Using tailormade technology to improve industry competitiveness: a Portuguese example in Industrial Mathematics

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One of the main goals of Industrial Mathematics is to increase the impact of mathematics on innovations in key technologies and to foster the development of new modelling, simulation and optimization tools. Additionally, in some technology transfer activities, mathematicians are a great asset due to their capability to develop tailormade models, oriented to the industry specific needs.

However, the technology transfer between research groups and private companies in the context of Industrial Mathematics is usually unknow to the public. In this talk it will be presented a collaboration between a Mathematics research group, LEMA, and one of the biggest Portuguese companies in the automotive sector, Nors Group, addressing some of the most relevant factors that contributed to the success of this partnership initiated in 2014.