PARO AG’s first experience collaborating in European research projects was as a partner in an FP7 project. Martin Frauenfelder, CEO of PARO AG, explains that bridging the gap between the pragmatic culture of an SME and the academic world was quite a challenge. However, “after we got accustomed to the setting and found our role in the consortium, it proved to be successful, in particular because we could bring our direct market experience to the project. When we were approached to join the PERFoRM project, we were able to take advantage of this experience.”

**Increase R&D capacity**

“Participating in international projects has a positive cultural impact and opens new perspectives for our products and services”

Due to the focus and type of these projects, we now work together with research institutes as well as partners from countries we have not worked with before, such as Sweden and Portugal.” More importantly, due to the funding for our participation, PARO AG was able to increase its R&D capacity by hiring additional staff. “With the current difficult economic situation, resources are limited and developing new products is key for survival. By hiring an additional software developer, we are able to develop innovative products and add-ons to our existing product range and maintain our competitiveness.”

**New perspectives**

Visiting the “Innovationstage” in Solothurn and the proactive way the Euresearch Contact Point SME informed Frauenfelder of concrete projects was very helpful. He is convinced that “participating in international projects has a positive cultural impact and opens new perspectives to new opportunities for our products and services.”
“We are able to develop innovative products and add-ons to our existing product range and maintain our competitiveness”

Martin Frauenfelder
CEO PARO AG

**CONTENT SUMMARY**

To react to rapid changes in market demand, the Horizon 2020 project PERFoRM aims to develop integrated tools for managing agile production systems, using a plug & produce concept, in order to optimise changeover times and costs of machines and robots. PARO AG contributes to the project, coordinated by Siemens Germany, with its expertise in automation equipment and customised system solutions. It is developing software to act as a gateway between the production control system and the higher level control system.

**FACTS AND FIGURES**

**Project Name**
PERFoRM – Production harmonized Reconfiguration of Flexible Robots and Machinery

**Research Area**
Advanced manufacturing and processing

**Organisations**
Siemens AG, Germany (Coordinator) and 17 partners

**Start Date – End Date**
01.10.2015 – 01.10.2018

**Duration**
3 years

**Project Cost**
€9.16 million

**Project Funding**
€7.48 million

**Programme**
Horizon 2020 Industrial Leadership: Technologies for Factories of the Future

**More Information**

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