

## PRESS RELEASE

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Werkzeugmaschinenlabor WZL der  
RWTH Aachen University

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## Success factors for startups and SMEs in the region

## NRW.INVEST foreign offices informed themselves

On Thursday, September 01, 2016, the Laboratory of Machine Tools and Production Engineering WZL of RWTH Aachen welcomed fifteen acquisition managers of NRW.INVEST's foreign offices (state-owned business development agency) at the location to inform themselves about success factors for start-ups and SMEs in the region.

Lisa Graßler, group leader at the Chair for Production Metrology and Quality Management, provided comprehensive information about the offers and possibilities of Digital in NRW - Competence Centre for SMEs and guided the guests through the demonstration factory in the Smart Logistics cluster on the RWTH Aachen Campus. The managers were able to experience Industry 4.0 live on site. The aim of the demonstration factory is the close integration of practice, research and further education. On the one hand, the range presented includes the production of prototypes and pre-production products. On the other hand, the production environment of the demonstration factory offers partners from industry and research a unique opportunity to investigate questions of industry 4.0 in a real operation.

Anja Kühlkamp and Jens Manke from NRW.INVEST were delighted. "The acquisition managers of our foreign offices have been able to gain valuable information that supports them in the direct approach of investors in the target countries," said Anja Kühlkamp, Division Manager of NRW.INVEST.

### Laboratory for Machine Tools and Production Engineering (WZL)

The Laboratory for Machine Tools and Production Engineering (WZL) of RWTH Aachen University has stood worldwide for more than 100 years for future-oriented research and successful innovations in the field of production technology.

Under the leadership of four professors Christian Brecher, Fritz Klocke, Robert Schmitt und Günther Schuh, the WZL is conducting research in six areas - production technology, machine tools, production systems, transmission technology, production metrology and quality management - on the future-oriented design of production in high-wage countries. Together with industry partners from various sectors, the WZL develops solutions for a wide variety of production scenarios in both publicly funded and bilateral projects. These activities are being consolidated on the RWTH Aachen Campus in the Cluster Production Engineering.

### Competence Centre for SMEs 4.0 in the Rhineland region

The Competence Centre for SMEs in NRW bundles expertise from the Rhineland, Ruhr Metropolis and East-Westphalia-Lippe regions and supports small and medium-sized enterprises in digitalizing and net-

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working their products, production and processes. The free offers range from information to the joint implementation of concrete technologies and can be divided into five areas: Informing, demonstrating, qualifying, designing and implementing. The Competence Centre is part of the funding initiative SME 4.0 - Digital Production and Work Processes, which is funded by the Federal Ministry of Economics and Energy (BMWi) as part of the funding priority "SME Digital - Strategies for the Digital Transformation of Business Processes".

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### Attachment

