

GERMANY Delegation

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Uwe Kleinkes received his PhD in Chemistry at the Ruhr-University Bochum (Germany) in 1998. He worked as a scientist at the Ruhr University Bochum and at the Nitrogen Fixation Laboratory in Brighton, UK. He studied chemistry at the University of Sussex (Brighton, UK) and the Ruhr University Bochum. In 2000 he joined the Institute of Microtechnology in Mainz, Germany, in the marketing department and in this year he took over a position at IVAM where he was ten years managing director of the IVAM Microtechnology Network with 300 companies and institutes worldwide. Now he belongs to the Advisory Council of IVAM (www.ivam.com).

Today he is Professor for Technology Marketing and Director of Studies (“Technical Management and Marketing and Biomedical Management Management and Marketing”) at the Hochschule Hamm-Lippstadt (Germany). His fields of interest are international business relations of high-tech companies and B2B-Marketing of high-tech components and systems, digitalization of business and marketing with a focus on small and medium sized enterprises (SME).