

Dr. Petra Püchner, Steinbeis-Europa-Zentrum Stuttgart, Germany

Dr. Petra Püchner is Managing Director of Steinbeis-Europa-Zentrum. She holds a degree in Biology and a PhD in Engineering. Since 1995 she has worked as an SME consultant for innovation and technology transfer at Steinbeis-Europa-Zentrum (SEZ). She lectures innovation management in Universities of Applied Sciences, i.e. for the MBA in business transfer.

She coordinated the Innovation Relay Centre Stuttgart-Erfurt-Zurich from 1995 - 2008 and has vast experience in **technology transfer mechanisms**. She oversaw Baden-Württemberg's proposal in the transition from the Innovation Relay Centre network to the **enterprise europe network** membership.



She has been involved in **entrepreneurship policies and good practice analysis** since 1999. She has coordinated and overseen a whole range of European-funded projects. Topics include: **gender topics** including finding and documenting good practice support programmes in Europe (ProWomEn Thematic Network), stimulating women entrepreneurs' participation in European R&D programmes (WomEn2FP6), and in a successor initiative (WEMentor), teaching other regions to teach their own women entrepreneurs to get involved in R&D programmes (in India, Israel, Romania and Turkey). Another initiative explored the specific challenges faced by female scientists in starting high-tech businesses (FemStart). A major component of Petra's activity is bringing female entrepreneurs and scientists together through Technology Translation seminars in which members of both groups get to know how new technologies such as photonics and bionics can be used in the development of new products (WENETT). Currently, SEZ is involved in two European project initiatives, one instigating the gender debate in the European Research Area (GENDERA) and one which has led to the development of a network of 64 Female Entrepreneurship Ambassadors in Germany, funded by the European Commission and the German Federal Ministry of Education and Research, which aims to stimulate interest in entrepreneurship as an alternative career path by showcasing real women entrepreneurs as role models for others including women in middle management, university graduates, women in craft industries and to some extent, schoolgirls (FemEnA-DE).

Through this work, Petra has visited many **entrepreneurship stakeholders** in other EU countries and has analysed policies to support entrepreneurship and how they might be implemented. She is also a popular speaker at European events.

Petra is **Vice-President of the Executive Board of the European Centre for Women and Technology (ECWT)** as the European point of contact for the Global Women and Technology hub. ECWT builds a sustainable partnership between European multi-stakeholders supporting regional innovation and contributing to efforts to ensure women's full participation in and contribution to the knowledge-based economy. Petra – and SEZ – together with SAP head up the German National Point of Contact for ECWT.