

european global product realisation

# the stars of the future



london 2012

2002: Liv Posiljanja, Slovenia

2003: De Vlamboort EV, The Netherlands

2004: FAE, the Netherlands

2005: Avidor, Switzerland

2006: Niko, Slovenia

2007: Messlers International, UK

2008: Tehnik, Croatia

2009: UMC Utrecht, The Netherlands

2010: BSH, Slovenia

2011: Direct Line, Hungary

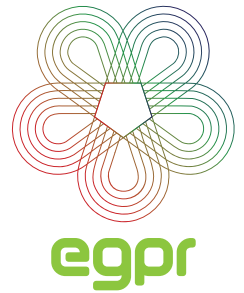
Students from 5 international Universities, bringing innovation to customer-focused European companies...



# How does EGPR work?

## We bring together:

40 engineering students from 5 international Universities with one industrial partner from February to June 2012 TO CREATE REAL NEW PRODUCT PROTOTYPES.



## The Industrial Partner: the benefits

- ◆ a remarkably COST EFFECTIVE means to develop and launch a new global product.
- ◆ EXPOSURE to the best academic institutions across Europe and
- ◆ incredible OPPORTUNITIES FOR PROMOTION AND PROSPECT.



## What do our partners say?

"The project teaches the students an invaluable lesson. They learn how to behave in an industrial environment, working on a sales-driven project. It offers a glimpse of life at a multinational level, where soft skills count as much as hard data."

Prof. AHMED KOVACEVIC,  
City University London

"The EGPR project resulted in the exploration of basic ideas in every segment of product lifecycle. The excellent work has been conducted in very limited amount of time therefore the yield of three patent applications gives us even greater satisfaction with the collaboration."

BSH – industrial partner in 2010

"A fresh perspective can be powerful. There is always an off-chance for a disruptive innovation in such projects. Something that is completely new and completely different... that is great."

KESSLERS INTERNATIONAL –  
industrial partner in 2007

## Find out more

For further information or expression of interest to participate, please visit [www.city.ac.uk/egpr](http://www.city.ac.uk/egpr), or contact Prof. Ahmed Kovacevic:

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