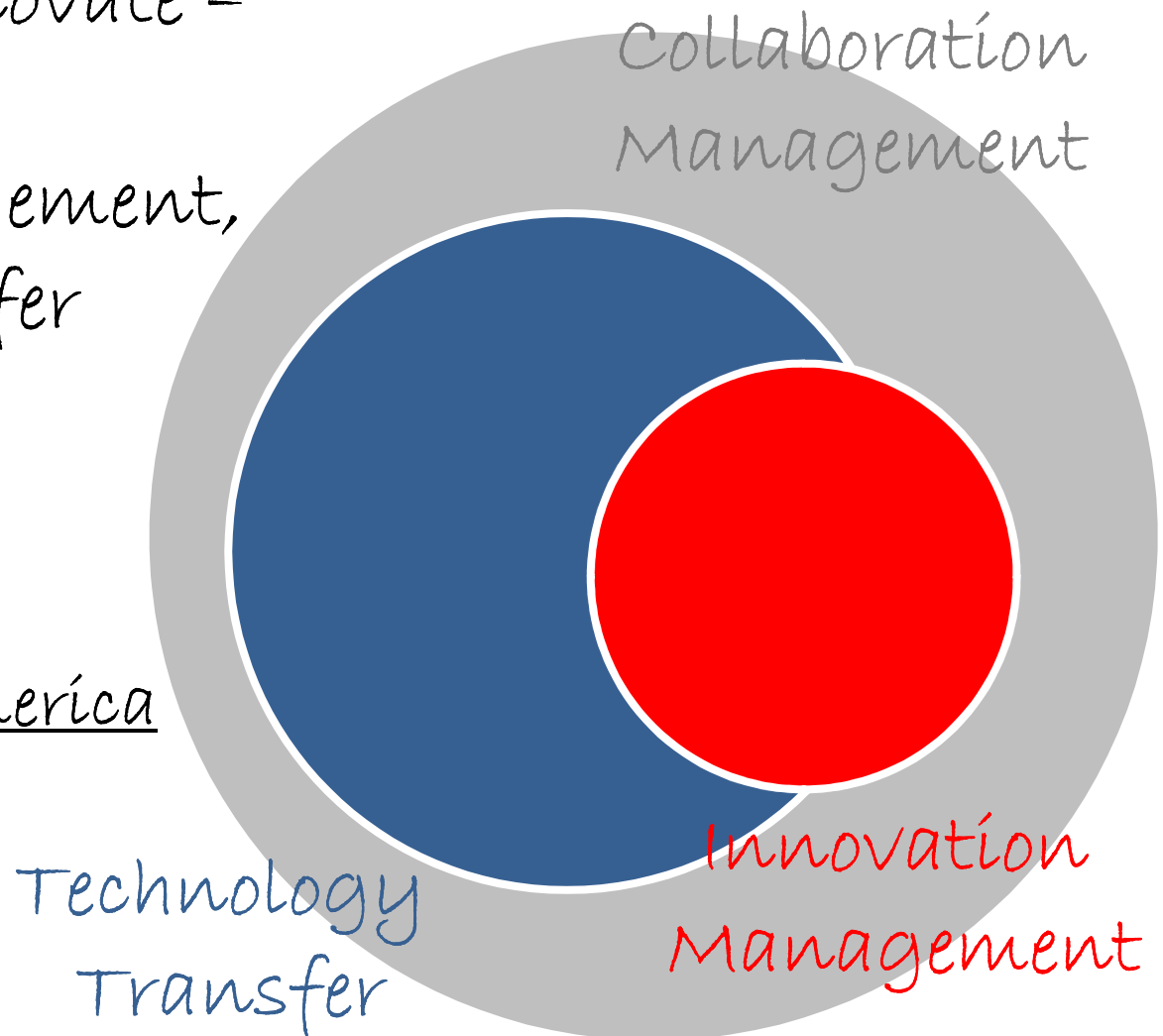


How Germany Innovate – Best Practice in Innovation Management, Technology Transfer and Collaboration Practices

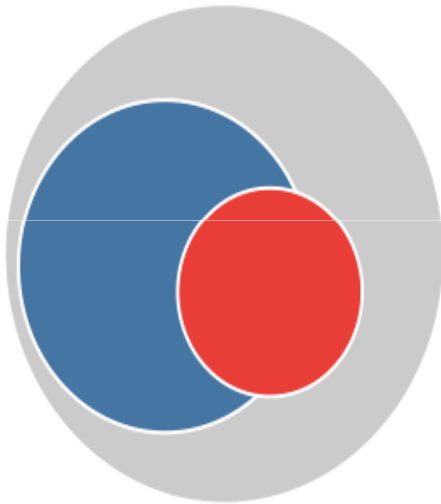
Concept for Latin America



How Germany Innovate

Innovation Management

- Generation and Implementing Ideas
- Innovating Your Business Model
- Design Thinking as Creative Tool
- Open Innovation Management



Technology Transfer

- Intellectual Property Management
- Licensing and Standardization
- Spin offs
- Cross-Industry Technology Transfer

Collaboration Management

- Finding the right Partners
- Attractive Innovation and Research Projects
- Business-University (National and International Cooperation)
- Intercultural Management Innovation

Summary

„How Germans Innovate – Best Practice in Innovation Management, Technology Transfer and Collaboration Practices“

- Three-day workshops in selected Latin American countries
- BSP certificate for all participants with completion of the workshop
- Course content: innovation management, technology transfer and cooperation management on the example of Germany - plus transfer to the LAME context
- Course Language: Spanish and English
- Project Team: Dr. Andreas Braun, Dr. Patricia Graf, Dr. Rafael Palacios

