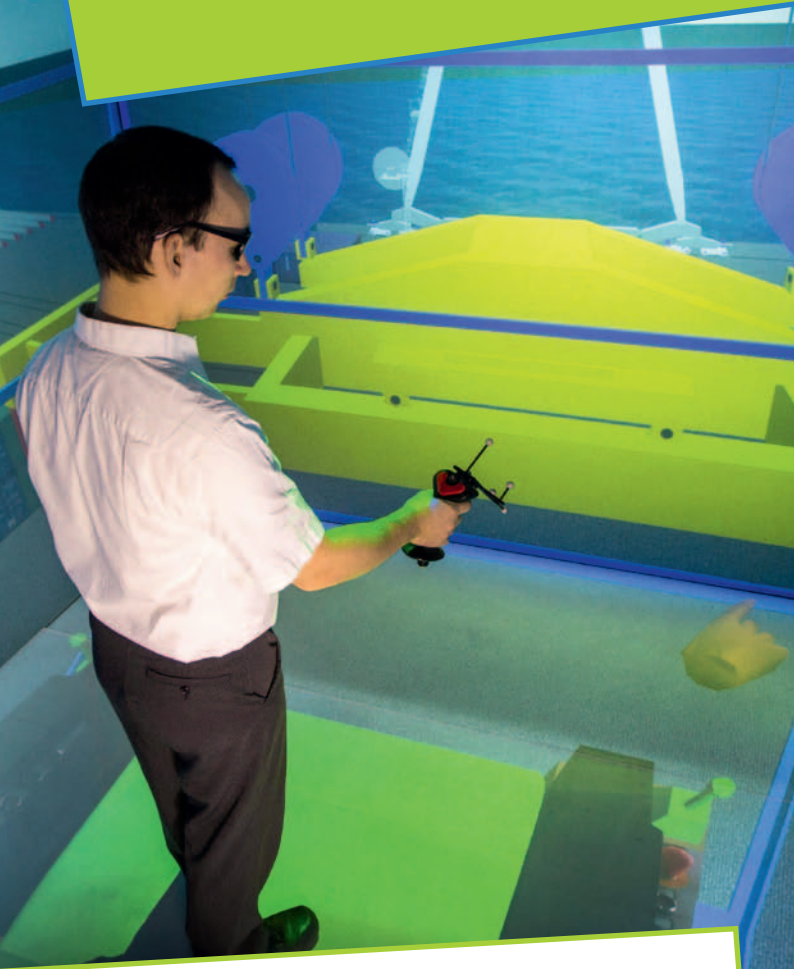


SOUTHEAST ASIA RESEARCH NETWORK: DIGITAL ENGINEERING »SEAR DE«

KICK-OFF MEETING
BANGKOK, THAILAND
JUNE 7, 2013





MOTIVATION

German research organizations are increasingly interested in outstanding Southeast Asian institutions as partners for collaboration in the fields of education and research. Bilateral know-how and technology transfer and staff exchange as well as the resultant opportunities for collaboration are strategically important in terms of research and economics.

The establishment of a joint research structure in the field of digital engineering is therefore being pursued in the project »SEAR DE Thailand« under the lead management of Otto von Guericke University Magdeburg (OvGU) in cooperation with the Fraunhofer Institute for Factory Operation and Automation IFF and the National Science and Technology Development Agency (NSTDA) in Thailand.

Technical Background

Digital engineering is the complete, integrated support of all industrial processes throughout the product life cycle, with the aid of digital methods and tools. Digital data models (CAD; FEM simulation and software models) of products, which have been created during development, serve as the basis for this. Digital engineering aims to implement the data models created in the subsequent phases of the product life cycle, too. Digital engineering is thus the logical continuation of Virtual Engineering.



Digital engineering cuts the time and expenses required for the development, start-up and production of machinery, plants and products. It makes it possible to continue using digital product data profitably to manage the entire product life cycle, e.g. staff training with virtual interactive learning scenarios, technical marketing or documentation.

OBJECTIVES OF THE PROJECT

The primary objective of the project »SEAR DE« is the establishment of a sustainable, collaborative partnership between Germany and Thailand in the field of digital engineering.

To this end, three key priorities are being pursued:

- Technology transfer: institutionalization/establishment of a national center of excellence in digital engineering in Thailand,
- Sustainable transfer of expertise by collaborating on qualification and education and
- Initiation and completion of bilateral research and development projects with the involvement of industry partners.

Activities of the Project

The establishment of a joint research structure is divided into two phases. Priorities in the first phase will be the analysis of demand, the preparation and initiation of qualification actions, networking with local research and industry partners and the establishment of a laboratory for digital engineering.



The priority in the second phase will be the sustainable development of bilateral collaboration. Joint research and development projects will be initiated and completed with the involvement of the public and private sector. A joint degree program in the field of digital engineering will develop expertise in the long term.

WHO SHOULD ATTEND?

The kick-off event is open to everyone interested in learning more about the potentials and benefits of digital engineering applications and virtual environments. The project team would especially like to see decision makers and experts from:

INDUSTRY interested in learning how digital engineering applications can improve their business efficiency, reduce costs and boost competitiveness,

CONSULTING interested in helping local industry partners implement innovative business solutions,

RESEARCH interested in exploring new research topics and applications in the field of digital engineering and

GOVERNMENT organizations interested in digital engineering applications for the public sector (e.g. sustainable city planning, infrastructure development and disaster management).

REGISTRATION

If you would like to attend the SEAR DE kick-off event, please register by sending an email (deadline: May 20, 2013) to **wanichar.sukprasertchai@nstda.or.th** and/or **ralf.opierzynski@iff.fraunhofer.de**

Please include your family name and given name, your organization and your position there. This event is free of charge.

Venue

The Sukosol HOTEL Bangkok

(Formerly Siam City Hotel / BTS PHAYA THAI)

477 Si Ayuthaya Road, Phaya Thai, Bangkok 10400, Thailand

Phone +66 2247-0123

Fax +66 2247-0165

thesukosol@sukosolhotels.com

PROGRAM

09:00 – 09:30	Registration
09:30 – 10:00	Welcoming remarks
10:00 – 10:45	Introduction of the SEAR DE project
10:45 – 11:00	Coffee break
11:00 – 12:00	Presentation of select digital engineering applications (private/public sector)
12:00 – 12:20	Outlook and closing remarks
12:20 – 13:30	Lunch buffet

FUNDED BY



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und Forschung

HOSTS

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