

V2023

International Conference & Exhibition

INTERNATIONAL CONGRESS CENTER DRESDEN

SEPTEMBER 18 – 21, 2023

Thin Films and Surface Treatment for  
Energy · Biomedical Application · Optics · Tools & Components

2023  
VACUUM  
PLASMA  
SURFACE  
COATING

EFDS

## Keynote Lecture | Innovation – The added value for companies

### Innovation - more than just the idea

Prof. Dr. Michael Bruno Klein<sup>1</sup>, Rainer Färber<sup>2</sup>

<sup>1</sup>Arbeitsgemeinschaft industrieller Forschungsvereinigungen "Otto von Guericke" e.V. (AiF), Köln; <sup>2</sup>AiF  
Forschung·Technik·Kommunikation GmbH, Köln

[michael.klein@aif.de](mailto:michael.klein@aif.de)

In his lecture "Innovation - more than just the idea", Michael Bruno Klein will illuminate the value chain from the idea to the market from the company's point of view. He will address the individual pillars during implementation and show where the AiF e.V. can provide support and in what way, and where the involvement of research institutions can be useful.