



WORKSHOP

HOW TO ADDRESS INTERNATIONAL PHOTONICS MARKETS AND START R&D PROJECTS – INSIGHTS FROM CALIFORNIA, JAPAN, BRAZIL, POLAND, ISRAEL, AND SCOTLAND

October 18th, 2017

WISTA
Rudower Chaussee 17
12489 Berlin

Part of the Photonic Days Berlin Brandenburg
THE WORKSHOP WILL BE HELD IN ENGLISH

Program

09:00 - 09:30	Registration // Coffee // Exhibition
09:30 - 09:45	Welcome and Introduction to the Photonics Cluster and Phoenix+ Project Gerrit Rössler, Berlin Partner für Wirtschaft und Technologie Dr. Frank Lerch, OpTecBB e.V.
09:45 – 10:05	Internationalization strategies of German photonics companies in the USA Dr. Michael Rehberg, DLR Projektträger
10:05 - 10:25	How to do photonics business as a German in California – bridging the cultural gap, Wolfgang Gries, II-VI
10:25 - 10:45	How to do photonics business as a German in California – creating a hub in Fremont, California, Olaf Korth, Crossroads Photonics Corporation
10:45 - 11:05	Distribution, market access and expansion in the US technology market Dr. Robert Lang, In. Motion Technology Distribution
11:05 - 11:25	Participants pitch - what is my company doing - what are our activities in the US market - what is my interest in California
11:25 – 11:45	Discussion and outlook: <ul style="list-style-type: none"> • Center for Biophotonic Sensors and Systems, UC Davis • Idea of a photonics hub in Fremont, California • Follow up activities in preparation for Photonics West 2018 <p>Olaf Korth, Crossroads Photonics Corporation Dr. Frank Lerch, OpTecBB e.V.</p>
11:45 – 12:45	Lunch // exhibition // bilateral discussions
12:45 - 13:05	Overview of Photonics in Poland and Commercial Opportunities, Dr. Piotr Lesiak, Warsaw University of Technology
13:05 - 13:25	Photonics in Brazil and Santa Catarina, Manuel Steidle., Fundação CERTI
13:25 - 13:45	Photonics in Israel, Haim Rousso, Former CEO of Elbit Systems Electro-Optics-ELOP & Member of the council of the Israeli Innovation Authority
13:45 – 14:05	Photonics in Scotland, Stephen Taylor, Technology Scotland
14:05 – 14:25	OptoNext Hamamatsu and Photonics in Japan, Prof. Yoshihiro Takiguchi, Hamamatsu Photonics/GPI/OPTONEXT HAMAMATSU
14:25 – 14:45	Wrap up, Dr. Susana Santos, Berlin Partner für Wirtschaft und Technologie, Dr. Frank Lerch, OpTecBB e.V.
15:00 -16:00	WISTA Adlershof Tour, Dr. Bernd Ludwig, WISTA MANAGEMENT GmbH

RÜCKANTWORT

WORKSHOP (Sprache: Englisch)

How to address international photonics markets and start R&D projects

am Mittwoch, 18.10.2017

WISTA

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Rücksendung in j e d e m Fall erbeten bis **06.10.2017** an OpTecBB

Anmeldung: http://optecbb.de/lang/de/anmeldung_20171018_California.php

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go international!