

1st International Excursion

November 29 – December 2, 2008 in Moscow

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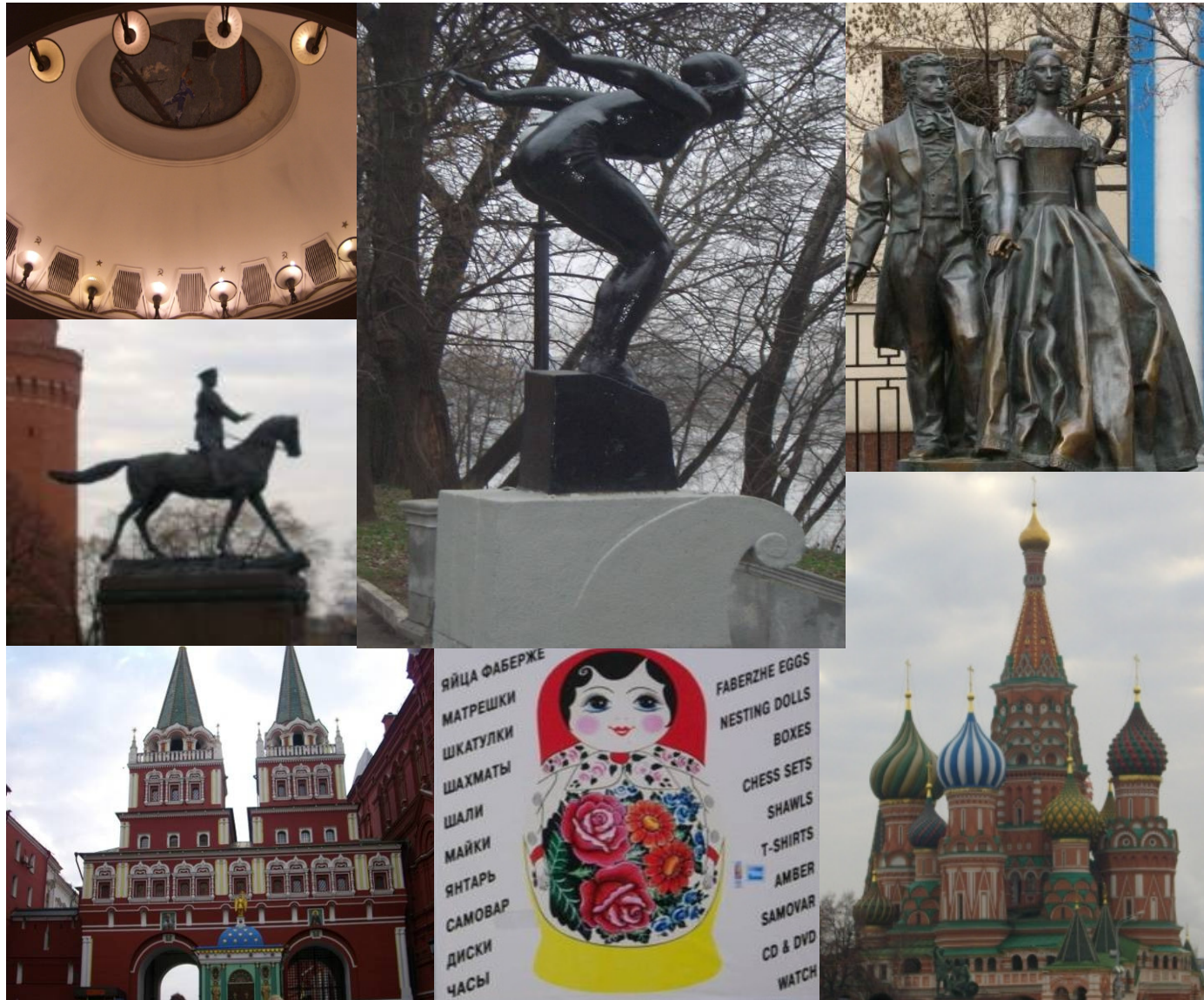
Saturday, November 29, 2008

19:00 hrs	Reception and Registration of Participants
20:00 hrs	Dinner

Sunday, November 30, 2008

08:30 hrs	Breakfast
10:00 hrs	Visit to Touristic Highlights <ul style="list-style-type: none">- <i>Red Square (Moscow's most famous square)</i>- <i>Kremlin</i>- <i>Novodevichy Monastery and Cemetery (UNESCO World Heritage)</i>
12:30 hrs	Lunch Break / Leisure Time
19:00 hrs	Dinner

Visit to Russian Touristic Highlights



Monday, December 1, 2008

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|------------------|---|
| 07:30 hrs | Breakfast |
| 08:30 hrs | Presentation of Participants by Prof. V. Avdeev
(UNICHIMTEK Company) and
Prof. Dr.-Ing. K. Henning (ZLW/IMA of the
RWTH Aachen University) |
| 09:00 hrs | Presentation of Prof. Dr.-Ing. K. Henning:
<i>"The World 2020"</i> |
| 10:15 hrs | Prof. V. Avdeev: <i>„Innovation Through Excellent
Cooperation"</i> |
| 13:00 hrs | <i>Lunch</i> |
| 14:00 hrs | Guided Tour through UNICHIMTEK Company |
| 19:30 hrs | Dinner |



Success factors of the Unichimtek Company

20 years' experience of working in chaotic circumstances, e.g. 7 years without heating, facilities had to be re-bought three times etc.

Unichimtek is team-owned; Company leadership dedicated to science

Good education at Moscow State University, extremely high knowledge potential

Close partnership between company engineers and inventors at Moscow State University

Five times more ideas than can be realized: hundreds of patents still awaiting realization

Unichimtek has the freedom to innovate as their products are based on knowledge, not on high investment figures.

Another 6000m² of facilities are planned, mostly for additional laboratories

3500 workers before 1990, today 300: over 1000 % productivity increase!

Russia: Facing Challenges Every Day...

Challenges to Russia...	...as discussed on excursion
Demographic and social challenges	Jobs in Industry perceived as highly unattractive
High demand of skilled labor	Widespread production cessation instead of modernization and innovation
Large distances and according infrastructural problems	Inefficient financial organization of Science sector
Long term strategy for public education necessary	Most professors are very good theoreticians, but lack practical experience of any sort
High level of bureaucracy	High level of Brain Drain: few attractive positions, especially in Science and for junior professionals
Qualitative challenges to vocational training	Lack in Capital has been overcome, labor market oriented education has become the main bottleneck
Change speed issues	

Russia: ...And Developing Innovations Out Of Them!

Russian Innovation Potential...	...as discussed on excursion
High demand for domestic innovations	Repatriation of Russian specialists begins
Excellent theoretical education for “High Potentials”	“Demise of Universities” perceived as necessary sector shakedown to improve quality
Small and Medium Size Enterprises on the rise: effective innovations by small scale	The “Russian Character” helps to overcome obstacles: persistence, talent for organizing, working around bureaucracy
Good scientific and economic contacts worldwide	Growing openness for foreign investments
Regional development fills the gaps	Niche markets as a viable solution



Tuesday, December 2, 2008

07:30 hrs

Breakfast

09:30 hrs

Partner interviews

1. What did you take back with you yesterday?

2. What will be the next steps concerning the cooperation between Germany & Russia?

11:00 hrs

Presentation

11:45 hrs

Discussion

13:30 hrs

Check-Out and Return Flight



<u>1. Question</u> What did you take back with you yesterday concerning the UNICHIMTEK Company?	<u>2. Question</u> What should be the next steps concerning cooperations between Germany and the UNICHIMTEK Company?
The complete process from raw materials to final products is in one hand (only 4 or 5 competitors worldwide work like this)	Vocational training in combining technical processes and logistics
Low level of occupational safety at some workplaces (noise, risk of injury...)	Vocational training in occupational safety and health preservation. Also maybe workers' excursions?
UNICHIMTEK employs a number of highly educated workers, but many workers with low-level training.	Supply Chain Management → Increases productivity → Flexibilization of production
UNICHIMTEK Products are worth their money. Strategy: "German quality at Chinese prices"	UnichimteK subsidiaries in other European countries headed by today's Students of MSU

<u>1. Question</u> What did you take back with you yesterday concerning the situation in Russia?	<u>2. Question</u> What should be the next steps concerning cooperations between Germany & Russia?
It is important for Russia to have access to practice-oriented engineering “brains” like those in Germany.	Cooperations have to be tailored more to mutual needs! It is important to know your partner before making cooperation contracts!
Win-Win situation of cooperations: Germany: Experience in international relations Russia: Experience in practiced business administration	German-Russian cooperation programs should become better in quality, comparable to European-American cooperation programs. It is a long way to change such a program but we would benefit a lot.
There is a lack of experience in intercultural communication between Western Europe/Germany and Russia	Skilled labor and Engineering should be awarded the social status it deserves as the “motor” of Russian economy. This has to be conveyed to the people to meet demands!
Cooperations between Germany and Russia will necessarily become closer.	

<u>1. Question</u> What did you take back with you yesterday from a scientific view on work and learning processes?	<u>2. Question</u> What will be the next steps concerning the cooperation between Germany & Russia in the field of work and learning sciences?
Knowledge about the Condition of production and management in Russia	Train the trainers: cooperations to show Russian science what it has to learn in order to teach market appropriately
Cooperation between science and industry/SME works similarly in Germany and Moscow. This should be promoted in ALL of Russia!	Cooperations needed in the fields of Intercultural Communication, Age Management, Cooperation Training and Social Engineering
Presentation "The World in 2020"	

Resume

Intercultural communication skills needed! For example: Russians love lots of discussion in workshops; Continuous pressure needed to achieve anything.

Unichimtek is an exception because:

- 1) Not mass-market, but: Petrochemical, Aerospace, Power and Nuclear industry → high specialization on world market
- 2) Middle size company, impressive leadership → is Unichimtek a “Hidden Champion”?
- 3) New training & education system: Dual system → Theory and Practice
 - At Unichimtek (“Hostel”) → Practical training in technology
 - At MSU (decision in winter) → theoretical background

Russia needs to find partners on a global scale to produce new products. “We need to start with a new style of business.”

Germany: Connection between science & Industry: Universities and Industry cooperate closely (e.g. by means of student research assistants in companies). Needs to be introduced in Russia!

Russia needs:

- Cooperation training!! Russians are well educated but lack in cooperation skills
- Team training! Team spirit has been destroyed!

Cooperation: more Management knowledge needed, e.g. from ZLW (→ study program)

Example “Penny Markt”: How can we make money through better cooperations?

China/ India still need some 30 years. Russia has high potential, especially in the Physics and Chemistry sectors. This should be put to use to retain advantages in competition!

**We thank all participants
for the committed contributions
during the 1st International Excursion
and look forward to further collaboration!**

We wish all of you much success!

If you are interested in participating in future excursions, please contact :

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