
Converting Innovation Solutions into Marketable Products

Success story in Manufacturing



Dan Technocraft

Designing and technical studio for making door signs of its first kind



**DAN TECHNICAL STUDIO
1973**

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Developmental stages of Dan Technocraft

- Technical Studio



1965 E.C

Minimal capital – brush and paint





- Cotton House

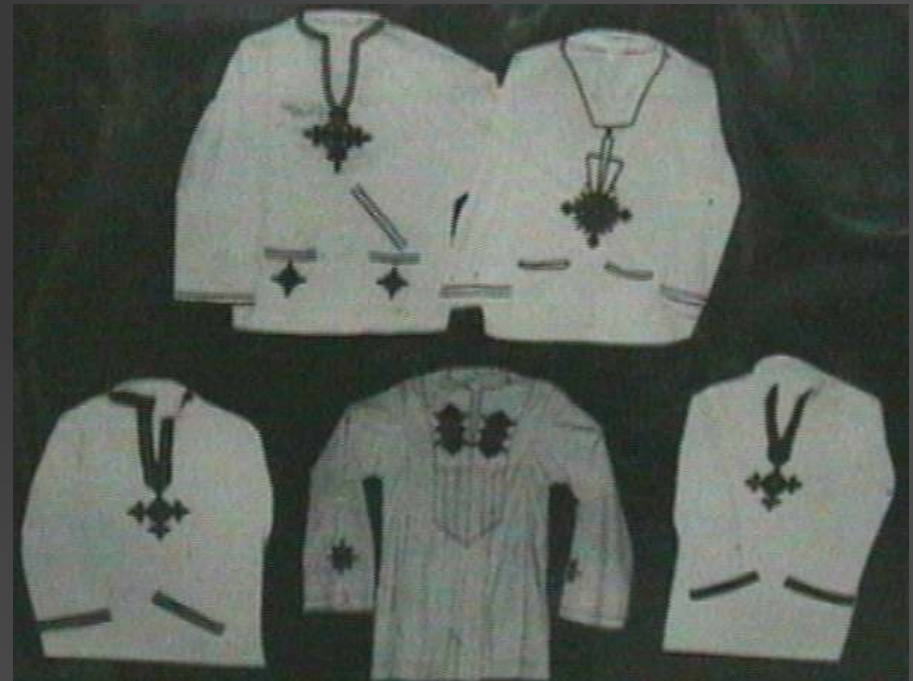


The first of its kind

The outlet for all cotton products from Axum, Mekele, Alamata, ALERT and Addis Ababa production centers.

1966 E.C

Products of Cotton House

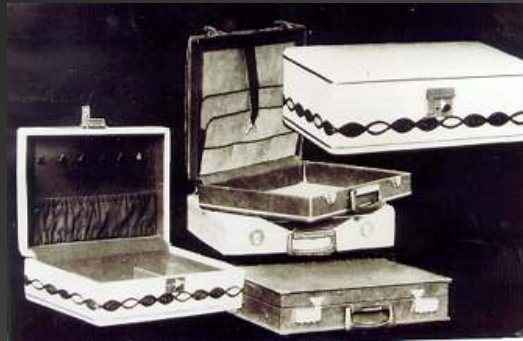


Dan Craft and Technical Center



1969 E.C.

Products of Dan Craft and Technical Center

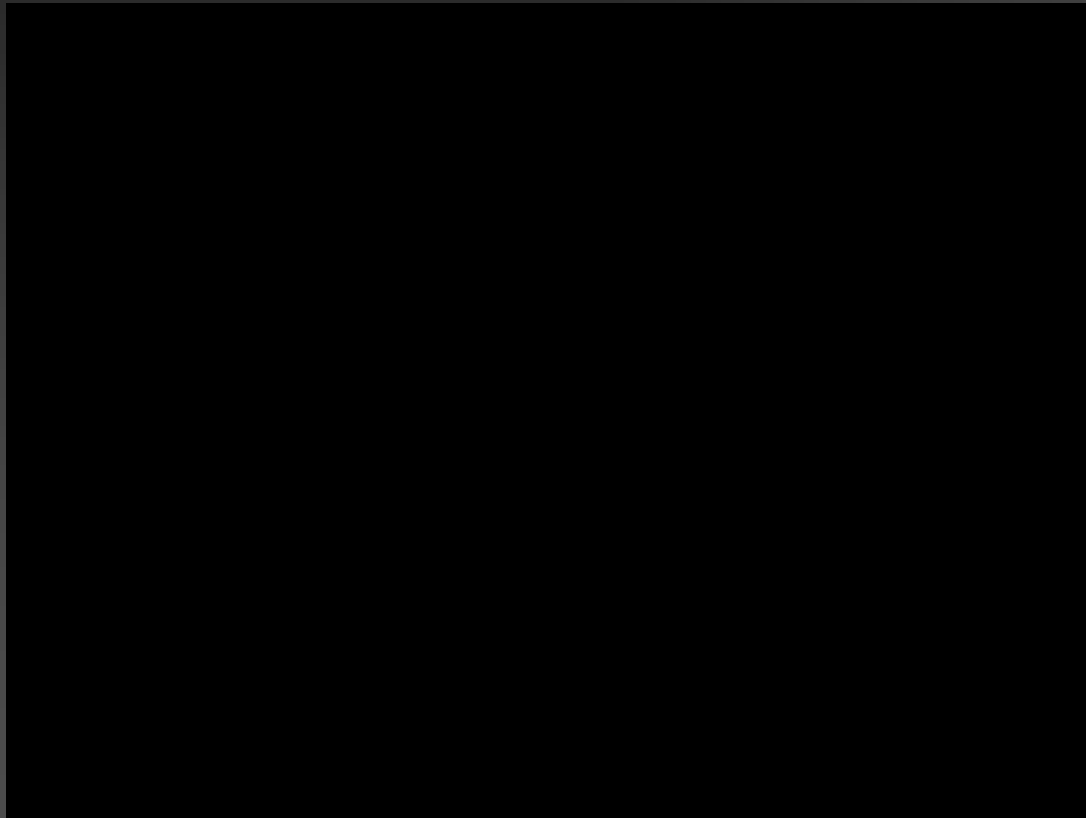


Products of Dan Craft and Technical Center

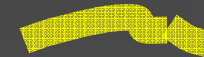


The very first workshop of Dan

- Dan Technocraft



1978 E.C



Visit to far east – transfer of furniture technology 1976 E.C



Products of Dan Technocraft



PTA exhibition



The first PTA exhibition held in Nairobi

Dan Technocraft - Kenya



Handicraft promoted to foreign outlets ...

AFRICA HOUSE



*Denver, Colorado
USA*



Initiative

Problem recognition

- Malfunctioning Traffic Light System in the Country
 - An incident at the Science and Technology Commission building triggered the idea on transferring lift technology.
-

TRANSFER OF ELECTRO MECHANICAL & LIFT TECHNOLOGY

Definition - Technology transfer

Systematic transfer of organized knowledge for the manufacturing of products and services.

(UNCTAD, 1983)

Categories of T. T

Embodied technology

Transferring the ability to operate and maintain / repair machinery and equipment

Disembodied technology

Transferring the know-how, the capability or the ability to translate what is in the mind into tangible goods and services.

Vision & Mission of Dan

Vision:

To be hub of technology Transfer

Mission:

Engage in technology transfer with the view of contributing to the development of essential, appropriate and affordable technology in the country.

Objectives of Dan

Engage in appropriate and affordable technology transfer, innovation and development that ensures the quality of its products and services to satisfy the needs of its customers and at the same time contribute to the development efforts of the country

Goals of Dan

- To satisfy the needs of different users.
 - To build local resource capability focused on :
 - ★ *electromechanical technology*
 - ★ *human resources*
 - To create job opportunity
 - Initiate a culture for innovation
 - To create a sustainable technology through institutionalization
-

Realization of the Idea

- Study of lift and traffic light technology
 - Organizing / institutionalizing
 - Training / capacity building
-

Products and services of Lift Technology

- Manufacturing
 - Installation
 - Modernization
 - Maintenance
-

Dan Industrial Technology



1986 E.C

Capacity building on automatic safety equipment



Training session on traffic control systems

Products and services of Traffic light Technology



Traffic light
poles,
signals,
controllers



Dan traffic lights

- At present 28 sets of traffic lights in Addis Ababa manufactured and installed by Dan covering the main junction road of the city
 - Dan extended its traffic light installation throughout the main cities of Ethiopia; Awassa, Harar, Bahir Dar, Adama, Mekele and Somalia Region.
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Capacity building in lift technology

Manpower training locally and abroad



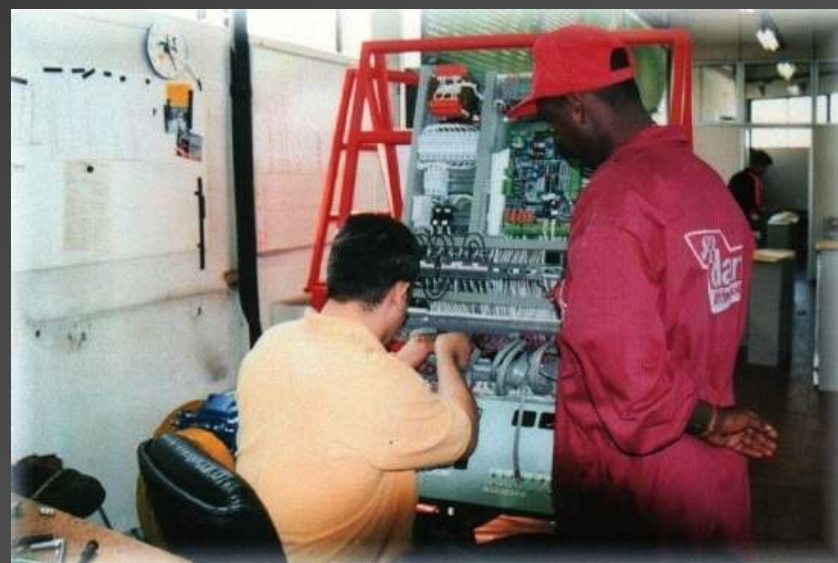
Capacity building in lift technology



Capacity building in lift technology



Man power training on
lift/elevator controllers abroad



Capacity building in lift technology



Capacity building in lift technology



Capacity building in lift technology



Capacity building in lift technology



Skill training sessions on lift/elevator controllers and door operating mechanisms in Europe.

Study of Lift Systems and Manufacturing



Knowledge and Technology Transfer

■ Manufacturing of Lift components

- * *Components of lift systems are not manufactured in a single factory*
- * *All manufacturers depend on specialized suppliers for their components*



Knowledge and Technology Transfer

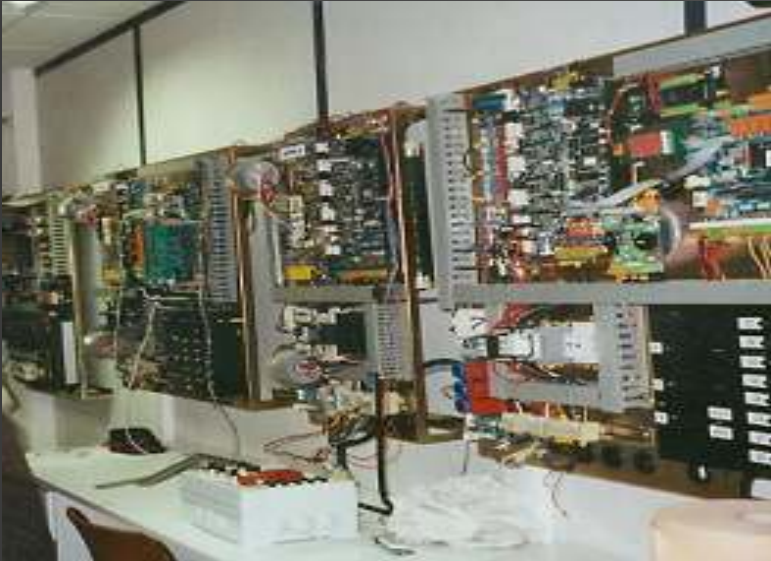
- Standardization of Lift Components
ISO 9001-2000



Visit
to one of the leading
Lift component
Manufacturers in
Europe

1995 G.C

Study of lift components



Knowledge and Technology Transfer

* Manufacturing of Lift components



Organization / institutionalization

- Management

- *Human resource management*
- *Financial management*
- *Property management*

- Marketing

- *Sales and Promotion*
 - *Import and Export*
 - *Customer service*
 - *After sales service*
-

Organization / institutionalization

- Engineering

- *Research and development of new products*
- *Design and technical specification of products*
- *Prototype building*
- *Cost estimation*

- Manufacturing

- *Automatic safety equipment*
 - *Vertical transportation systems*
 - *Industrial machinery*
-

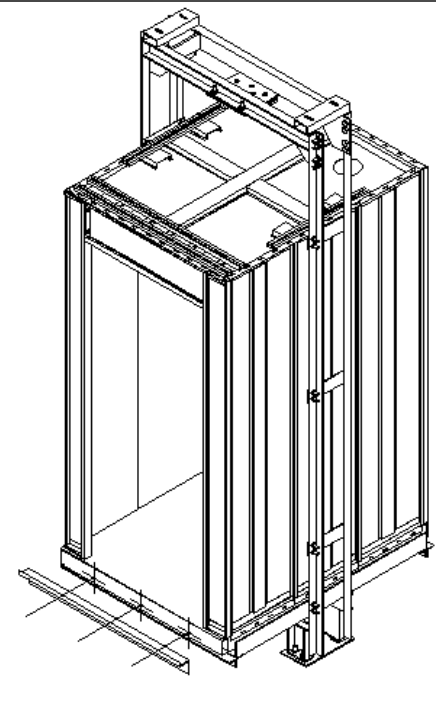
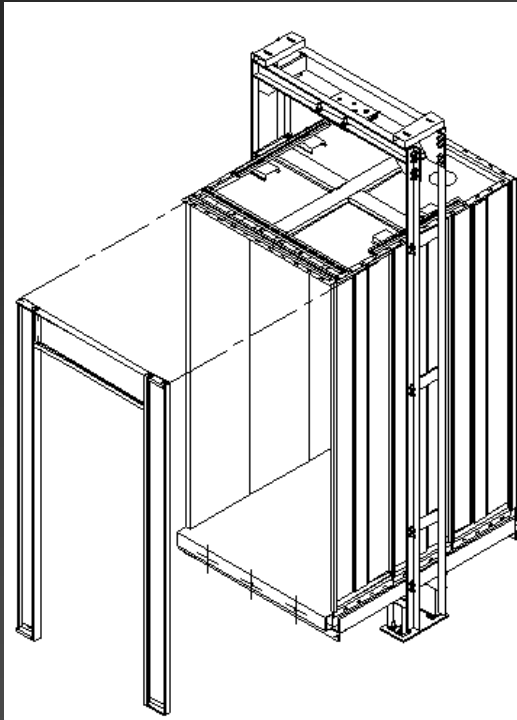
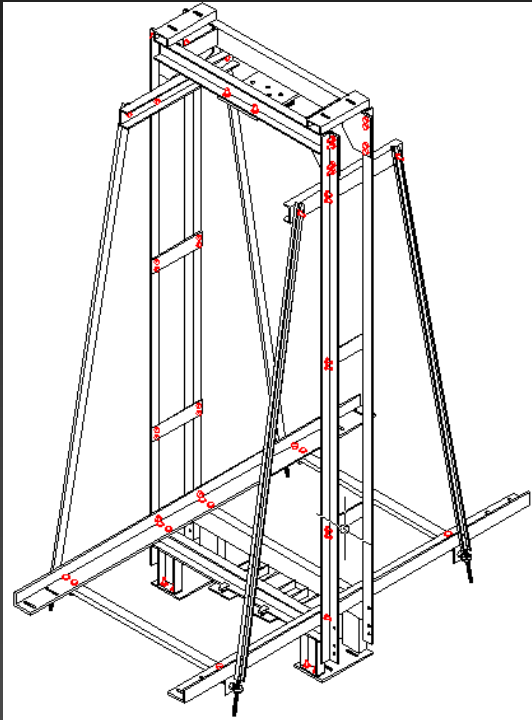
RESOURCES

- *Human resource*
 - *Machinery and Equipment*
 - *E² Laboratory and Store*
 - *Land and Building*
 - *Library and Data Bank*
 - *Information Technology Systems*
 - *Policy and Procedure Manuals*
-

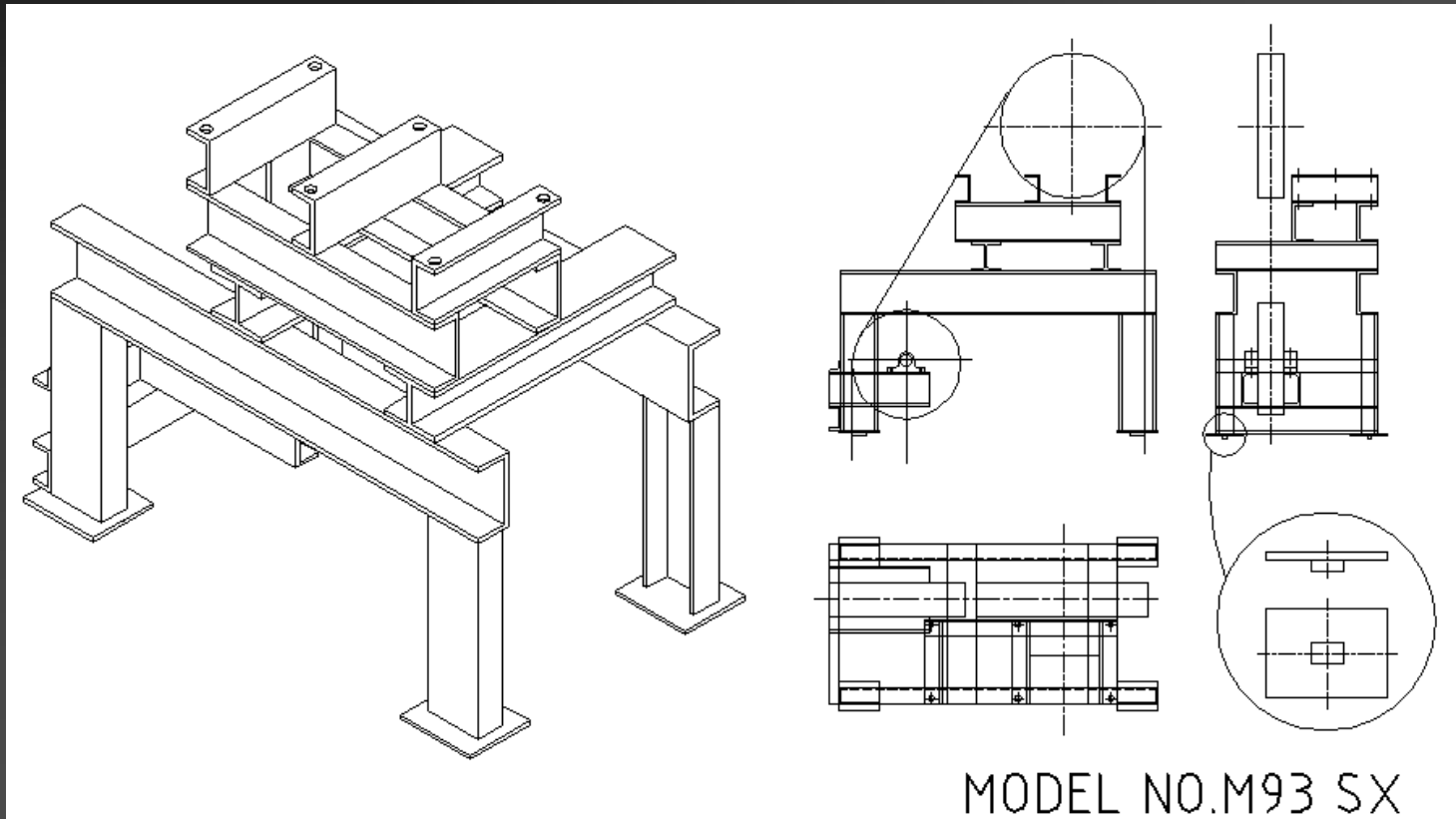
Human Resource



Engineering facilities



Engineering facilities



Manufacturing facilities



Electrical / electronics laboratory facilities



Library and documentation facility





Success of Dan Lift



Dan Lifts

- There are 765 custom and standard lifts manufactured and installed by Dan country wide covering 80% of the market share
 - To mention the various types of lifts:
 - Passenger
 - Cargo
 - Dumb waiter for kitchen
 - Bed lifts for hospitals that cover up to the 16th floor
-



ETC. HEAD OFFICE



HAYAT HOSPITAL



HIGHER EDUCATION



MEGA HOUSE



C. B. E. REGIONAL OFFICE BAHIRDAR



TEGENE BUILDING



DIL HOUSE



ETH. POSTAL SERVICE



AARH-OROMIYA FINANCE



ETC ARADA BRANCH



ARADA BUILDING (Modernization)



AARH-VARNERO 1 (Tele Bar)



E. T. C. HEAD OFFICE



TZNA GENERAL HOSPITAL



TEKESTE BUILDING



MINISTRY OF JUSTICE



MMD GENERAL HOSPITAL



COFFEE & TEA AUTHORITY



E. R. A. HEAD OFFICE



AARH-VARNERO 2



HOTEL DE-LEOPOL



ETH. SCIENCE & TECH. COMM.

Trade Mark Conflict



Trade Mark Conflict

- Protection of intellectual property: not long ago a firm used our trade mark and trade name creating confusion among the public. We complained to the authorities but the measure taken was not encouraging. We feel that continuous awareness creation campaigns need to be carried out to protect intellectual property.
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Standardization problems

- Unutilized shaft construction
 - Shaft not uniform/straight
 - Door opening clearance not realized
 - Traffic Analysis of passengers and the lift usage
 - Inadequate Machine room and Pit design
 - Etc..
-

The way forward: Dan Lift Expansion Feasibility Study

Purpose of the feasibility study:

- Assess the demand for the lifts in Ethiopia and COMESA countries
- Expand the capacity of the existing factory
- Raise lift production from current production of 120 to 360 units of lift per year
- Create the necessary infrastructures that are now lacking
- Earning rate of return on investment comparable to the highest yielding investment portfolio in the country

International Awards and Recognitions



UNIDO Award for Innovative and Successful Enterprise (1997)



WIPO (World Intellectual Property Office) Trophy for Most Innovative Enterprise (April 2008)



WIPO Award for Innovative Enterprise



With this video clip I will like to conclude;
Thank you.

