

NEWSLETTER POTSDAM TRANSFER No.3 2023

Central Scientific Institution for Startups, Innovation,
And the Transfer of Knowledge and Technology

News From the Transfer Area of the UP

Making Research Visible at Trade Fairs - Potsdam Transfer's Trade Fair Service

Present your research project at national or international trade fairs and congresses! Potsdam Transfer's trade fair service will support you: we will advise you on choosing the right trade fair for you, coordinate your appearance at an individual or joint stand and organize your registration.

We are happy to help you with the design of advertising materials and posters and are available to answer any questions you may have.

Send us an e-mail to: messservice@potsdam-transfer.de if you would also like to take part in a trade fair next year.



didacta
20.-24. February, Cologne
Trade fair & further education for all educational perspectives

didacta
die Bildungsmesse

Hannover Messe
22.-26. April, Hanover
World's leading trade fair for the industry



Leipziger Buchmesse
21.-24. March, Leipzig
International trade fair for the book & media industry

Leipziger Buchmesse

IFAT Munich
13.-17. May, Munich
Trade Fair for Water, Sewage, Waste & Raw Materials Management



DMEA
09.-11. April, Berlin
DMEA – Europe's leading event for digital health

DMEA Berlin
9.-11. April 2024
Connecting Digital Health

LEARNTEC
04.-06. June, Karlsruhe
International trade fair and congress for digital education



analytica
09.-12. April, Munich
Trade Fair & Conference for Laboratory Technology, Analytics, Biotechnology

analytica

Medica
11.-14. November, Düsseldorf
International trade fair and congress for the medical sector



Image: Potsdam Transfer

19th December 2023 Potsdam Students Learn Project Management Skills at the UP

Potsdam Transfer is once again organizing workshops for ninth-grade students at Potsdam's Hannah-Arendt-Gymnasium (HAG) as part of the subject "Project-oriented skills development (ProKo)".

The subject ProKo is a central component of the school profile "Economics and Politics" at HAG. It enables students to develop career-oriented skills in the areas of organization, communication and presentation so that they can successfully plan and implement their own projects later in their professional lives.

In the workshops, students learn creative methods such as LEGO® SERIOUS PLAY® for strategy development and practice techniques for a convincing presentation in pitch training sessions.



Photo: Thomas_Roese

Event Review

9th to 10th October 2023 PSP Conference 2023 - FOODTECH & MEDTECH

The two-day format of this year's PSP Conference was themed FOODTECH & MEDTECH and offered researchers, startups and companies the ideal stage to present their ideas and innovations in the food and healthcare industry. The focus was on new foods and the question "WHAT WILL WE EAT IN THE FUTURE?". Another topic was new materials in the medical field. The highlight of the event was the presentation of the Startup Pitch Award to Benita Yon and her team. The startup "beyond health" has developed a digital solution to help women cope with the menopause and prevent chronic diseases. Congratulations to them!

The PSP Conference is an annual joint event organised by Standortmanagement Golm GmbH, the Brandenburg Economic Development Corporation (WFB) and Potsdam Transfer with the support of the Fraunhofer High Performance Centre for Functional Integration, the Potsdam Chamber of Industry and Commerce (IHK), the Investment Bank of the State of Brandenburg (ILB) and other partners.



Photo: sevensmaltry-14

19th October 2023 FöWiTec Award Ceremony

Potsdam Transfer and UP Transfer GmbH have been awarding the FöWiTec grant every year since 2019 to strengthen the transfer of research innovations into application.

This year, four researchers with great projects in the fields of natural sciences and digital education will receive a grant for 12 months. Congratulations to them!

[Click here for the projects](#)



Jule Krüger, one of the winners of this year's FöWiTec funding | Photo: Potsdam Transfer

Upcoming Events

14th November 2023 Workshop How To: Startup in Germany

09 - 12:30 a.m. | Online event | Language English

In this workshop you will learn the basics of the German business world. You will receive an introduction to the processes and formal aspects of setting up a company in Germany as well as how to carry out a market analysis as an essential part of a startup strategy.

The following aspects in particular are in the foreground:

- Market dynamics
- potential target groups
- potential competitors and
- other external influences on the markets

[Click here to register](#)



Image: Potsdam Transfer

Science for Everyone! The University of Potsdam's Big Science Slam at the Waschhaus Potsdam

28 p.m., admission from 7 p.m. | Waschhaus Potsdam | Admission € 12.00, € 8.00 | Language German

It's finally time again: scientists from the University of Potsdam leave their labs and lecture theatres and present their projects in 10 minutes on the big stage in the Waschhaus Arena. The audience is the jury and chooses the slammer of the evening.

After the last two highly entertaining slams in the Waschhaus, we are really looking forward to the third edition in autumn with new exciting topics - presented in an entertaining and amusing way by UP professors and postdocs. The range of topics is extremely diverse: for example, it's about "green hydrogen instead of Putin's natural gas", we learn about disgust and obsessive-compulsive disorders and, of course, there's also something for technology fans.

[Tickets are available here](#)



Image: ZIM | Multimediaproduktion

24th November 2023 Artificial Intelligence - The Power, the Possibilities & the Moral Questions

7 p.m., admission 6.30 p.m. | Orangerie Oranienburg, Kanalstr. 26a | Language German

The University presence office "Präsenzstelle O-H-V | Velten" connects science and society as part of its „Hochschulhappen“ event series. In cooperation with the city of Oranienburg, the presence centre invites interested parties to the Orangerie Oranienburg for an insight into the world of artificial intelligence.

The guests are Dr. Lucie-Aimée Kaffee, postdoc at the Hasso-Plattner-Institute; Marcel Hühn, research assistant at Brandenburg University of Applied Sciences (THB) and Prof. Dr. Thomas-Gabriel Rüdiger, M.A., Head of the Institute for Cybercriminology at Hochschule der Polizei des Landes Brandenburg.

[Click here to register](#)



Image: Präsenzstelle O-H-V | Velten

6th December 2023 Startup Story Night: Health Startups

6.00 p.m. | Campus Griebnitzsee, Foyer House 6 | Language German

The next edition of the Startup Story Night will be all about startups from the healthcare sector. In addition to an exclusive keynote speech by our founding alumni Dr Doron Stein, there will once again be a short speed pitching session. Here we will give startups the opportunity to present their company in five minutes and answer your questions.

Afterwards, we invite you to an open networking session with mulled wine to exchange ideas, network and simply enjoy the evening.

[Click here to register:](#)



Image: Potsdam Transfer

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Imprint

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