



# Global <sup>European</sup> Product Realization

## A Unique Opportunity for Companies Seeking to Develop New Products

"European Global Product Realization" (EGPR) is a highly innovative undergraduate engineering course designed for university students in their final year of study. During the course, teams of students collaborate in a virtual environment to carry out a design project for an Industrial Partner.

It is jointly organised by five European universities, namely; the Ecole Polytechnique Federale de Lausanne in Switzerland, the University of Ljubljana in Slovenia, Zagreb University in Croatia, Delft University of Technology in The Netherlands and City University, London in the UK. It involves a total of approximately 50 students who are grouped in six teams, each of which includes members from the different universities. The team members work interactively, using video conferencing and other up to date communication techniques, so that each group develops their own concept and a final prototype. The work is carried out, not only in collaboration with the Industrial Partner but also with input from experts from both academia and industry and potential customers.



The course finishes with a workshop in which each design is built and assembled by the students in the premises of the Industrial Partner and then presented at the University of the Organising Country in which the Industrial partner is located. The course has to date, been highly successful, with the



best of the resultant designs now in commercial production, thus offering a remarkably cost effective means to develop and launch a new global product while at the same time conferring a number of other implicit benefits.



The next round of the course will start in February 2007, when City University will be hosting the event. Thus, London is the preferred location of the Industrial Partner. However, any UK company that is already present in the global market or wants to start business in that area may be acceptable. The product may be any device that is manufacturable in the universities and the premises of the Industrial Partner. The university will provide lecture rooms, AVA facilities and its own laboratories.

The total cost of participation in the scheme by the Industrial Partner is of the order of £15-20,000. This includes the building of prototypes, which the Industrial Partner retains after completion of the course, the final workshop, including an exhibition, an excursion and some other social activity.



**For more information and application please contact:**

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