

Newsletter February 2021 (7th edition)

Recap 2020/21



AWARE+SHARE

Over 400 participants from more than 20 countries took part in our first digital event AWARE+SHARE! Thanks to everyone that participated in any way!

[Review AWARE+SHARE](#)

AIM Project: Technology and Innovation Management

How to solve a problem of social relevance during the pandemic? – Digitally! 37 participants from THI and UFSC developed product ideas such as a happy box to prevent elderly people from social isolation and presented them to a commission of THI and UFSC professors during a 10 min pitch.

[Find out more about the AIM Project](#)

Business School Cooperation

Within the frame of the AWARE network, THI Business School together with Senac (National Service of Commercial Apprenticeship Senac) in Santa Catarina and the Federal University of Santa Catarina (UFSC) established in 2014 an exchange group called RITUSS (Retail – Responsibility – Industry – Innovation – Technology – Sustainability) with the goal to promote the exchange of technological knowhow and expertise regarding different markets and to share research projects.

The cooperation encompasses a variety of activities: joint events such as technology forums, development of joint international MBA programs in Retail Management, technical supervision and support for students in market research.

Find out more about RITUSS



Explore Santa Catarina!

Are you interested in doing an internship in the beautiful south of Brazil? The RCM student Elena shares her experiences and impressions on her internship in Florianópolis with you!

[Read Elena's report here](#)



RCM Master is now on Instagram!

Follow the channel of Retail and Consumer Management on Instagram to stay updated about news and interesting projects of this international master program!

[Visit RCM on Instagram here](#)

enGlobe

Simulation of a battery-powered drive train

In close cooperation with Volkswagen Argentina, a group of THI students will co-work digitally with students from Technical University of Argentina (UTN) on the development of a demonstrator for a battery-powered drive train. The main goal is to work remotely in an international and interdisciplinary project team, expanding their engineering knowledge in mechanics, dynamics, electrical engineering and programming in an intercultural learning atmosphere. The digital project funded by DAAD in the ongoing project enGlobe – engineers go global (HAW.International – Modul B) will be completed with workshops in both countries including a presentation of the final results to Volkswagen Argentina. Both groups will be supervised by a professor with deep experience in electric mobility at THI and UTN.

New Projects

GearUxP! - German Argentinian User Experience Program

In November 2020, our UXD team at THI around Prof. Andreas Riener and FADU School – School of Architecture, Design and Urbanism – of the University of Buenos Aires (UBA) started their joint project GearUxP! – funded by the German-Argentinian University Center (DAAD).

GearUxP! seeks to combine UX-related skills, such as prototyping, multimodal systems, virtual reality technologies, trained at THI, with design-oriented skills trained at UBA.

Find out more about GearUp! [here](#)

AI@motion International with Brazil, China and Finland

In order to position the recently established [Almotion Bavaria Institute](#) of THI, a hub for AI Mobility research in Bavaria, in the international research landscape, the AWARE Center successfully submitted the project AI@motion International to DAAD.

The project's core mission is to establish an international AI research network with universities and industry partners from Bavaria, Brazil, Finland and China. In the following two years, joint strategy meetings, network conferences, hackathons and a digital research platform will consolidate the network and promote joint research on AI and mobility in the future. AI@motion International was kicked off in January 2021 with an overall budget of 400,000€ in the [DAAD program HAW.International \(Modul A\)](#).

Find out more about AI@motion [here](#)

ROTA 2030

Our mission: Improving road safety!

With motorcycles generally being most affected in traffic accidents in Brazil, the mission of our research project *Motorcycle detection at the vehicles' blind-spot using radar sensors* is to identify them early enough at vehicle's blind spots by developing a detection system based on radars. The project counts on a total volume of 270,000€ and is coordinated by Professor Werner Huber at THI and Lester Faria at Centro Universitário Facens in Brazil. It is funded by the Brazilian Ministry of Economics within the funding program Rota 2030 offering tax incentives to the automotive industry to invest in technological developments and R&D innovation projects with universities.

Find out more about the project [here](#)

Welcome!

New AWARE Partners



**USP – University of São Paulo,
Brazil**

Coordinator AI@motion International in
Brazil



**ITA – Aeronautics Institute of
Technology in São José dos
Campos, Brazil**

ROTA 2030 partner

New AWARE Fellows

Our eng.join! Fellows
Studies abroad at THI



Bruno Henrique Romano
Bachelor Student
Engineering of Transport
and Logistics
(UFSC, Joinville)



Henrique Bonafé Takamori
Bachelor Student
Automotive Engineering
(UFSC, Joinville)



Nicollas Barauce Freitas
Bachelor Student
Aerospace Engineering
(UFSC, Joinville)

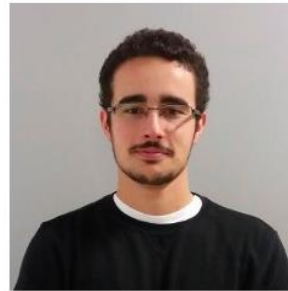
Our enGlobe Fellows

Research stay at THI



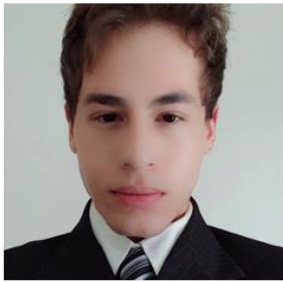
Angelo Abdallah Pelisson
Master Student in Electronic Systems
Engineering
(UFSC, Joinville)

With Prof. Dr. Ondrej Vaculin



Adriano de Souza Pinto Pereira
Graduated in Mechanical Engineering
(UFSC)

With Prof. Dr.-Ing. Ulrich Tetzlaff



Anderson de Lima Luiz
Master Student in Electrical Engineering
(UFPR)
With Prof. Dr. Alessandro Zimmer



Kristie Kaminski Küster
PhD Student in Electrical Engineering
(UFPR)
With Prof. Dr.-Ing. Daniel Navarro Gevers

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LinkedIn page!**

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