

## NRW.Europa: The successful route to competent partners, new markets and innovative products

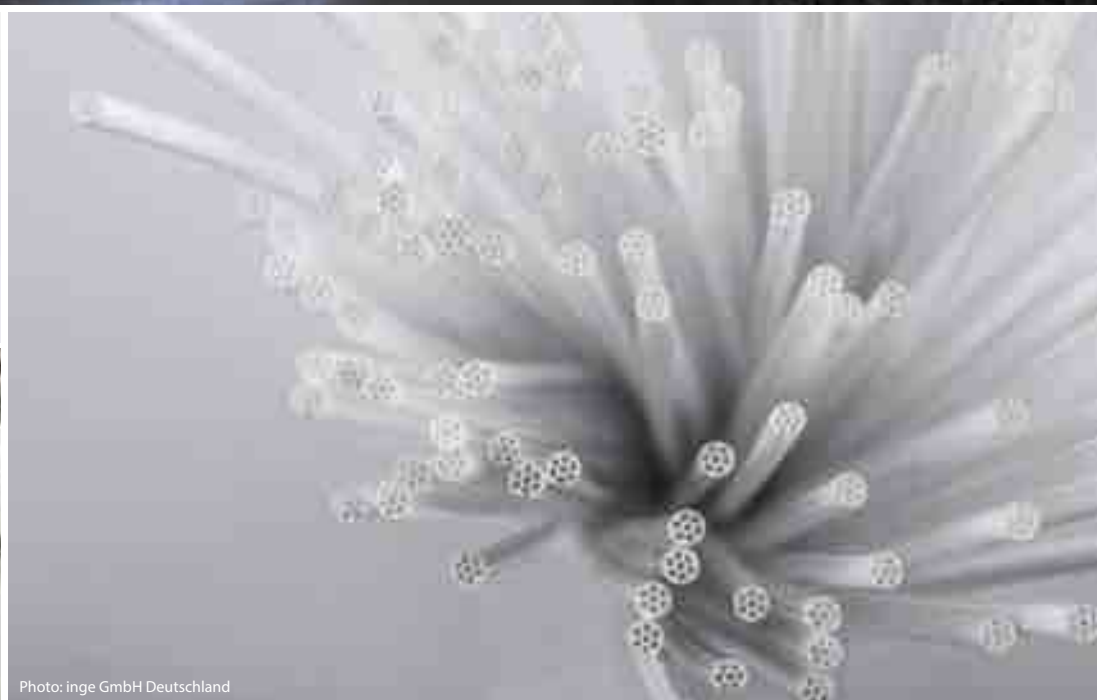


Photo: inge GmbH Deutschland

# Editorial

Advice for seven thousand individual stakeholders and 18,500 event participants - just two of the many impressive figures revisited on the occasion of NRW.Europa's tenth anniversary. When the European Commission launched the Enterprise Europe Network in 2008 with its remit to advise and support SMEs, there had indeed been precursors but so far no such complex structure with so many regional and decentralised contact points. With a service portfolio that was soon well received.

Today, after ten years, the Network comprises over 600 partner organisations in over 60 countries with about 6,000 experts. Because the EU and regional stakeholders dig deep into their pockets services for businesses and scientific institutions are free of charge. Responsible for North Rhine-Westphalia is NRW.Europa, a consortium comprising ZENIT GmbH, NRW.BANK and NRW.International GmbH.

True to its motto "Your network for innovation, technology and new markets," it delivers services ranging from general information about the Single Market, support for internationalisation, mediation of cooperation partners, advice on finance and funding as well as innovation management. NRW.Europa's target groups are above all small and medium-sized enterprises in industry, trade and the skilled crafts as well as stakeholders in higher education and research institutions.

Between 2008 and the end of 2017, the NRW.Europa team entered about 1,350 technology profiles with offers and requests in a Europe-wide database, organised 1,260 bilateral meetings between potential partners and initiated about 600 cross-border cooperation agreements.

Over 303,000 enterprises throughout Germany have profited so far from Enterprise Europe Network services and some 22,000 participants have held 61,000 meetings at international matchmaking events. In the NRW.Europa network, its stakeholders play an important role: Over 40 associations and local players that use Network services specifically for their own activities, bring in their clientele's feedback in order to continuously optimise services, and carry out joint activities with the Network, such as events.

We are pleased to give you a little insight into our work in the shape of this brochure and wish you an enjoyable read!



*We support NRW.Europa as stakeholders because we're interested both for ourselves and our institute's member companies in a close dovetailing of existing services, such as events and publications on the topic of Europe.*

**Thomas Eulenstein,**  
Managing Director, Kunststoff-Institut Lüdenscheid



*Through its extensive advice on internationalisation, NRW.Europa gave us valuable help in opening up new markets abroad. In a workshop we learned in depth about the administrative requirements awaiting us as a scaffolding company in our neighbouring countries and we're now aware of the opportunities and risks, but also of our rights and obligations when doing further business abroad. Without NRW.Europa's advice we would feel less confident. We'll definitely be contacting the NRW.Europa team at ZENIT GmbH again when penetrating other target markets.*

**Sabrina Wilshaus,**  
S-Tec GmbH



*A brokerage event organised by the Enterprise Europe Network was an excellent opportunity for us to sound out new possibilities for cooperation. From one of the contacts we made there we were able to build up a business relationship and acquire an innovative technology for our university. We're grateful to the NRW.Europa team for their help in finding suitable cooperation partners. If we want to be successful as a university, we must constantly nurture and expand our international network. That's why we'll continue to actively use the matchmaking events in future as a platform to look for international partners.*

**Professor Amir Fahmi,**  
Rhine-Waal University of Applied Sciences, Kleve Campus

# Index

**02** Editorial  
Preface

**04** **Case Study: Internationalisation**  
MedySeller  
From Hungary to Germany: First UV lamps for ENT medicine



**06** **Case Study: Innovation Management**  
Westfälische Lokomotiv-Fabrik Reuschling  
Modernisation concept: Modular system for rail vehicles



**08** **Case Study: Business Development**  
Magnic Innovations  
No wheel contact, cables and batteries: Smart cycling



**10** **Case Study: Funding Advice**  
University of Duisburg-Essen  
FutureWaterCampus: A building for water research



**12** **Case Study: Trade Fair and Delegation Scouting**  
KÖBO ECO>PROCESS  
Innovative filter and conveying technology:  
World-class products from Wuppertal



**14** **Our service portfolio**  
Technology transfer, funding and financing advice,  
distribution partnerships, matchmaking events and more



**16** **Contact**  
NRW.Europa  
NRW.Europa services at a glance





# MedySeller GmbH

## From Hungary to Germany: First UV lamps for ENT medicine

Internet trade is becoming more and more important for medical products too. It means good business for MedySeller GmbH in Overath, an online shop for this market segment. Thanks to the Enterprise Europe Network, they were able to enter into a distribution agreement with a Hungarian company and are now successfully selling its appliance for the treatment of allergies (such as hayfever) on the German market.



Foto:la Stockwerk-Fotodesign



Foto:la Gerhard Seybert

MedySeller GmbH, which was founded in January 2016, is specialised in the distribution of medical products. Its founders know the sector very well and are keen to support innovative minds and companies whose medical devices or products are still in the development phase. That is why managing director Dr. Karl-Peter Klein and his staff assist, for example, with CE marking alongside sales and distribution and help companies from abroad to gain a foothold in the German market.

The contact between the two cooperation partners came about via a partner request that Enterprise Europe Network colleagues in Hungary had published for Rhinolight Ltd. on the Network's partner search platform.

Alexa Foltin-Mertgen of MedySeller expressed interest in the profile and Astrid Pauli, NRW.Europa expert at ZENIT GmbH, put her in touch with the Hungarian firm with the help of her Hungarian colleagues in the Network.

Since both companies were interested in cooperation, information about the Rhinolight® product was quickly exchanged, possibilities to work together discussed and the two parties then met in person to reach an agreement. Today, the result is profitable for both sides. MedySeller is the exclusive sales and distribution partner for the German market. The main target group is ear, nose and throat surgeries.



*“Via the cooperation platform and thanks to the dedication of the local consultants in the Enterprise Europe Network in Hungary and North Rhine-Westphalia we were able to meet our Hungarian partners. Since we made use of the Network’s services, we’ve been able to increase our turnover by 20 percent and created two new jobs.”*

Dr. Karl-Peter Klein,  
Managing Director, Medyseller GmbH, Overath



Phototherapy device for ENT medicine: Rhinolight®

#### The product

Phototherapy, i.e. the use of UV light for chronic inflammatory skin complaints that are not triggered by microbial pathogens, has long been used in dermatology, amongst others to treat eczema, psoriasis or lupus.

Thanks to the innovative medical device Rhinolight®, it can now also be used for the first time in ENT medicine, since conventional UV light sources are too large to be used in areas of the body relevant for ENT medicine, such as the nose or ear canal. By means of a light guide filled with UV-permeable gel, the device is able to control the light precisely and apply it in small and narrow areas.

Individual mediation of cooperation partners

Use of the international cooperation partner database

Participation in international matchmaking events

Networking with higher education and research institutions in North Rhine-Westphalia

Development and implementation of internationalisation strategies

Customised information on EU, regional and national financing and funding options as well as in the target country, on countries, markets, EU legislation and public procurement



# Westfälische Lokomotiv-Fabrik Reuschling GmbH & Co. KG

## Modernisation concept: Modular system for rail vehicles



Founded about a century ago, Westfälische Lokomotiv-Fabrik Reuschling in Hattingen possesses considerable expertise that is handed down by its some 100 highly qualified staff. But the company is aware that today more than ever before innovation must go hand in hand with tradition in order to ensure long-term customer loyalty and make the company fit for the future. That is why it brought external help on board in the shape of NRW.Europa consultants.

Westfälische Lokomotiv-Fabrik Reuschling GmbH & Co. KG has established an excellent reputation for itself over the decades not just for skills and reliability in the area of repair and modernisation of all types of rail vehicle. It is also known for innovations in railway maintenance. Its portfolio today includes, amongst others, engineering, special-purpose machines, control engineering, train protection systems and wheelset turning. It also compiles expert reports and makes available certified technical experts.

To expand its portfolio in this form, a modernisation concept needed to be developed that broke with familiar design principles and focussed on a modular system for locomotives. This approach was completely new in the modernisation of existing locomotives and chosen in order to introduce an own product into the locomotive sector. However, it was not just a question of breaking new ground in terms of design.

With “Job-based Intelligent Monitoring”, in short JIM, a leading concept throughout the sector, the rail vehicles are now already prepared for digitalisation in rail transport and especially against the background of imminent challenges in the area of Enterprise Content Management, ECM, a key component in the future monitoring of rail vehicles.

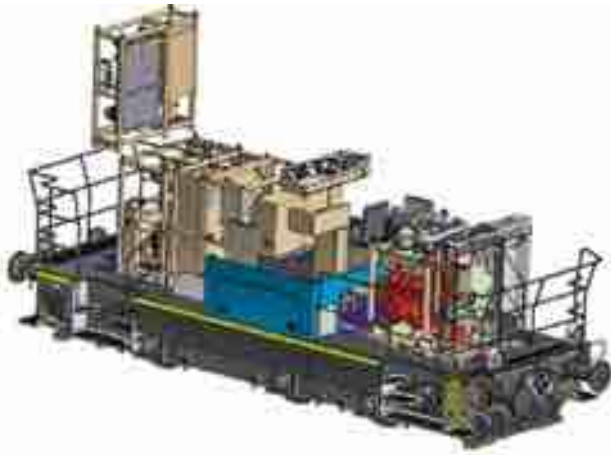
With this, Reuschling expanded its previous portfolio and penetrated new areas that were no different from a completely new vehicle in terms of design. Although rail approval legislation talks of a “modification”, from the perspective of quality assurance it is a completely new design that demanded entirely new processes in the company, which first had to be developed, implemented and documented.



*“The NRW.Europa experts’ advice and support with regard to innovation came at just the right time for us. With their expertise, we were able to design our processes in the area of product development with an eye to the future and including everyone involved as well as produce the corresponding documentation. The focus on innovative products and high process quality will safeguard our employees’ jobs in future too.”*

Udo Pinders,

Member of the Managing Board, Westfälische Lokomotiv-Fabrik Reuschling GmbH & Co. KG



*Innovative modernisation: Modular structure of a locomotive*

### Systematic progress towards a QM system

Reuschling called in ZENIT to help with the innovation management process because they had already worked together successfully in various projects in the past. “Innovation.NRW” was soon identified as the right NRW.Europa service and an online innovation audit was the entrance ticket to further advisory services.

In the framework of a workshop concept jointly developed by Reuschling and NRW.Europa in the second step, the company analysed its processes in the area of product development and introduced systematic ideas and innovation management with the help of NRW.Europa consultant Dr. Uwe Birk. Measures for improvement could also be identified and put into practice. This formed the basis for integrating the area of product development in the QM system. The result today is stable internal processes, successful certification as well as a new and highly innovative modular system for rail vehicles that will ensure Reuschling remains competitive in the future too.

Innovation audits, potential analyses and identification of barriers to innovation

Strengths/weaknesses and opportunities/risks profiles

Characterisation of status quo and trends (technology, markets, stakeholders)

Implementation concepts and measures

Technology and sales/distribution profiles

Process description and optimisation


**Reuschling**  
 Wir sorgen für Bewegung  
*Schiene-fahrzeugtechnik*



# Magnic Innovations GmbH & Co. KG

## No wheel contact, cables and batteries: Smart cycling

Intelligent and environmentally friendly – this is what characterises the contact-free dynamo that was developed in 2012 and led to the setting up of a small company in Borgholzhausen near Gütersloh. The founders of Magnic Innovations GmbH & Co. KG have invested a lot of time since then in further developing their product and introducing it in the international marketplace. Since 2017 they have been doing this with the support of the NRW.Europa team.

When two passions such as cycling and science are united in one and the same person like they are in Dirk Strothmann, convincing and innovative ideas sometimes evolve. Like in 2011, when together with his brother, who is equally fanatical about cycling, he experimented with eddy current brakes for racing bikes. While discussing the basic mechanisms and the possibility to use aluminium rims for magnetic brakes although aluminium itself is not magnetic but at least conductive, an idea evolved: If eddy currents can be

used for braking, then the opposite should work as well! It ought to be possible to build a contact-free dynamo that absorbs the magnetic force from the wheel rim instead of slowing it down. Although the first prototype never produced electricity, it was nonetheless a source of great inspiration and led to the company being set up in 2012.

Draft ideas, technical development, design, engineering and 3D prototype printing as well as patenting,



*Magnic Light:  
Unbraked freedom for clean energy*



*“As a young company, it’s impossible to be an expert in everything or to pay someone to come up with the right answers. That’s what makes the help available from the NRW.Europa team and their excellent connections worth their weight in gold.”*

**Dirk Strothmann,**  
Managing Director, Magnic Innovations GmbH & Co. KG



marketing and administration are all at home in Borgholzhausen while its partners VTS-Elektronik in Fürstenau are responsible for the electronics and final assembly. The products can be bought on the internet, the cheapest set with front and rear lights costs about € 105 in the online shop.

#### Lots of questions and pertinent answers

Anyone who like Dirk Strothmann is thinking about marketing his environmentally product worldwide needs comrades-in-arms and money. Amongst others, he used crowd-funding for this from early on. However, it quickly became clear that this is a route to be embarked on with caution: “Crowd-funding sites can be magnets for copycats.” Other questions, for example regarding intellectual property rights or how and where to find the right cooperation partners, occupied the young company again and again.

Ever since Dirk Strothmann met NRW.Europa expert Benno Weißner at a chamber of industry and commerce event on the topic of innovation financing, he has had someone to talk to about all of this. Weißner recommended how to deal with counterfeit products from China and advised him on questions of licensing, finance and EU funding. According to Strothmann, establishing this “communication channel” was a key component in his company’s success.

Particularly important for making new contacts was the firm’s participation in an international networking

Advice on IPR protection

Cooperation partner search

Advice on financing

Innovation support

Innovation management

event organised by the Enterprise Europe Network in the framework of the start of the Tour de France 2017 in Düsseldorf. The tip from NRW.Europa about a call for proposals for a Belgian innovation award was also helpful. Magnic Innovations GmbH won this award, which was presented to them by cycling legend Eddy Merckx, in October 2017. Linked to winning is also the use for one year of an office in BikeVille, the Flanders Bike Valley incubator, which could prove interesting for partnerships with Belgian enterprises. Also useful was Ready2Grow, an Enterprise Europe Network campaign. How the company and the NRW.Europa team worked together was presented at international level via various social media channels.

Since the spring of 2018 Strothmann has been using another of the Network’s free services – strategic support in the sourcing of further finance.



# University of Duisburg-Essen, UDE

## FutureWaterCampus: A building for water research

There was great elation at UDE in the spring of 2018 when it was announced that the university would receive funding from NRW's "Research Infrastructures" competition. This success was partially thanks to the advice provided by the NRW.Europa consultants involved in the application process.

The University of Duisburg-Essen is already today a competent contact point for many questions concerned with water. This expertise is bundled at the Centre for Water and Environmental Research (ZWU). The centre coordinates the activities underway at six UDE faculties and maintains contacts to about 130 partners in the natural, engineering, economic and social sciences. This interdisciplinarity with its partners leverages the development of innovative solutions. Unique in Germany is also the bringing on board of business and municipal stakeholders as well as representatives of NRW's regional authorities. With its "Research Infrastructures" competition, the federal state government of North Rhine-Westphalia wants to strengthen the regional economy's ability to innovate and, in order to do so, is sponsoring projects for the setting up and expansion of research infrastructures and centres of competence with up to € 200 million from regional funds and EFRE, the European Fund for Regional Development. It is anticipated that it will invest just under € 9 million in the FutureWaterCampus (FWC). What convinced the jury was the ZWU's excellent groundwork with its wide-ranging networking activities.

ZWU already used these contacts in the past to establish several research alliances and carry out application-oriented projects with partners from business, sectorial associations and civil society. This also included the Future Water research unit in which doctoral researchers conduct research and partners from six research institutions collaborate on questions related to the sustainable use of water in urban areas.

### Involvement of funding experts

The UDE's objective is to establish "a centre of competence for science and practice with European outreach. The FutureWaterCampus will bring together under one roof North Rhine-Westphalia's water experts from a wide variety of research institutions together with partners from practice," says university president Professor Ulrich Radtke, explaining the university's vision. Up until the point where the application was submitted and approved, a lively and professional exchange took place between the university and the NRW.Europa team.



**ZWU**  
ZENTRUM FÜR  
**WASSER- UND UMWELTFORSCHUNG**

*Plexiglas reactor for cultivating algae using LED lamps with special wavelengths*



*“The NRW.Europa team is a competent port of call for all questions related to public funding at EU, national and regional level and is also very well acquainted with national and international network structures.”*

**Dr. Michael Eisinger,**  
Managing Director, Centre for Water and Environmental Research (ZWU)

The two sides had already met and come to respect each other many years before in the framework of various projects funded from different sources. In the case of the idea for the FutureWaterCampus, several NRW.Europa experts were involved from the outset. ZWU's Managing Director Dr. Michael Eisinger is sure: Apart from help with submitting the application itself, a letter of intent from ZENIT GmbH was instrumental in its approval. In this LOI, ZENIT declared its willingness to support the project, for example by contributing to the training programme for the doctoral researchers, participating in network meetings between them and business, science and civil society partners as well as assisting in the steering group for the research unit.

According to Eisinger, especially the NRW.Europa team's interdisciplinary experience and expertise in professional networking structures contributed to the application's approval. For him, recommending the team's various information sessions is the obvious thing to do. Alongside the FWC, the institute and NRW.Europa's consultants are already planning other joint activities, such as a German-Russian summer school.

Strategic implementation of innovation, research and development projects

Impartial appraisal of project ideas for public funding programmes at regional, national and EU level

Competent help with applications and ongoing assistance with projects

Help with finding cooperation partners

Integration of internationalisation, transfer and innovation management questions



Ultrafiltration plant for water treatment (T-Rack® system)

Capillary membrane of an ultrafiltration plant for water treatment  
Both photographs: inge GmbH





# KÖBO ECO>PROCESS GmbH

## Innovative filter and conveying technology: World-class products from Wuppertal

Anyone with high-performance solutions who has been a global player for years sets the bar high when selecting new suppliers. When looking for capable business partners abroad, NRW.Europa's services proved a valuable door opener.



The best of Germany's car industry, global brands such as manufacturers of top-end household appliances, leading producers of drive and control apparatus – when it comes to the reliable operation of its production facilities, the who's who of a wide variety of industrial sectors chooses KÖBO ECO>PROCESS products.

The specialists in Wuppertal are leading in their field. They have been developing high-performance filters and conveying systems for over 55 years. One of the key areas of their business is innovative filters for cleaning cooling lubricants and transmission oil as well as exhaust air cleaning equipment to prevent cooling lubricant emissions and other production-related air pollutants such as dust and fumes. The second main area of their business is customised and flexible conveying systems.

For Thomas Brudek, Head of the Technical Purchasing Department, it is quite clear: Excellent contacts are the key to success.

That is why KÖBO ECO>PROCESS has often used the services offered by the NRW.Europa team at NRW.International when looking for new business partners.

### Contact established, best-in-class supplier found

In the summer of 2016, Thomas Brudek – together with other German buyers and enterprises from North Rhine-Westphalia – was able to gain an extensive insight at the West Balkan Conference in Dortmund into the region's potential as well as make contacts to interesting suppliers.

The outcome was exceptionally positive: Three companies made it onto the shortlist and one of them filled all the necessary quality standards. This firm is today one of the North Rhine-Westphalian company's best-in-class suppliers in the area of metalworking.

Highly motivated as a result, the purchasing manager took part in the following year in a three-day sourcing trip to Belgrade/Serbia organised by the NRW.Europa team.



*“We’re permanently looking for capable new suppliers and delegation visits are a useful way to do this: Especially through the B2B meetings with representatives of local companies we were able to identify a large number of potential business partners and establish promising contacts.”*

**Thomas Brudek,**  
Head of the Technical Purchasing Department,  
KÖBO ECO>PROCESS GmbH



Organisation of international matchmaking events and delegation visits

Acquisition of market information

Use of international database for cooperation partner search

### B2B meetings as value added

The return from this trip for KÖBO ECO>PROCESS went far beyond simple market information. The North Rhine-Westphalian delegates met with about 70 Serbian metalworking firms and plastics manufacturers – they also visited some of the companies’ facilities. Above all the B2B meetings proved for Thomas Brudek to be an ideal forum to prepare the ground for new business ventures with top-class suppliers.

The trip to Serbia confirmed his initial and positive experience that South East Europe offers a lot of potential. Having said that, door openers like the services available from NRW.Europa make it much easier to get in touch with suitable suppliers in the first place.

That is why Brudek decided to travel to Sofia, the Bulgarian capital, with another delegation from North Rhine-Westphalia in March 2018.

His aim was to learn more about Bulgaria and its industrial zones as well as how competitive industry is in this east Balkan country. His main priority was to establish promising contacts with the metalworking industry.

That is why the personal meetings with suppliers organised for him by the NRW.Europa team and its partners were particularly valuable, since they led to the contacts with potential business partners he wanted.

As a result, he was very content when he returned to Wuppertal from Sofia. Of additional value was the visit to a trade fair and conference on energy efficiency and renewable energies as well as to Sofia Tech Park and Bozhurishte Economic Zone.

*Photographs (from left to right):*

*1: Innovative filter technology: The chip pre-separator | 2 and 3: Modern exhaust air cleaning systems: The oil mist separator | 4: Flexible conveying technology: With the vacuum chip extraction systems, chip removal is possible for several machines at the same time | 5: Hinged belt conveyors are ideal for transporting turnings – with or without cooling lubricants, in bushy or broken form.*



# NRW.Europa: Your network for inn

## We offer

### Information on Europe and opportunities for feedback



- > Information on EU public calls for tender
- > Feedback to the European Commission on Single Market issues
- > Events on Europe-related topics and opportunities for EU funding
- > Access to finance

### Advice on internationalisation and business partner search



- > Mediation of international business partners via access to about 7,000 cooperation offers and requests
- > International matchmaking events at trade fairs in Germany and abroad
- > Mediation of contacts between foreign delegations and North Rhine-Westphalian enterprises
- > Delegation visits abroad
- > Workshops and consultation days on internationalisation

### Technology transfer and mediation of cooperation partners



- > Cross-border technology transfer via access to about 2,500 technology offers and requests
- > Technology matchmaking events at international trade fairs
- > Networking with higher education and research institutions in North Rhine-Westphalia
- > Thematic events and consultation days

### Innovation support



- > Audits and strengths/weaknesses profiles
- > Strategy development
- > Implementation support
- > Help with digitalisation
- > Customised advice for young and fast-growing enterprises

# Innovation and new markets

## Advice on funding and finance



- > Help with preparing meetings with financial partners
- > Customised analysis of regional, national and European funding and financing instruments and ways to support innovation and growth in Germany and abroad
- > Key account management
- > Assistance with funding applications
- > Individual advice on Horizon 2020 and other EU programmes
- > Funding consultation days

## NRW.Europa

- Consortium of ZENIT GmbH, NRW.BANK and NRW.International GmbH
- Operating on behalf of the European Union and with the support of the State of North Rhine-Westphalia and NRW.BANK
- Part of the Enterprise Europe Network – the European Union’s largest consulting network worldwide with over 600 partner organisations in over 60 countries

## Contact us ...

via our newsletters and publications,  
by making a personal appointment or  
attending one of our events or workshops.

[www.nrweuropa.de/kontakt](http://www.nrweuropa.de/kontakt)

@NRWEuropa

#EENCanHelp



# NRW.Europa – Our information and advisory services

EU-related information and enquiry service

Internationalisation

Cooperation partner search

Trade fair and delegation scouting

Technology and know-how transfer

Innovation management

Regional, national and international funding and finance

Digitalisation



**NRW.Europa** – Your partner in the Enterprise Europe Network

[www.nrweuropa.de](http://www.nrweuropa.de) | [info@nrweuropa.de](mailto:info@nrweuropa.de)

[www.facebook.com/nrweuropa](https://www.facebook.com/nrweuropa) | <https://twitter.com/NRWEuropa> | [www.nrweuropa.de/xing](http://www.nrweuropa.de/xing)

NRW.Europa is funded by the European Commission, the Federal State of North Rhine-Westphalia and NRW.BANK.

**ZENIT GmbH** – Centre for Innovation and Technology in NRW

[www.zenit.de](http://www.zenit.de) | [info@zenit.de](mailto:info@zenit.de)

Tel.: ++49(0)208-30004-0

**NRW.BANK** – EU Funding/Foreign Trade & Investment Promotion Department

[www.nrwbank.de](http://www.nrwbank.de) | [info@nrwbank.de](mailto:info@nrwbank.de)

Tel.: ++49(0)211-91741-4000

**NRW.International GmbH** – Foreign Trade Promotion for NRW

[www.nrw-international.de](http://www.nrw-international.de) | [europa@nrw-international.de](mailto:europa@nrw-international.de)

Tel.: ++49(0)211-710671-0

Translated from German by ORANSKI Übersetzungen, Cologne

