

**ANNUAL REPORT
2011**



The German Center for Research and Innovation New York (GCRI) is a joint initiative of Germany's Federal Foreign Office and its Federal Ministry of Education and Research. In its first two years of operation, GCRI has significantly enhanced the visibility of the German research and innovation landscape in North America, leading to new collaborative projects, investments in German technology, and an enhanced media presence for Germany in North America.

GCRI's areas of focus mirror those of Germany's High-Tech Strategy, and include:

Climate and Energy • Health and Nutrition • Mobility • Security • Communication

In addition, GCRI has also led the transatlantic dialogue in emerging and evolving areas, such as nanotechnology, biotechnology, and medical technologies.

Over 70% of GCRI's activities in 2011 concentrated on the aforementioned areas of focus. These activities included panel discussions, symposia, exhibitions, and conferences. GCRI leveraged multiple communications media, including publishing a monthly newsletter, distributing press releases about significant developments and events, and posting on various Internet social media outlets. The Center's dynamic website documents GCRI's myriad activities and serves as an information platform for the German research and innovation landscape and funding sources. Over the past year, the Center's website has registered visitors from 146 countries seeking information regarding job postings, funding opportunities for research in Germany, German innovation centers and technology parks, and general news feeds from Germany.

GCRI's most recent project is the creation of the GCRI Foundation, a 501©3, which will begin operations in 2012, with a Board of Directors from leading German and American companies. The Foundation will serve as a fundraising arm for the GCRI.

In the year ahead, we are excited to continue to work towards our goal of enhancing the perception of Germany as a world leader in innovation by facilitating discussion, debate, and collaboration among key constituents in the U.S., Canada, and Germany. Upcoming events in 2012 will bring together thought leaders focused on manufacturing, medical technologies, the mapping of the neuron, energy policy, climate change, and technology innovation.

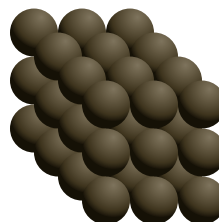
In closing, I would like to thank my colleagues at GCRI, the German Academic Exchange Service, the German Research Foundation, and the members of our Advisory Board for their dedication, thoughtful input, and support of our efforts.



A handwritten signature in black ink that reads "Joann Halpern".

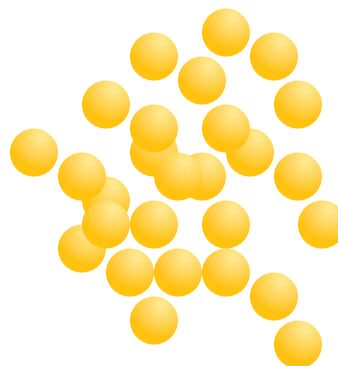
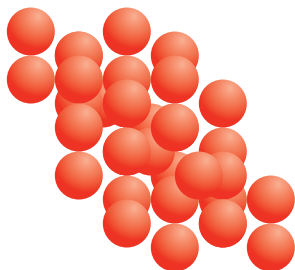
Dr. Joann Halpern
Director

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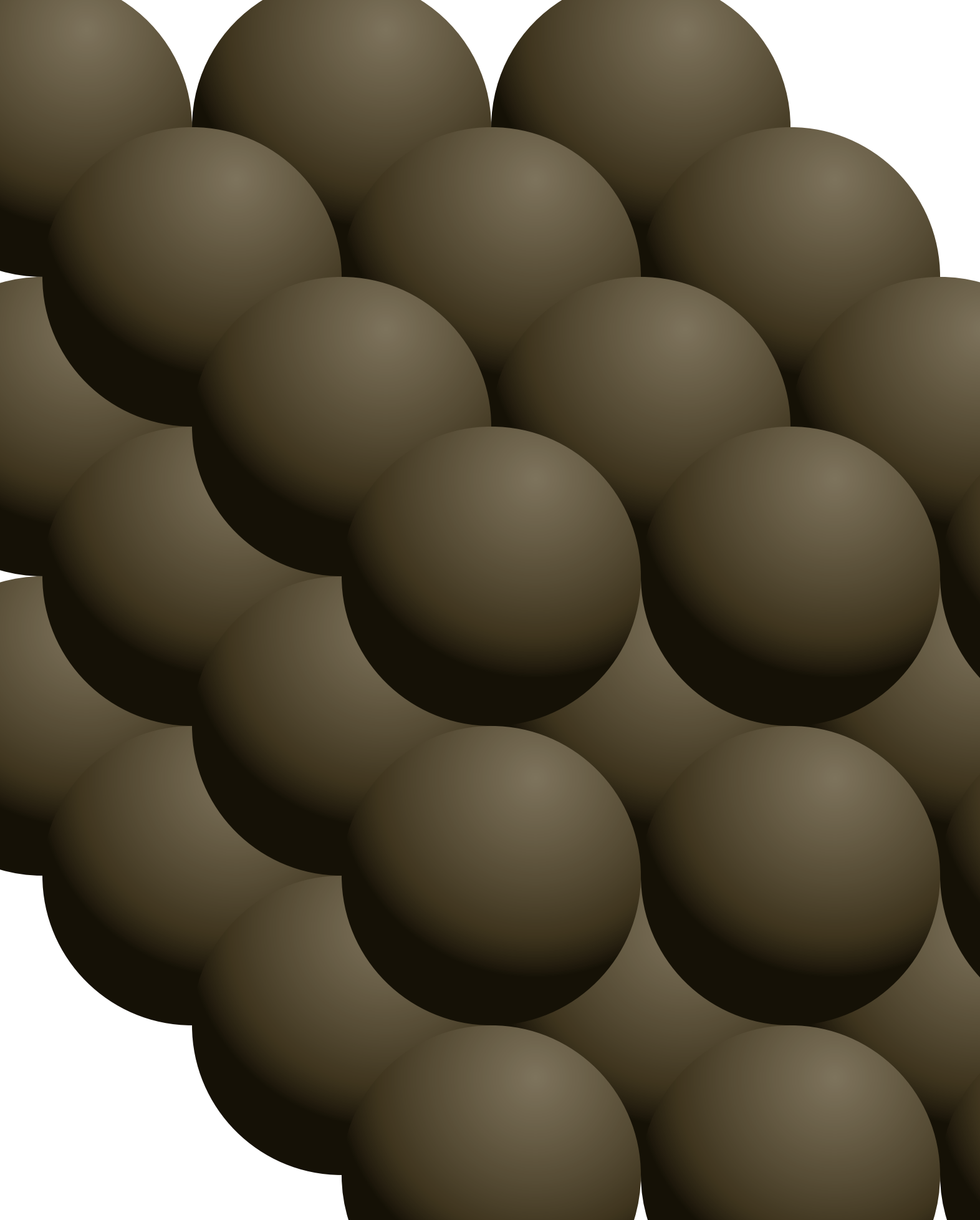


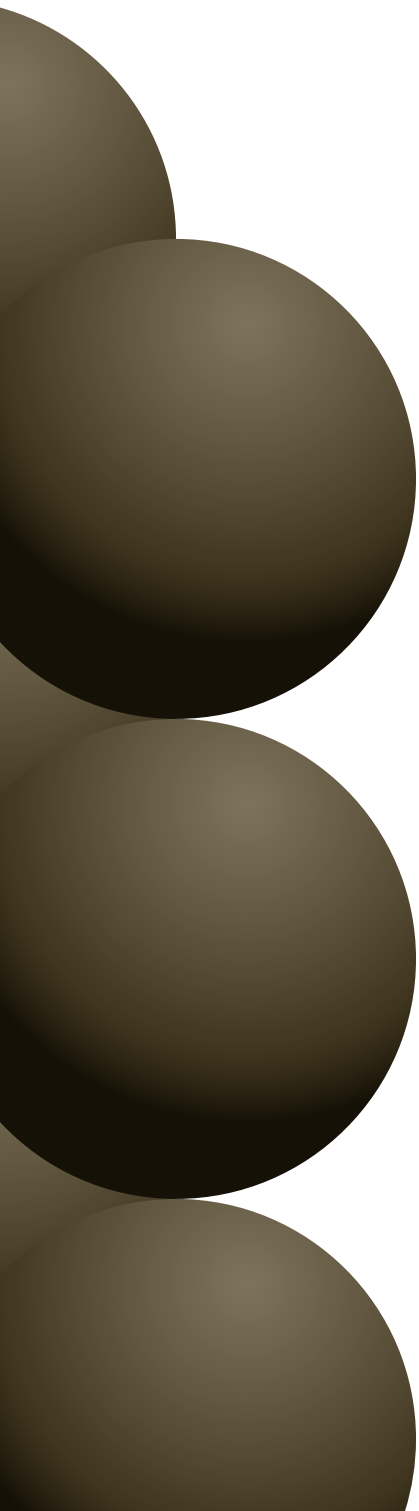
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At the GCRI



A vertical photograph of a city skyline at night. Several tall buildings are visible, with many windows glowing with warm yellow light. The sky is a deep blue, and the city lights create a bokeh effect in the foreground.

First Point of Contact for German Research and Innovation in North America

Since its opening in February 2010, the German Center for Research and Innovation (GCRI) has successfully provided information and support for the realization of cooperative and collaborative projects between North America and Germany. During its first 23 months, GCRI organized more than 41 events in the U.S. and Canada, participated in 35 conferences, published 21 editions of its newsletter E-NOVATION GERMANY, launched and enhanced its website, developed a significant social media presence on Twitter, and appeared in the media over 400 times.

With the goal of strengthening transatlantic communication on the critical challenges of the 21st century, GCRI

- Presents Germany to the North American market as a land of ideas and innovation
- Enhances the dialogue between academia and industry
- Creates a forum for the initiation and enhancement of transatlantic projects
- Acts as an information platform for the German research landscape

GCRI was created as a cornerstone of the German government's initiative to internationalize science and research and is one of five centers worldwide. It is under the joint leadership of the German Academic Exchange Service (DAAD) and the German Research Foundation (DFG) and receives its funding from the German Federal Foreign Office. The other centers are located in Moscow, New Delhi, Sao Paulo, and Tokyo. Additional information about GCRI's partners can be found on page 12.

GCRI Advisory Council

Under the leadership of its chair, Dr. Cathleen Fisher, and GCRI's Governing Directors, Dr. Sebastian Fohrbeck and Dr. Eva-Maria Streier, the Advisory Council strongly supports GCRI's activities and outreach as it presents Germany to the North American market.

The Advisory Council works collaboratively to help GCRI achieve its mission. The Council members' expertise and leadership ensure that GCRI is well connected to key stakeholders in the United States and Germany across the business, government, academic, and nonprofit sectors.



Adam Moore, Andrea

Executive Director, German University Alliance



Bunse, Dr. Benno W.

President and CEO, German American Chamber of Commerce, Inc.



Fisher, Dr. Cathleen S.

President, American Friends of the Alexander von Humboldt Foundation



Fohrbeck, Dr. Sebastian

Director, DAAD North America



Freitag, Dr. Horst

(until July 2011)

Consul General, Consulate General of the Federal Republic of Germany in New York



Jörgens, Christian

(until August 2011)

Head of the Science and Technology Section, Embassy of the Federal Republic of Germany



Noske, Andrea

(since September 2011)

Head of the Science and Technology Section, Embassy of the Federal Republic of Germany



Streier, Dr. Eva-Maria

(since October 2011)

Director, DFG Office North America / New York



Vögler, Dr. Max

(until October 2011)

Director, DFG Office North America / Washington



von Alvensleben, Busso

(since July 2011)

Consul General, Consulate General of the Federal Republic of Germany in New York

GCRI Team

The German Center for Research and Innovation was launched on February 19, 2010. Dr. Sebastian Fohrbeck, Director of DAAD North America, and Dr. Eva-Maria Streier, Director of the DFG New York Office, serve as GCRI's Governing Directors.



Halpern, Dr. Joann

Director

Main responsibilities:

Strategic Planning

Strategic Outreach

Program Development



Deierlein, Andrea

Communications Officer

Main responsibilities:

GCRI Web and Social Media Presence

E-INNOVATION GERMANY, GCRI's
Monthly Newsletter

Public Relations & Marketing



Shoemaker, Stephanie

Program Officer

Main responsibilities:

Program Planning and Coordination

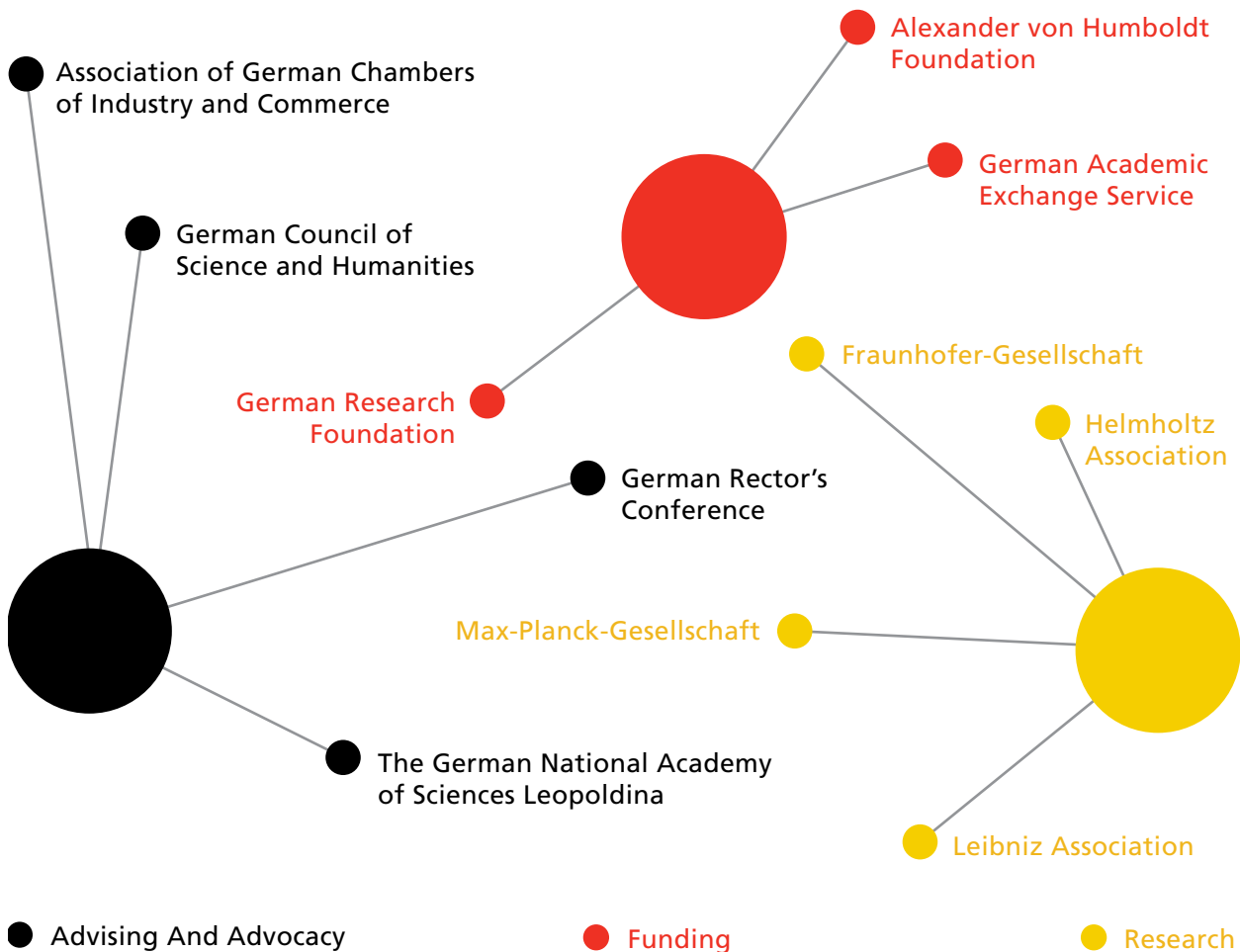
Event Logistics

Office Administration

GCRI Partner Institutions

GCRI is under the joint leadership of the German Academic Exchange Service (DAAD) and the German Research Foundation (DFG), and is funded by the German Federal Foreign Office's Research and Academic Relations Initiative. Additional designated partners are the Association of German Chambers of Industry and Commerce and the Alliance of German Science

Organizations which, in addition to DAAD and DFG, also include the Alexander von Humboldt Foundation, the Fraunhofer-Gesellschaft, the Helmholtz Association, the German Rectors' Conference, the Max-Planck-Gesellschaft, the Leibniz Association, the German National Academy of Sciences Leopoldina and the German Council of Science and Humanities.



With offices located in the German House New York, GCRI works closely with the Consulate General of the Federal Republic of Germany in New York, DAAD, DFG, the German Academic International Network (GAIN) and the German Universities Liaison Offices in New York.



German Universities Liaison Offices in New York

More than 25 individual German universities are represented either individually or within consortia at the German House New York. The German Universities Liaison Offices were established with the support of DAAD. The goals of these offices range from intensifying research

collaboration between German universities and North American partners, enhancing student exchange, and increasing the numbers of international students and faculty at German institutions of higher education to building strong transatlantic alumni networks.



2011 Calendar of Events

**JANUARY
13**

Navigating a Technicolor World: What the Fly's Visual System Tells Us About Visually-Guided Behavior

CO-SPONSOR:

- Max Planck Florida Institute (MPFI)

**FEBRUARY
1**

Opportunities for Funding and Research in Germany

CO-SPONSOR:

- Weill Cornell Medical College

EVENT LOCATION:

- Weill Cornell Medical College, New York, NY

**FEBRUARY
10**

GCRI Student Outreach: How International Experience Can Enhance Your Career

**MARCH
7**

German-American Energy Efficiency Roundtable

CO-SPONSORS:

- German American Chamber of Commerce, Inc. (GACC)
- German Federal Ministry of Economics and Technology

EVENT LOCATION:

- Massachusetts Office of International Trade & Investment, Boston, MA

**MARCH
31**

Tuberculosis: A Neglected Pandemic

CO-SPONSOR:

- Max Planck Florida Institute (MPFI)

**APRIL
5**

Transatlantic Perspectives on Emerging Technology Management

CO-SPONSOR:

- Hannover Fairs USA

EVENT LOCATION:

- Hannover Messe Fairgrounds, Hannover, Germany

**APRIL
13**

Nanotechnology Workshop

CO-SPONSORS:

- Center for Nanointegration, Duisburg-Essen (CENIDE)
- ConRuhr USA Academic Liaison Office

**APRIL
13**

Nanovation New York

CO-SPONSORS:

- Center for Nanointegration, Duisburg-Essen (CENIDE)
- ConRuhr USA Academic Liaison Office

**APRIL 13 –
JUNE 10**

NanoArt New York

CO-SPONSORS:

- Center for Nanointegration, Duisburg-Essen (CENIDE)
- ConRuhr USA Academic Liaison Office

**MAY
9**

Science for Sustainable Societal Transformations: Towards Effective Governance

CO-SPONSOR:

- Institute for Advanced Sustainability Studies (IASS TransGov, Potsdam)

**MAY
26**

Visualization Technologies: From Data Collection to Display

SPONSORS:

- Fraunhofer Heinrich Hertz Institute (HHI)
- Detecon, Inc. – Deutsche Telekom Group

CO-SPONSORS:

- Consulate General of the Federal Republic of Germany, San Francisco
- Center for Nanointegration Duisburg-Essen (CENIDE)
- University of California – Berkeley, Center for Information Technology Research in the Interest of Society (CITRIS)

EVENT LOCATION:

- University of California – Berkeley, Berkeley, CA

**JUNE
6**

FOCUS: Export Control Reforms What to Expect from Regulators in the U.S. and European Union

CO-SPONSORS:

- German American Chamber of Commerce, Inc. (GACC)
- Noerr LLP

**JUNE
28**

Data, Discourse, Dispute: Scientific Experts and the Public in the U.S. and Germany

CO-SPONSORS:

- German Research Foundation (DFG)
- National Science Foundation (NSF)

**JULY
5**

How Can I Leverage My Doctoral Degree and Network to Get the Job That I Want?

CO-SPONSOR:

- Albert Einstein College of Medicine of Yeshiva University

EVENT LOCATION:

- Albert Einstein College of Medicine, Bronx, NY

**SEPTEMBER
1**

GAIN-TEN Transatlantic Entrepreneurship Network Silicon Valley Field Trip – In conjunction with the 11th Annual GAIN Conference

CO-SPONSOR:

- German Academic International Network (GAIN)

EVENT LOCATION:

- Plug & Play Tech Center, Sunnyvale, CA

**SEPTEMBER
13**

Better Living Through Science: Biotech, Food and the Future

CO-SPONSOR:

- German State of Hessen U.S. Office for Economic Development

**OCTOBER
13**

The Aging Brain

CO-SPONSORS:

- The German Academy of Sciences Leopoldina
- Jacobs University Bremen, Germany

**OCTOBER
17**

Wind Energy Roundtable

CO-SPONSORS:

- German American Chamber of Commerce, Inc. (GACC)
- German Federal Foreign Office – Transatlantic Climate Bridge

**OCTOBER
18**

Boosting Competitiveness by Connecting Science and Industry – Insights from Germany's Innovation Model

CO-SPONSOR:

- Embassy of the Federal Republic of Germany to the United States, Washington, DC

EVENT LOCATION:

- Information Technology and Innovation Foundation (ITIF), Washington, DC

**OCTOBER
20**

ESSPRITS 2011 – Joint German-Canadian Workshop on Embedded Systems, Signal Processing, and IT Security

CO-SPONSORS:

- ConRuhr USA Academic Liaison Office
- Research in Motion (BlackBerry)
- Embassy of the Federal Republic of Germany, Ottawa, Canada
- Ruhr University Bochum, Germany
- University of Waterloo, Waterloo, Canada

EVENT LOCATION:

- University of Waterloo, Waterloo, Canada

**OCTOBER
20**

The New Geography of Science and Learning and its Impact on Researchers' Career Patterns: Launching a Network of "Researcher Alumni"

CO-SPONSORS:

- Research in Germany
- Alexander von Humboldt Foundation

**NOVEMBER
1**

FOCUS: Smart Grid 2011

CO-SPONSORS:

- German American Chamber of Commerce, Inc. (GACC)
- Detecon, Inc. – Deutsche Telekom Group

**NOVEMBER
5**

What Can You Be With A Ph.D.?

CO-SPONSOR:

- New York University School of Medicine

EVENT LOCATION:

- New York University School of Medicine, New York, NY

**NOVEMBER
12**

Neuroscience and the Humanities

CO-SPONSORS:

- German Research Foundation (DFG)
- National Endowment for the Humanities (NEH)

EVENT LOCATION:

- Society for Neuroscience Annual Conference 2011, Washington, DC

**NOVEMBER
17**

Spatial Cognition for Architectural Design

CO-SPONSORS:

- German Research Foundation (DFG)
- National Science Foundation (NSF)

**DECEMBER
1**

Opportunities and Challenges of a Sustainable City in the 21st Century – A Comparative View of New York and Hamburg, European Green Capital 2011

CO-SPONSOR:

- American Friends of Bucerius



Prof. Rolf Kinne



Prof. Axel Lorke

April 13, 2011

Nanovation New York & Nanotechnology Workshop

From sunscreens to cell phones and cars, nanotechnology and its innovative applications are having an increasingly significant impact on our daily lives. German and U.S. experts discussed nanotech's impact in the fields of energy, electronics, medicine, and science as well as in the business sphere, bridging the gap between research, development, and application. The event included a nanotechnology workshop in the afternoon, a panel discussion in the evening, followed by the opening of the NanoArt exhibition.

Event Speakers:

Vincent Caprio

Executive Director of the NanoBusiness Commercialization Association

Prof. Cherie Kagan

Professor in the Departments of Electrical and Systems Engineering, Materials Science and Engineering, and Chemistry; University of Pennsylvania

Prof. Rolf Kinne

Director, ConRuhr USA Academic Liaison Office (Moderator)

Prof. Axel Lorke

Co-Founder and Scientific Board Member, Center for Nanointegration Duisburg-Essen (CENIDE)

Dr. Oliver Schnakenberg

Deputy Consul General of the Federal Republic of Germany, New York (Introduction)

Prof. Stefan Strauf

Associate Professor, Stevens Institute of Technology, Department of Physics & Engineering Physics



Vincent Caprio

CO-SPONSORS





Prof. Cherie Kagan



Guests investigate nano images

The Nanovation event was a terrific opportunity for researchers to meet with experts and learn about German and U.S. innovation in the field of nanotechnology.

Dr. Ramon Bencharitiwong
Associate Researcher II, Jaffe Food Allergy Institute,
The Mount Sinai School of Medicine, New York

The Nanovation roundtable organized by the GCRI provided interesting perspectives on nanotechnology from the viewpoints of university research labs to business and politics and the event was nicely rounded with a beautiful exposition showcasing the nanoworld.

Prof. Stefan Strauf
Associate Professor, Stevens Institute of Technology,
Department of Physics & Engineering Physics



Audience members learn about nano applications across disciplines

Event Outcomes:

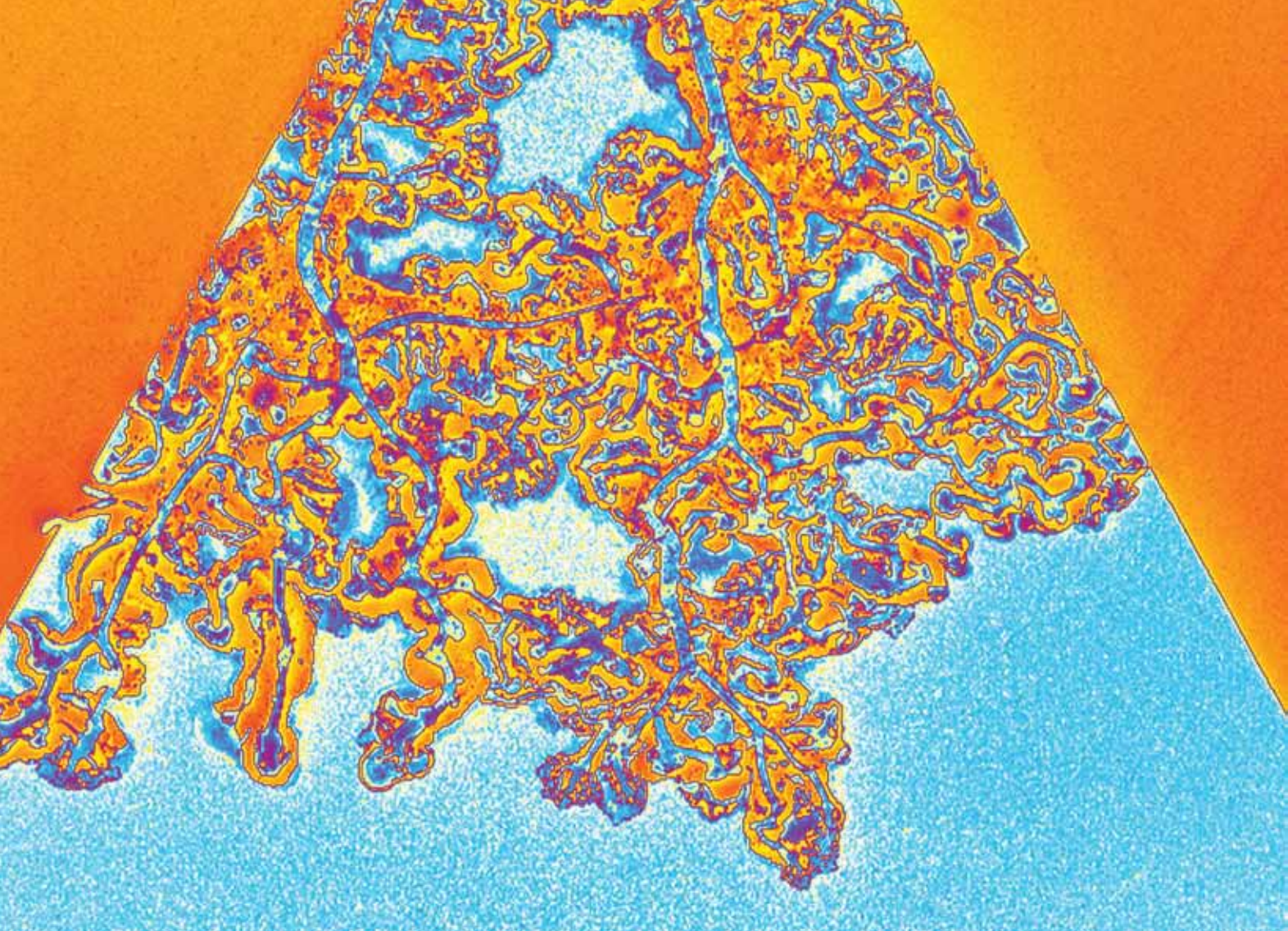
Scientific collaborations stimulated by Nanovation and NanoArt New York:

Joint German-Japanese workshop "Nanomaterials for Energy Applications" at the University of Tsukuba, Japan (October 25, 2011), in cooperation with the German Research and Innovation Forum Tokyo (DWIH Tokyo) and Tsukuba Innovation Arena for Nanotechnology (TIA Nano). A second workshop is scheduled to take place in Germany (July 2012)

Planned joint workshop "NanoEnergy" at the University of Pennsylvania in Philadelphia (August 2012), with participation of the University of Pennsylvania, University of Duisburg-Essen, Seoul National University, Tsinghua University, University of New South Wales, University of Tsukuba

Press release and event announcement generated 19 media publications in Germany and the U.S.





Nano Breakdown, Center for Nanointegration Duisburg-Essen (CENIDE)

April 13 – June 10, 2011

NanoArt New York

A little world of wonder: Nanoart is a new discipline in which science and technology meet art. GCRI's first exhibition featured art taken directly from the labs of six German research institutions and brought it to the gallery of the German House New York. The 50 images on display showed the ways in which materials have completely different and widely variable properties on the

nano scale, where one nanometer equals one billionth of a meter. A kaleidoscope of textures and colors, NanoArt New York brought order and chaos, mountains and valleys, the heavens and hedgehogs, all invisible to the naked eye, to life – in liquid, solid, luminescent, multi-colored atom arrangements and patterns.

CO-SPONSORS



Event Outcomes:

The exhibition was and will also be shown at

University of California Berkeley, USA
(May 26, 2011)

University of Tsukuba, Japan (October 25 –
28, 2011), where German Federal President
Christian Wulff visited the exhibition on
October 25, 2011

Deutsches Kulturzentrum (OAG Haus) Tokyo,
Japan (February 13 – 18, 2012)

Goethe-Institut Chicago, USA (April 23 –
June 1, 2012), to be followed by additional
Goethe-Institut locations in North America and
DWIH Moscow (June 15 – 24, 2012)

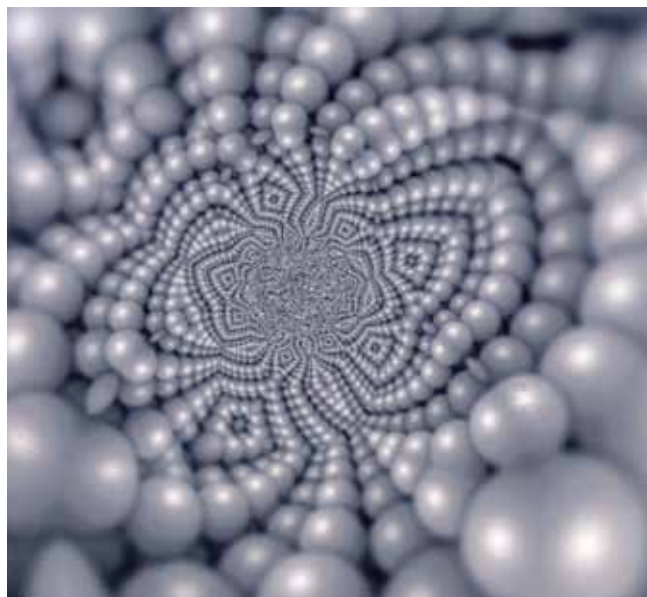
University of Duisburg-Essen, Duisburg and
Essen, Germany (2012, planned) as well as
at further several locations in the area

Press release and event announcement
generated 29 media publications
in Canada, Germany, and the U.S.
as well as 3,704 specific page views
on GCRI website

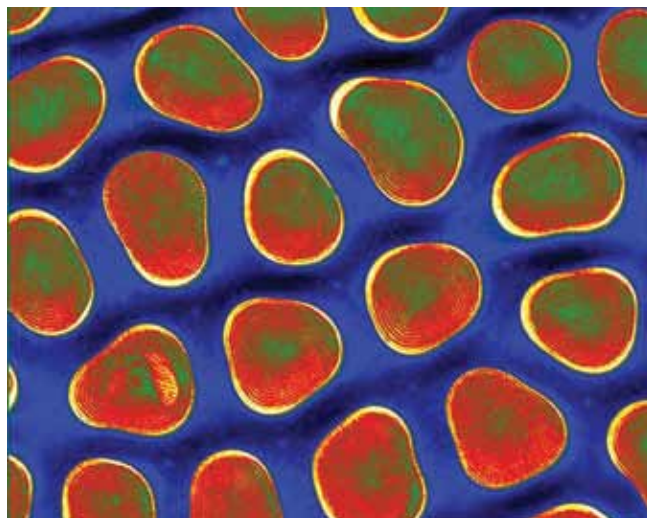
For me, the Nanovation
New York event was not only
inspiring, it also opened a lot of
doors to research institutions in the
U.S. The NanoArt exhibition, which was
conceived for this occasion, continues to
be a success in nanoscience outreach
all over the world – with stops in
Berkeley, Chicago,
Tokyo, and Duisburg.

Prof. Axel Lorke

Co-Founder and Scientific Board Member, Center for
Nanointegration Duisburg-Essen (CENIDE)



Nano Pearls, Max-Planck-Gesellschaft



Mesoporous Footprints, Nanosystems Initiative Munich (NIM)

From Microscope to Gallery – NanoArt images were provided by:

Center for Nanointegration Duisburg-Essen (CENIDE)

Nanosystems Initiative Munich (NIM)

Center for NanoScience (CeNS) Ludwig-Maximilians-Universität München

University Alliance Metropolis Ruhr

Leibniz Institute for Analytical Sciences (ISAS e.V.)

Max-Planck-Gesellschaft



March 31, 2011

Tuberculosis: A Neglected Pandemic

With two billion cases of tuberculosis (TB) infection worldwide and two million deaths from the disease each year, Prof. Stefan H.E. Kaufmann (Max Planck Institute for Infection Biology) and Prof. Carl Nathan (Weill Cornell Medical College) discussed the challenges for current tuberculosis research, along with drastically needed changes in both infectious disease research and research funding. The event took place one week after World Tuberculosis Day.

Event Speakers:

Ann Ginsberg, MD, Ph.D.

Vice President of Scientific Affairs, Aeras (Moderator)

Prof. Stefan H.E. Kaufmann

Director and Scientific Member, Max Planck Institute for Infection Biology, Berlin

Prof. Carl Nathan

Chairman of Microbiology and Immunology, Professor of Medicine, Weill Cornell Medical College



Carl Nathan, Stefan H.E. Kaufmann, Ann Ginsberg, Joann Halpern, Claudia Hillinger

The German Center for Research and Innovation has provided key forums for research leaders from North America and Germany to interact and form collaborations. Bringing American and German policy makers, scientists, representatives from industry, and students together in multiple high level events, the GCRI has addressed a number of crucial issues affecting the world, such as the WHO-declared "global emergency" of tuberculosis.

Ann M. Ginsberg, MD, Ph.D.

Vice President of Scientific Affairs, Aeras

I enjoyed the event a lot and felt highly rewarded by the feedback I received from the discussions both directly after the presentations and during the reception.

Prof. Stefan H.E. Kaufmann

Director and Scientific Member, Max Planck Institute for Infection Biology

Event Outcomes:

Prof. Kaufmann and Prof. Nathan together with several other partners submitted a joint application to the National Institutes of Health (NIH) on systems biologic issues in tuberculosis

One of Prof. Kaufmann's former Ph.D. students joined Prof. Nathan's group as a postdoc

As a member of the Aeras Scientific Advisory Board group on biomarkers for tuberculosis vaccines, Prof. Kaufmann will meet with Dr. Ginsberg on a frequent basis

GCRI press release and event announcement generated 12 media publications in Germany, the U.S., and New Zealand

CO-SPONSOR

MAX PLANCK
FLORIDA INSTITUTE



May 9, 2011

Science for Sustainable Societal Transformations: Towards Effective Governance

Sustainability policy is being created, debated, and promoted at all levels of government and at non-governmental policy centers, at the local, state, regional, national, and global levels. The issues being discussed are multi-faceted and interdisciplinary, involving politics, business, law, technology, economics, human behavior, environmental science, and almost all of the other sciences. Two leading institutes that are shaping sustainability policy in Germany and the United States are the Institute for Advanced Sustainability Studies (IASS) and Columbia University's Earth Institute. During an engaging panel discussion at the German Center for Research and Innovation, Klaus Töpfer (IASS) and Peter Schlosser (Earth Institute), discussed how their respective institutions are addressing the challenges associated with sustainable development.

Event Speakers:

Prof. Peter Schlosser

Associate Director and Director of Research at the Earth Institute, Columbia University

Dr. Oliver Schnakenberg

Deputy Consul General of the Federal Republic of Germany, New York (Introduction)

Prof. Klaus Töpfer

Director, German Ethics Commission "Secure Energy Supply;" former Minister of the Environment, Federal Republic of Germany; former Executive Director, United Nations Environment Programme (UNEP); Founder and Executive Director, IASS



Peter Schlosser and Klaus Töpfer

This roundtable discussion provided an excellent and timely opportunity to reflect on challenges and opportunities for transitions toward sustainability in the era of "knowledge democracies." In this respect, the GCRI is an ideal platform for exchange of knowledge and positions.

Prof. Klaus Töpfer
Executive Director, IASS



J. Halpern, P. Schlosser, K. Töpfer, O. Schnakenberg



Prof. Klaus Töpfer presents on sustainable governance

CO-SPONSOR





Christian C. Brune, Joann Halpern, Rina Singh, Karl-Heinz Kogel, Kristina Garcia, and Nathan Tinker

September 13, 2011

Better Living Through Science: Biotech, Food and the Future

German and U.S. experts discussed the current state of biotechnology, challenges to the field, and the role of biotechnology in the 21st century.

While it is just one field of bioscience, plant biotechnology combines scientific findings and applied research in an exemplary manner, and has a significant impact on the fields of nutrition and medicine. With the world population expected to reach nine billion by 2050, placing pressure on food and energy resources, biotechnology will provide innovative solutions. New innovations, such as the development of gluten-free wheat, could also bring hope to those suffering from celiac disease.

Event Speakers:

Prof. Karl-Heinz Kogel

Head of the Department of Phytopathology, Institute of Phytopathology and Applied Zoology, Justus-Liebig-Universität Gießen

Dr. Oliver Schnakenberg

Deputy Consul General of the Federal Republic of Germany, New York (Introduction)

Dr. Rina Singh

Director, Policy, Science & Renewable Chemicals, Industrial and Environmental Section, Biotechnology Industry Organization (BIO)

Dr. Nathan Tinker

Executive Director, New York Biotechnology Association (Moderator)

CO-SPONSOR





Rina Singh, Nathan Tinker, and Karl-Heinz Kogel



Speakers address a full house

Event Outcomes:

A Postdoc from the Mount Sinai School of Medicine in New York applied to join Prof. Kogel's food allergy group

Conversations with scientists from the Boyce Thompson Institute for Plant Research in Ithaca, NY, led to a joint research application with the German Research Foundation (DFG)

Meetings with several New York scientists, who specialize in insect biotechnology, a hot topic that is currently supported and promoted by the German State of Hessen in a research initiative called LOEWE (Landes-Offensive zur Entwicklung Wissenschaftlich-Ökonomischer Exzellenz)

Prof. Kogel was invited to speak at a Scarsdale Equities' LLC ideas lunch, where he introduced the German biotechnology landscape to investors

Opportunity for Prof. Kogel to visit a Biotech Incubator in New York

Press release and event announcement generated 20 media publications in Canada, Germany, the U.S., and Yugoslavia

The event was an excellent opportunity to become acquainted with many researchers from a broad field of fundamental and applied science and those that are key players in transferring scientific outcomes into the global market.

Prof. Karl-Heinz Kogel

Head of the Department of Phytopathology, Institute of Phytopathology and Applied Zoology, Justus-Liebig-Universität Gießen



Dr. Nathan Tinker

Partnering with GCRI provided Hessen with the opportunity to have one of our most well-known biotechnology scientists present his work and participate with his U.S. counterparts in a thought-provoking discussion. The event was an excellent platform for our agency to highlight Hessen's leading position in the life science industry with its 225 biotech and 900 medical technology companies.

Christian C. Brune

U.S. Representative, German State of Hessen
U.S. Office for Economic Development





Professors Staudinger and Kandel engage with a lively audience

October 13, 2011

The Aging Brain

Aging begins the moment we are born, as internal and external factors work together to rapidly shape our human experience. Over the last century, due to changes in the socio-cultural context in which humans live, the average life expectancy has increased by 30 years, leading to a demographic transition in modern society. At this exclusive GCRI event, Nobel Prize Laureate Professor Eric Kandel and one of Germany's leading researchers of human aging, Professor Ursula Staudinger, discussed the physiological, psychological, cultural, and societal factors that contribute to cognitive development in aging.

Event Speakers:

Prof. György Buzsáki, MD, Ph.D.

Board of Governors Professor, Center for Molecular and Behavioral Neuroscience, Rutgers University (Moderator)

Prof. Eric Kandel

Nobel Prize Laureate; University Professor & Kavli Professor of Brain Science, Columbia University; Director, The Kavli Institute for Brain Science; Co-Director, The Mind Brain Behavior Initiative; Senior Investigator, Howard Hughes Medical Institute

Prof. Ursula Staudinger

Vice President, Commissioner for International Affairs, The German Academy of Sciences Leopoldina; Vice President, Jacobs University Bremen; Founding Dean, Jacobs Center on Lifelong Learning and Institutional Development

Busso von Alvensleben

Consul General of the Federal Republic of Germany, New York (Introduction)

CO-SPONSORS





Ursula Staudinger and Eric Kandel

Event Outcomes:

Exhibition on aging with photos from Leopoldina (planned)

Press release and event announcement generated 11 media publications in Germany and the U.S.

Video of the event was viewed 342 times by viewers from 16 countries worldwide



Consul General Busso von Alvensleben welcomes speakers and the audience

Eric Kandel and Ursula Staudinger, experts in the neurobiology of aging, presented comprehensive overviews of the aging brain. Their presentations, while scientifically rigorous, were also very enjoyable and often resulted in laughs and smiles in the audience. Their take-home message, that aging is not necessarily tied to loss of capacity, was well supported with evidence. It was an admirable combination of data presented in a manner that non experts could comprehend while specialists obtained fresh insights.

Prof. Ivan Bodis-Wollner

Neurology and Ophthalmology; Director, Parkinson's Disease and Related Disorders Clinic, Center of Excellence, State University of New York, Downstate Medical Center

I had an absolutely superb time addressing the young, curious and highly intelligent audience at the German Center for Research and Innovation about recent developments on the aging brain. Thank you for inviting me.

Prof. Eric Kandel

Nobel Prize Laureate; University Professor & Kavli Professor of Brain Science, Columbia University; Director, The Kavli Institute for Brain Science; Co-director, The Mind Brain Behavior Initiative; Senior Investigator, Howard Hughes Medical Institute



November 1, 2011

FOCUS: Smart Grid 2011

The German Center for Research and Innovation and the German American Chamber of Commerce continued the smart grid series that was initiated in 2010. For the second time, German and U.S. experts came together to address the most important new developments in the electrical grid. The 2011 roundtable discussion highlighted technology, policy and business outlooks for intelligent management systems, and the series will be continued in 2012.

Event Speakers:

Prof. Kurt Becker

Associate Provost for Research and Technology Initiatives, Professor of Physics, Polytechnic Institute of NYU (Moderator)

Mark A. Bellinger

Vice President Business Development and Government Relations Infineon Technologies North America Corp., INFINEON

Bernt C. Klein

Senior Vice President Americas, Detecon Inc. – Deutsche Telekom Group

Jurij Paraszczak

Director of Research Industry Solutions and Leader of the Research Smarter Cities Program, IBM

The event addressed the important aspect of how to implement a smart grid as part of a much broader smart infrastructure. The panelists from major IT and telecom companies (Deutsche Telekom, IBM, and Infineon) discussed the system's challenges and opportunities arising from the need to integrate a smart grid energy distribution system into a highly complex and interconnected intelligent urban infrastructure.

Prof. Kurt Becker

Associate Provost for Research and Technology Initiatives, Professor of Physics, Polytechnic Institute of NYU



Kurt Becker, Jurij Paraszczak, Mark Bellinger, Bernt Klein



Audience eagerly awaits a second smart grid presentation



Jurij Paraszczak



Klaus-Peter Statz and Inge Orth

CO-SPONSORS



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Consulting
DETECON



December 1, 2011

Opportunities and Challenges of a Sustainable City in the 21st Century – A Comparative View of New York and Hamburg, European Green Capital 2011

Representatives from government, commerce, and the media in Hamburg and New York City discussed the global trends and challenges of urbanization, and what kinds of policies each city has developed to translate urban problems into sustainable solutions. The existing and future role of climate change in creating urban development projects was also addressed.

Event Speakers:

Adam Freed

Deputy Director, Mayor's Office of Long-Term Planning and Sustainability, City of New York

Michael Kruklinski

Vice President, Corporate Development & Strategy, Siemens Corporation

Alex Marshall

Journalist and Senior Fellow, Regional Plan Association

Wolfgang Schmidt

Representative of the City of Hamburg; State Secretary to the Senate Chancellery; Commissioner to the Federal Government, to the European Union, and for Foreign Affairs

Helga Flores Trejo

Fellow, The Brookings Institution; External Relations, Inter-American Development Bank (Moderator)

Busso von Alvensleben

Consul General of the Federal Republic of Germany, New York (Introduction)



Wolfgang Schmidt



Adam Freed

**I saw a true meeting
of the minds between
two cities facing similar
challenges on opposite
sides of the Atlantic.**

Alex Marshall

Senior Fellow, Regional Plan Association,
Author of the forthcoming book, *The Surprising
Design of Market Economics*



David Detjen, Oliver Schnakenberg



Nina Smidt, Stefan Herms, Adam Freed



P. Stockfisch, B. v. Alvensleben, W. Schmidt

CO-SPONSOR



Selection of Event Participants

... who attended GCRI events in New York and at other locations

• Albert Einstein College of Medicine of Yeshiva University	• Hamburg Marketing GmbH
• Alliance for Science & Technology Research in America (ASTRA)	• Handelsblatt
• American Association for the Advancement of Science (AAAS)	• Harvard Medical School
• American Chemical Society (ACS)	• Harvard University
• American Society of Mechanical Engineers (ASME)	• Howard Hughes Medical Institute
• Bank of America	• HSBC
• BayernLB	• IBM
• Biotechnology Industry Organization (BIO)	• INFINEON
• Carl Zeiss, Inc.	• Institute for Defense Analyses
• Carnegie Mellon University (CMU)	• Institute of Electrical and Electronics Engineers (IEEE)
• Columbia University	• Intel
• Consulate General of Canada in New York	• International Finance Cooperation (IFC)
• Deloitte Development LLC	• Johns Hopkins University
• Detecon Inc. – Deutsche Telekom Group	• Johnson & Johnson
• Deutsche Bank	• JPMorgan Chase & Co.
• Deutsche Presse Agentur (dpa)	• Kirkland & Ellis LLP
• Deutsche Telekom AG	• Korn / Ferry International
• Embassy of Canada	• Max Planck Institute of Molecular Physiology
• Ernst & Young	• Max Planck Institute of Neurobiology
• Fraunhofer Center for Sustainable Energy Systems (CSE)	• Memorial Sloan-Kettering Cancer Center
• German Wind Energy Association (BWE)	• Merck KGaA
	• MIT – Massachusetts Institute of Technology
	• Mount Sinai School of Medicine
	• NanoBusiness Commercialization Association

- NASA
- National Academy of Engineering (NAE)
- National Academy of Sciences
- National Endowment for the Humanities (NEH)
- National Institute of Standards and Technology (NIST)
- National Institutes of Health (NIH)
- National Nanotechnology Coordination Office (NNCO)
- National Science Foundation (NSF)
- New York Biotechnology Association (NYBA)
- New York City Department of City Planning
- New York University
- New York University Langone Medical Center
- Office of the Mayor, New York City
- Office of the United States Trade Representative (USTR)
- Permanent Mission of Belgium to the United Nations in New York
- Physics Today
- PricewaterhouseCoopers LLP
- Science & Technology Policy Institute
- Scientific American
- Siemens Corporation
- SUNY Downstate Medical Center

- The Aspen Institute – Program on Manufacturing and Society in the 21st Century
- The Brookings Institution
- The City of New York
- The Massachusetts Office of International Trade & Investment (MOITI)
- The National Academies
- The New York Academy of Sciences
- The Rockefeller University
- The United States House of Representatives
- The World Bank
- U.S. Agency for International Development (USAID)
- U.S. Department of Commerce
- U.S. Department of Defense
- U.S. Department of Energy
- U.S. Department of State
- U.S. Green Building Council (USGBC)
- UK Trade & Investment
- UniCredit Bank AG
- United Nations Development Programme (UNDP)
- United Nations Environment Programme (UNEP)
- United States Department of Commerce – International Trade Administration
- Weill Cornell Medical College
- Yale University

Selected Meetings and Visitors

Prof. Heinz-Dieter Assmann, LL.M.
Vice President for International Affairs
University of Tübingen

Dr. Robert D. Atkinson
President
Information Technology and Innovation Foundation (ITIF)

Thomas Beck
President
Canadian German Chamber of Industry and Commerce Inc.

Prof. Andreas Bertram
President
Hochschule Osnabrück

Dr. Denis Briere
Rector
Université Laval

Robert Cresanti
Vice President
SAP America, Inc.

Ariane Derks
Managing Director
Land der Ideen Management GmbH

Prof. Rik W. De Doncker
Director
E.ON Energy Research Center

Dr. Thomas Duesterberg
Executive Director
The Aspen Institute

Paula Durand
Senior Venture Officer for the Technology & Life Sciences Division
New Jersey Economic Development Authority

Dr. Lorna Jean Edmonds
Executive Director, International Relations
The University of Western Ontario

Beate Ehle
Executive Vice President, BASF Corporation
President, Market and Business Development, BASF North America

Dr. Mark Feinberg
Vice President, Medical Affairs and Policy
Merck & Co., Inc.

Dr.-Ing. Stefan Franzke
Director
Innovationszentrum Niedersachsen GmbH

Dr. Jürgen Friedrich
CEO
Germany Trade and Invest (GTAI)

Ellen Fröhlich
Head of Research Division
Freie Universität Berlin

Marietta Fuhrmann-Koch
Director of Communications and Marketing
Heidelberg University

Kristina L. García
Managing Director
HA Hessen Agentur GmbH

Barbara Kates-Garnick
Undersecretary of Energy
Commonwealth of Massachusetts



Ursula Gather and Andrea Deierlein at GAIN Conference in San Francisco

The cooperation with the GCRI has been an exceptional and stimulating experience and has provided TU Dortmund University with various contacts and connections in New York City and beyond. The work of the GCRI staff is characterized by competence and professionalism and has helped to enhance the visibility of TU Dortmund University in the United States.

Prof. Ursula Gather
Rector
TU Dortmund University

Marie Geiger
Director, Standards & Regulatory Division, Office of European Union
U.S. Department of Commerce

David S. Gerstl
Assistant Director – International Initiatives
New York City Economic Development Corporation (NYCEDC), Center for Economic Transformation

Prof. Stefanie Gropper
Vice President for Academic Affairs
University of Tübingen

Dr. Thomas Grünewald
Vizepräsident für Lehre und Studium
Universität Potsdam



Joann Halpern meets with Peter Gruss at Max Planck Florida Institute reception in DC

Prof. Peter Gruss
President
Max-Planck-Gesellschaft

Dr. Lars Hänsel
Director
Konrad Adenauer Stiftung

Prof. Daniel S. Hamilton
Executive Director of the Center for Transatlantic Relations; Executive Director of the American Consortium on EU Studies
Johns Hopkins University

Dr. Robert Hermann
Managing Director of Investor Consulting
Germany Trade and Invest (GTAI)

Orin Herskowitz
Executive Director and Vice President of Intellectual Property and Technology Transfer
Columbia University

Dr. Thomas Hesse
Deputy Secretary General
Alexander von Humboldt Foundation

Dr. Ted Hewitt
Vice President, Research and International Relations
The University of Western Ontario

Peter Hoffman
Director, Global Research and Development Strategy
Boeing

Elisabeth Holuscha
Head of Department of International Affairs
Cologne University of Applied Sciences

Wolfgang Huebschle
Executive Director
Bavarian U.S. Offices for Economic Development, LLC

Dr. Jackson Janes
Executive Director
American Institute for Contemporary German Studies (AICGS), Johns Hopkins University

Rakhi J. Kasat
Environmental Program Specialist
U.S. Department of State

Dirk Kanngiesser
Principal Founder and Partner
PolytechTechnos Venture-Partners

Prof. Michael Kortstock
President
University of Applied Sciences Munich

M.Sc. Klaus Krumme
Managing Director, Centre for Logistics & Traffic
University of Duisburg-Essen

Prof. Sabine Kunst
Secretary for Science, Research and Cultural Affairs
German State of Brandenburg

Prof. Simone Lässig
Director
Georg Eckert Institute for International Textbook Research

Dr. Egenhard Link
Patent & Licensing Manager
Max-Planck-Innovation GmbH

Prof. Karin Luckey
Rector
Hochschule Bremen

Jennifer J. Marrapese
Executive Director
Northeast Sustainable Energy Association (NESEA)

Prof. Joachim Metzner
President
Cologne University of Applied Sciences

Dr. Volker Meyer-Guckel
Stellv. Generalsekretär
Stifterverband für die Deutsche Wissenschaft

Thomas Miller
Diplomatic Relations
Bloomberg Government

Prof. Jürgen Mlynec
President
Helmholtz Association

Prof. Herbert Müther
Vice President for Research
University of Tübingen

Dr. Thomas Niemann
Head of Hessen-Biotech
HA Hessen Agentur GmbH

The GCRI in New York has become an invaluable resource for both the graduate student and postdoctoral populations at NYU School of Medicine. Through their unique educational programming, access to Germany's educational and business opportunities, and individual mentoring, a myriad of career opportunities have been opened.

Prof. Joel D. Oppenheim
Senior Associate Dean for Biomedical Science Programs
NYU School of Medicine

Prof. Jeffrey M. Peck
Dean, Weissman School of Arts and Sciences
The City University of New York (CUNY), Baruch College

Jonathan Perelman
Industry Relations Manager
Google

Dr. Thomas Peterson
Assistant Director for Engineering
National Science Foundation (NSF)

Prof. Thomas Pfeiffer
Vice Rector for International Affairs
Heidelberg University

Nikolaus Piper
Journalist
Süddeutsche Zeitung

Michael Pratt
Executive Director, Business Development
Boston University

Prof. Ulrich Radtke
Rector
University of Duisburg-Essen



Cornelia Quennett-Thielen
State Secretary
German Federal Ministry of Education and Research (BMBF)

Dr. Martin Reese
Co-Founder, CEO
Omicia

Prof. Bernd Reissert
President
Berlin School of Economics and Law

Peter Rothen
Consul General
Consulate General of the Federal Republic of Germany, San Francisco

By bringing a wide variety of players together, the German Center for Research and Innovation highlights the strengths of research and innovation in Germany and provides successful models for German-American and university-industry cooperation.

Dr. Dorothea Rüland
Secretary General
German Academic Exchange Service (DAAD)

Erin Schenck
MIT-Germany Program, Director of Internships and Program Development
Massachusetts Institute of Technology

Thomas Schmidt
Bureau Chief
German Radio Network (ARD)

Dr. Jörg Schneider
Head of Division – International Affairs
German Research Foundation (DFG)

For Carl Zeiss, building transatlantic collaboration opportunities is something that we continually try to achieve. The relationship with the GCRI adds a valuable dimension to the transatlantic dialogue that few organizations are able to address and support our mission.

James A. Sharp
President
Carl Zeiss Microscopy, LLC

Dr. Aires Soares
Minister-Counselor, Head, Science, Technology & Education Section
Delegation of the European Union to the USA

Prof. Michael Stawicki
President
Hamburg University of Applied Sciences

Dr. Jörg Stephan
Head of the Representative Office
Deutsche Bundesbank in New York

Prof. Debra Stewart
President
Council of Graduate Schools



Subra Suresh at the 6th joint DFG and NSF research conference

Dr. Subra Suresh
Director
National Science Foundation (NSF)

Carlton Vann
Director, Division of International Business
Office of the Mayor of the City of New York

Dr. Jürgen Varnhorn
Head of Technology and Innovation Policy Division
Department for Economics, Technology and Women's Issues, Berlin Senate

Prof. Ute von Lojewski
President
Fachhochschule Münster

Dr. Armgard von Reden
Leiterin des IBM Verbindungsbüro Berlin; Chief Privacy Officer IBM Europe, Middle East and Africa
IBM Corporation, IBM Deutschland GmbH

Dr. Charles Wessner
Director, Technology, Innovation & Entrepreneurship
National Academy of Sciences

Dr. Sandra Westenburg
Chief of Staff
Humboldt-Universität zu Berlin

Dipl.-Kfm. Michael Witte
Head of Department Strategic Marketing
Fraunhofer Heinrich Hertz Institute (HHI)

Johann-Dietrich Wörner
Chairman of the Executive Board
DLR – German Aerospace Center

Prof. Brigitta Wolff
Secretary for Scientific and Economic Affairs
German State of Saxony-Anhalt

Members of the German Bundestag



Priska Hinz
Member of the German Bundestag, Alliance 90 / The Greens

Ulla Schmidt
Former Federal Minister of Health
Member of the German Bundestag, SPD

Committee on Education, Research and Technology Assessment of the German Bundestag

Agnes Alpers
Member of the German Bundestag, The Left Party

Michael Gerdes
Member of the German Bundestag, SPD

Dr. Stefan Kaufmann
Member of the German Bundestag, CDU / CSU

Axel Knoerig
Member of the German Bundestag, CDU / CSU

Prof. Dr.-Ing. Martin Neumann
Member of the German Bundestag, FDP

Krista Sager
Member of the German Bundestag, Alliance 90 / The Greens



Marianne Schieder
Member of the German Bundestag, SPD

Tankred Schipanski
Member of the German Bundestag, CDU / CSU

Uwe Schummer
Member of the German Bundestag, CDU / CSU

Committee on Health of the German Bundestag



Michael Hennrich
Member of the German Bundestag, CDU / CSU

Lars Lindemann
Member of the German Bundestag, FDP

Karin Maag
Member of the German Bundestag, CDU / CSU

Hilde Mattheis
Member of the German Bundestag, SPD

Dr. Carola Reimann
Member of the German Bundestag, SPD

Kathrin Senger-Schäfer
Member of the German Bundestag, The Left Party

Stephan Stracke
Member of the German Bundestag, CDU / CSU

2012 Outlook

**JANUARY
31**

Which Way Did It Go? New Insights into the Organization and Development of Brain Circuits That Compute Motion Direction

CO-SPONSOR:

- Max Planck Florida Institute (MPFI)

**FEBRUARY
7**

Research and Careers in Germany

**FEBRUARY
15**

Zero Sum World? How Should the West Respond to the Growing Competition for Natural Resources?

CO-SPONSORS:

- American Friends of Bucerius
- Transatlantic Academy

**FEBRUARY
29**

Universities and Their Impact on the Economy and Society

CO-SPONSOR:

- Heidelberg University Association

**MARCH
26**

When Our Skin Fails to Protect Us: A Conversation About Disorders Affecting Skin and Hair

CO-SPONSOR:

- University of Cologne Liaison Office

**APRIL
2**

Leibniz Lecture: Das ist doch keine Kunst! Ten Images from Mathematics

CO-SPONSOR:

- German Research Foundation (DFG)

**APRIL
3**

Still in Good Shape? The Role of the Humanities in Higher Education and Society

CO-SPONSORS:

- German University Alliance
- Freie Universität Berlin

**APRIL
26**

Planning Successful International Careers and Building Global Networks

CO-SPONSOR:

- University of California, Davis

**APRIL
27**

Building Your International Career: Strategic Networking and Funding Opportunities in Germany

CO-SPONSOR:

- Stanford University

**APRIL
30**

Building Your International Career: Teaching, Research and Funding Opportunities in Germany

CO-SPONSOR:

- NYU School of Medicine

**APRIL 23 –
JUNE 1**

NanoArt – A Little World of Wonder

CO-SPONSOR:

- Center for Nanointegration Duisburg Essen (CENIDE)

LOCATION:

- Goethe-Institut Chicago, IL

**MAY
16**

Manufacturing, Innovation, and Workforce Training: What Works in Germany and the United States for Jobs and Growth

CO-SPONSORS:

- The Aspen Institute Program on Manufacturing and Society in the 21st Century
- Embassy of the Federal Republic of Germany
- Representative of German Industry and Trade (RGIT)

LOCATION:

- The Aspen Institute, Washington, DC

**MAY
21**

Germany's Energy Transition: One Year Later

CO-SPONSOR:

- American Council on Germany (ACG)

**JUNE
6**

Connectome: Uniting People and Machines to Map the Mind

CO-SPONSORS:

- MIT – Massachusetts Institute of Technology
- Max Planck Institute for Medical Research

JUNE
7

**Workshop:
Autostereoscopic 3D
in the Medical Arena
– The Next Step in
Visualization**

CO-SPONSORS:

- Fraunhofer HHI – 3D Imaging
- German American Chamber of Commerce, Inc. (GACC)

LOCATION:

- Massachusetts General Hospital, Boston, MA

JUNE
12

**Workshop:
Autostereoscopic 3D
in the Medical Arena
– The Next Step in
Visualization**

CO-SPONSORS:

- Fraunhofer HHI – 3D Imaging
- German American Chamber of Commerce, Inc. (GACC)

LOCATION:

- Memorial Sloan-Kettering Cancer Center, New York, NY

SEPTEMBER
10

**Children with
Rare Diseases:
From Therapeutic
Orphans to Pioneers
of Personalized
Medicine**

CO-SPONSOR:

- German Research Foundation (DFG)

OCTOBER
4

**The Global Climate /
Energy Agenda
Series (Part 2)**

CO-SPONSOR:

- American Council on Germany (ACG)

OCTOBER
25 - 26

**Strengthening
Transatlantic
Collaboration in
Graduate Education
Workshop – Canada,
USA and Germany**

CO-SPONSOR:

- German Academic Exchange Service (DAAD)

OCTOBER

**Universities as
Drivers of Innovation
and Entrepreneurship**

CO-SPONSORS:

- RWTH Aachen

NOVEMBER
5

**Translational
Medicine**

CO-SPONSOR:

- German Research Foundation (DFG)

NOVEMBER
7

**Manufacturing
and Workforce
Development:
German and
U.S. Approaches
(working title)**

CO-SPONSOR:

- UAS7

NOVEMBER

**Human-Robot
Interaction
(working title)**

CO-SPONSOR:

- University of Bielefeld Robotics Cluster of Excellence

NOVEMBER

**The Tech Campus
and Its Impact on the
Regional Economy
(working title)**

CO-SPONSOR:

- TU Dortmund

NOVEMBER
15

Focus: Smart Grid

CO-SPONSOR:

- German American Chamber of Commerce, Inc. (GACC)

DECEMBER
3

**Logistics and Smart
Urban Planning
Events**

CO-SPONSORS:

- ConRuhr
- Ruhrgebiet Logistics Cluster

LOCATION:

- New York, NY

DECEMBER
4

**Logistics and Smart
Urban Planning
Events**

CO-SPONSORS:

- ConRuhr
- Ruhrgebiet Logistics Cluster

LOCATION:

- Toronto, ON, Canada

DECEMBER
6

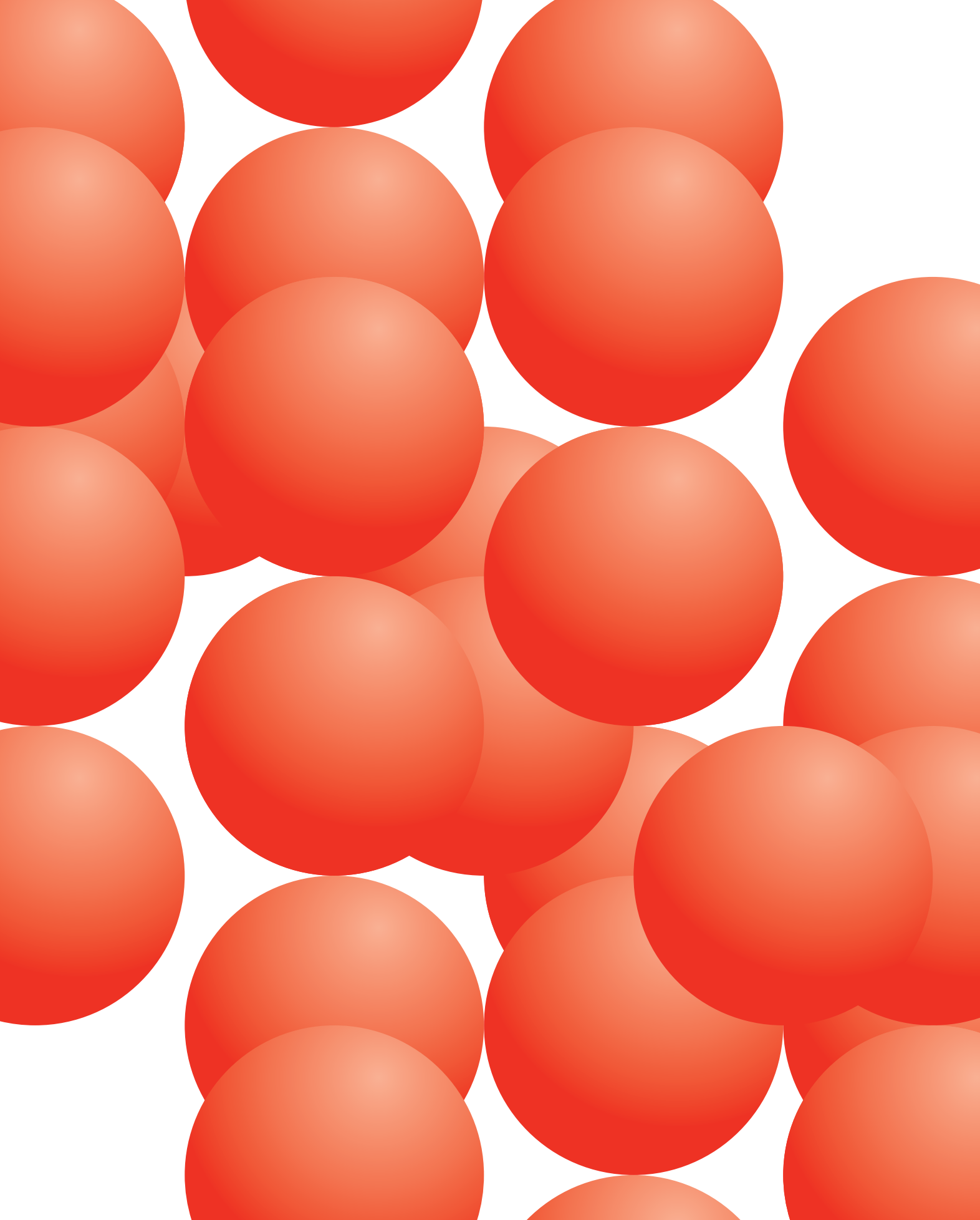
**Logistics and Smart
Urban Planning
Events**

CO-SPONSORS:

- ConRuhr
- Ruhrgebiet Logistics Cluster

LOCATION:

- San Francisco, CA





GCRI on the Road

Conferences & Symposia 2011

JANUARY 22 – 24

The 15th European Career Fair at MIT (ECF)

Cambridge, MA

FEBRUARY 22

1st Annual Conference on Sustainable Real Estate: Building the Smart City – Removing the Barriers, Fostering Innovation

New York, NY

MARCH 8 – 10

Building Energy Conference & Trade Show for Renewable Energy and Green Building

Boston, MA

APRIL 4 – 8

Hannover Messe

Hannover, Germany

MAY 12 – 13

3rd German American Energy Conference

Berlin, Germany

MAY 19 – 20

Global Conference & Workshop of the Deutsche Wissenschafts- und Innovationshäuser (DWIHs)

Berlin, Germany

MAY 29 – JUNE 3

Association of International Educators NAFSA 2011 Annual Conference & Expo

Vancouver, Canada

JUNE 9

The New Role of Universities in the Twenty-First Century: Universities as Engines of Innovation and Entrepreneurial Hubs

Washington, DC

JUNE 13 – 16

Clean Technology 2011 Conference & Expo

Boston, MA

JUNE 21

Energy Infotech Forum – The New York Academy of Sciences

New York, NY

JUNE 28 – JULY 1

**Public Understanding
and Public Engagement
with Science**

New York, NY

**AUGUST 28 –
SEPTEMBER 1**

**American Chemical Society
Fall 2011 National Meeting
& Exposition**

Denver, CO

SEPTEMBER 2 – 4

**The 11th German Academic
International Network
(GAIN) Annual Meeting**

San Francisco, CA

SEPTEMBER 17

**Goethe-Institut New York
Language Conference:
Strategies for Sustainable
Promotion of German in
the USA**

New York, NY

SEPTEMBER 24

**Northeast Sustainable
Energy Association (NESEA)
Annual Meeting**

New York, NY

OCTOBER 20 – 21

**New Frontiers: Shifting
Trends in the Global
Research Landscape and
Their Impact on Researchers'
Career Patterns**

New York, NY

NOVEMBER 2 – 4

**Business Innovations and
Entrepreneurship: City
Strategies**

New York, NY

NOVEMBER 5 – 6

**What Can You Be
With a Ph.D.? A Science
& Technology Career
Symposium**

New York, NY

NOVEMBER 12 – 16

**2011 Society for
Neuroscience Annual
Meeting**

Washington, DC

NOVEMBER 16 – 19

**DFG-NSF Symposium
Spatial Cognition for
Architectural Design**

New York, NY



Gerd Wassenberg, Rik W. De Doncker, Hans-Joachim Koriath, Joann Halpern, Ralf König, and Paul A. Zukowski



Dr. Joann Halpern

Event Location: HANNOVER MESSE Fairgrounds, Hannover, Germany

April 5, 2011

Keynote: Transatlantic Perspectives on Emerging Technology Management

In her keynote address at the 2nd Transatlantic Perspectives on Emerging Technology Management Symposium at the 2011 Hannover Fair, GCRI Director Joann Halpern discussed the ways Germany and the U.S. create and nurture globally competitive spinoffs. Her talk also addressed how universities and research institutions both in the U.S. and in Germany accelerate the diffusion of new technologies, apply successful strategies in seed money acquisition, and the role of culture in this process.

Event Outcome:

The American Institute for Contemporary German Studies (AICGS) invited GCRI Director Joann Halpern to “The New Role of Universities in the Twenty-First Century: Universities as Engines of Innovation and Entrepreneurial Hubs” conference, where she moderated two panels (June 9, 2011)

Dr. Halpern’s insightful presentation on emerging technology management in the U.S. and Germany triggered a lively discussion about the research landscapes and technology transfer policies and practices on both sides of the Atlantic among international attendees from the public and private sectors at HANNOVER MESSE Research & Technology 2011. As the world’s leading meeting place for innovators in industrial technology, this is exactly the kind of practical exchange we seek to encourage to further transatlantic partnership and cooperation in the development of tomorrow’s winning competitive strategies.

Ulrike Hammer

Director, HANNOVER MESSE Worldwide Events

CO-SPONSOR



Event Location: Carnegie Endowment for International Peace, Washington, DC

June 9, 2011

The New Role of Universities in the Twenty-First Century: Universities as Engines of Innovation and Entrepreneurial Hubs

The American Institute for Contemporary German Studies (AICGS) hosted a conference on universities as engines of innovation, where GCRI Director Joann Halpern moderated two panels: "New Ideas and Faster Ways from the Laboratory to the Marketplace" and "How Can Universities Benefit from Their Innovation Performance?"

Dr. Klaus Scharioth, Ambassador of the Federal Republic of Germany to the U.S., and The Honorable Bart Gordon, Partner, K&L Gates LLP, gave the keynote addresses.

The event was sponsored by the Deutsche Stifterverband.

Selection of Event Speakers:

Robert Cresant

Vice President, SAP America, Inc.

Prof. Ursula Gather

Rector, TU Dortmund University

Peter Hoffman

Director, Global Research and Development Strategy, Boeing

Dr. Jackson Janes

Executive Director, AICGS

Prof. Thomas Martinez

Vice President, University of Lübeck

Prof. Andreas Pinkwart

Dean of the Leipzig Graduate School of Management (HHL)

Daniel Zimmermann

Partner, WilmerHale



Prof. Ursula Gather

The German Center for Research and Innovation (GCRI) truly enriches the transatlantic scientific dialogue. Our partnership with the renowned Tuck School of Business at Dartmouth has been revitalized significantly thanks to Dr. Halpern.

Prof. Andreas Pinkwart

Dean of Leipzig Graduate School of Management (HHL), former Minister for Science, Innovation, Research, and Technology of the German state of North Rhine-Westphalia

Event Outcomes:

Joint event with the Embassy of the Federal Republic of Germany in Washington and the Information Technology & Innovation Foundation (ITIF) on Germany's innovation and Fraunhofer models (October 18, 2011)

Interview with Prof. Ursula Gather in the GCRI February 2012 newsletter

Joint event is being planned with Technische Universität Dortmund and will focus on the Tech Campus in Germany, the U.S., and Israel





Participants rode a bus repurposed by a German entrepreneur



State Secretary Cornelia Quennet-Thielen delivers remarks to GAIN participants



Oliver Hanisch, Henning Hayn, and Tankred Schipanski

Event Location: Plug & Play Tech Center, Sunnyvale, CA and WilmerHale, Palo Alto, CA

September 1, 2011

GAIN-TEN Transatlantic Entrepreneurship Network Silicon Valley Field Trip

The day before the 11th Annual GAIN Conference, which took place from September 2–4 in San Francisco, CA, the German Center for Research and Innovation and the German Academic International Network (GAIN) provided German researchers and members of the German Parliament (Bundestag) with the opportunity to experience the world of entrepreneurship firsthand with a field trip to Silicon Valley. They had the opportunity to meet with entrepreneurs and venture capitalists and learn about funding opportunities for launching startups in Germany.

The Silicon Valley Field Trip was designed to inspire participating researchers and innovators to start their own venture by introducing them to the success stories of some of their peers, by shedding light on a variety of incubators and support programs available to them, and by exposing them to Silicon Valley's entrepreneurial startup culture.

Oliver Hanisch

Founder, www.One49Labs.com and Vice President Business Development & Operations, German Silicon Valley Accelerator

Event Speakers:

Dr. Joann Halpern

Director, German Center for Research and Innovation

Oliver Hanisch

Founder, www.One49Labs.com and Vice President Business Development & Operations, German Silicon Valley Accelerator (Introduction)

Dirk Kanngiesser

Founder & Partner PolyTechnos Venture Partners

Dirk Lueth

Founder and CEO, Entarena

Martin Reese

President and CEO, Omicia

Boris Schubert

Chief Operating Officer, Q-Cells

Daniel Zimmerman

Partner, WilmerHale

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Event Location: Information Technology and Innovation Foundation (ITIF), Washington, DC

October 18, 2011

Boosting Competitiveness by Connecting Science and Industry: Insights from Germany's Innovation Model

The Embassy of the Federal Republic of Germany in Washington, the German Center for Research & Innovation, and ITIF hosted a panel discussion that featured presentations on Germany's High-Tech Strategy, the Fraunhofer Model, and U.S. innovation and technology policy. The event provided a great opportunity to compare, contrast, and learn from the similarities and differences in approaches to innovation policy in Germany and the United States. ITIF President Dr. Robert D. Atkinson and GCRI Director Joann Halpern moderated.

Event Speakers:

Engelbert Beyer

Head of the Directorate Innovation Strategies, Federal Ministry of Education and Research (BMBF), Berlin, Germany

Stephen J. Ezell

Senior Analyst, Information Technology and Innovation Foundation (ITIF)

Dr. William F. Hartman

Executive Vice President and Chief Operating Officer, Fraunhofer USA, Inc.

Dr. Anke Hellwig

Deputy Director of International Business Development, Fraunhofer-Gesellschaft, Munich, Germany

Dr. Gregory C. Tassey

Senior Economist, National Institute of Standards and Technology, U.S. Department of Commerce

Dr. Jan Wessels

Division for Innovation Policy Issues, Federal Ministry of Education and Research (BMBF), Berlin, Germany

Event Outcomes:

"America must learn from Germany – before it's too late" blog post by Robert Atkinson published in CNNWorld (October 24, 2011)

"Germany's high-tech success due to (gasp!) government" article in Physics Today (December 2011 issue, pp. 28 – 30)

Pennsylvania Governor Tom Corbett may be visiting Germany in Spring 2012, which may include a visit to a Fraunhofer location in Berlin and a meeting with Engelbert Beyer (BMBF)

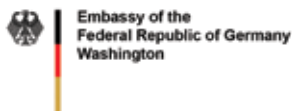
GCRI will host a manufacturing event with The Aspen Institute (May 2012)

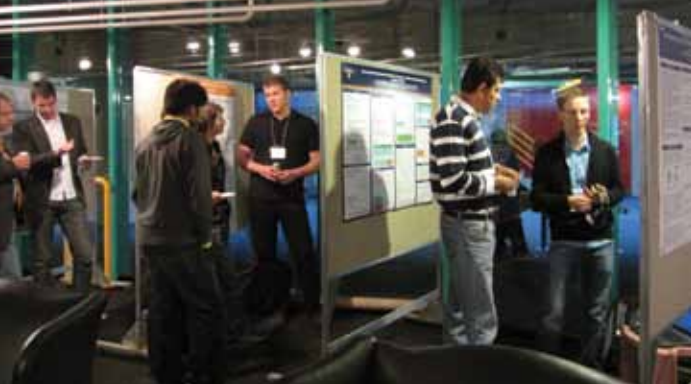
The October 2011 event on Germany's Innovation and High-Tech Strategy co-organized by GCRI, the German Embassy in Washington, and ITIF awakened U.S. policymakers to the urgent task of devising manufacturing policies suited for today's global economic challenges. Germany's success in aligning government, academia, and the private sector in common purpose to ensure the country's leadership in advanced manufacturing was most enlightening and instructive for U.S. policymakers.

Dr. Robert D. Atkinson

President, Information Technology and Innovation Foundation (ITIF)

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Graduate students present posters at workshop



RUB professors Tim Güneysu, Dorothea Kolossa, Nils Pohl

The joint German-Canadian Workshop was a great success. It brought German and Canadian researchers together and I am expecting high impact research through this collaboration.

Prof. Manoj Sachdev
Department Chair and University Research Chair,
University of Waterloo, Canada

Travel support for individual participants was provided by the Ministry of Economic Affairs and Energy of the State of North Rhine-Westphalia (Grant 315-43-02/2-005-WFBO-009)

**Event Location: University of Waterloo,
Waterloo, Canada**

October 20 – 21, 2011

ESSPRITS 2011 – Joint German-Canadian Workshop on Embedded Systems, Signal Processing, and IT Security

ESSPRITS 2011 was GCRI's first event in Canada. At this joint German-Canadian workshop, approximately 60 researchers from the Ruhr-Universität Bochum (RUB) and the University of Waterloo (UW) discussed new directions and solutions in IT security, signal processing, control and embedded systems. A visit to Research in Motion (Blackberry) concluded the two-day workshop, which was initiated by GCRI and the German Embassy in Ottawa, in close cooperation with the Academic Liaison Office of the Ruhr Universities (ConRuhr) in New York.

Event Outcomes:

Memorandum of Understanding (MoU) between the University of Waterloo and the Ruhr-Universität Bochum to explore possibilities for cooperation in education and research, particularly in the general fields of engineering with a particular focus on embedded systems, signal processing and IT security

Exchange of visiting faculty members and graduate students for research, lectures and discussions

Exchange of non-confidential information including, but not limited to, exchange of teaching and research documentation

Possible development of a student exchange program and internships for undergraduates

Possible development of joint graduate programs and co-supervision of students

CO-SPONSORS



**RUHR
UNIVERSITÄT
BOCHUM**

RUB



Embassy
of the Federal Republic of Germany
Ottawa

**UNIVERSITY OF
WATERLOO**



Event Location: NYU Langone Medical Center, New York, NY

November 5 – 6, 2011

What Can You Be With a Ph.D.?

This career convention with a focus on science and technology attracted more than 1,300 attendees over two days. GCRI Director Joann Halpern was one of the invited speakers at the popular “What Can You Be With a Ph.D.?” conference. In her presentation, she provided strategies and advice on how to build an international career.

The convention was hosted by NYU Langone Medical Center and sponsored by a consortium of 15 NYC regional partners. 60% of the convention’s participants were female, 40% male; 53% were non-U.S. citizens; 56% predoc and 38% postdoc. 68% of the researchers were in the life science fields and 25% in clinical or translational research.



Stefan Altevogt (DFG) and Solveig Berkmann (DAAD). German exhibitors interact with conference participants

Event Outcomes:

Many of the audience members have become regular participants in GCRI events

In the weeks following the presentation, 10 participants approached GCRI about conducting research in Germany

I became aware of the German Center for Research and Innovation through the very useful “What Can You Be With a Ph.D.?” career symposium and have since attended an informative and interesting talk at the GCRI, with plans to attend more of their events in the future.

Janice Imai

Graduate Student, Weill Cornell Medical College

It was a pleasure to participate, along with Dr. Halpern and a colleague from the Karolinska Institute, in the panel discussion on “Building Your International Research Career” at the WCUB event. The enlightening presentations clearly demonstrated the importance of effective mentors and support, the mixture of chance and choice that support successful international careers, and how many different forms an international career can take.

Sarah L. Poynton, Ph.D.

Associate Professor of Molecular and Comparative Pathobiology, and Art as Applied to Medicine, Johns Hopkins University School of Medicine, Baltimore



Event Location: Society for Neuroscience Annual Conference 2011, Washington, DC

November 12, 2011

Neuroscience & The Humanities – An American-German Conversation

What do neuroscience and the humanities have to gain from explicit dialogue? Can this dialogue be enhanced in an international context? This panel united German and U.S. scholars engaged in interdisciplinary neuroscience / humanities initiatives and provided a context that enabled them to explore issues such as the recent neuroscientific framing of free will and how rhetoric “trains” the brain to think in certain narratives. The numerous disciplines in the humanities and in neuroscience have much in common, including the fact that they make claims, directly and indirectly, about the brain and its products. The panelists explored examples in which direct encounter, critique, and collaboration can facilitate innovation in both areas, with attention to “best practices” in bridging neuroscience and the humanities in different national disciplinary cultures.

Event Speakers:

Prof. Lasana Harris

Duke Institute for Brain Sciences, Center for Cognitive Neuroscience, Psychology & Neuroscience, Arts & Sciences, Duke University

Prof. Arthur Jacobs

Department of Psychology, Excellence Cluster “Languages of Emotion,” Dahlem Institute for Neuroimaging and Emotion (D.I.N.E.), Freie Universität Berlin

Prof. Deborah Jensen

Romance Studies, Co-Director, FHI Humanities Laboratory, Co-Convenor, Neurohumanities Research Group, Duke University (Moderator)

Prof. Oliver Lubrich

German and Comparative Literature, Universität Bern; Excellence Cluster “Languages of Emotion,” Freie Universität Berlin

Prof. Michael Platt

Center for Cognitive Neuroscience, Center for Neuroeconomic Studies, Neurobiology, School of Medicine, Duke University



Society for Neuroscience poster presentations



Research in Germany representative consulting with students

Neuroscience and the Humanities brought together fascinating speakers discussing a critical intellectual interaction. Food-for-thought on how emerging ideas will transform societies.

John Kubie, Ph.D.

Associate Professor, Department of Cell Biology, SUNY Downstate Medical Center

Event Outcome:

“Humanities on the Brain” article by James Williford published in *Humanities*, the Magazine of the National Endowment for the Humanities (January / February 2012 issue: Volume 33, Number 1)

CO-SPONSORS



November 16 – 19, 2011

Symposium: Spatial Cognition for Architectural Design

The physical space in which humans live and work has far-reaching implications for the nature and quality of everyday life and experiences. As Winston Churchill once said, “We shape our buildings; thereafter our buildings shape us.” Understanding the space surrounding us has been a challenge for many disciplines: Architects conceptualize and shape space by designing buildings and cities. Cognitive scientists, such as psychologists, research human understanding of and behavior in physical space. Computer scientists strive to represent the three-dimensional space in which we function with mathematical computations and systems for design.

At the “Understanding People, Spaces, and Spatial Cognition (SCAD)” symposium, which was jointly funded and organized by the German Research Foundation (DFG) and the National Science Foundation (NSF), researchers, educators, and practitioners debated the latest advances and current trends in the theory and practice of architectural design, spatial cognition, and spatial computation.

An international and truly interdisciplinary group of almost 50 scientists gathered in New York City to discuss basic questions such as: How do architects think about form and function while designing. This conference was another proof of the fact that collaboration makes for better science.

Dr. Eva-Maria Streier

Director, German Research Foundation, New York



Panel discussion with speakers and moderators

Event Speakers: Public Panel Discussion, November 17, 6.00 p.m.

Prof. Ömer Akin

School of Architecture, Carnegie Mellon University, Pittsburgh

Dr. Mehul Bhatt

Cognitive Systems Group, University of Bremen

Prof. Gabriela Goldschmidt

Department of Architecture, Technion – Israel Institute of Technology

Dr. Christoph Hölscher

Center for Cognitive Science, University of Freiburg

Dr. Oliver Schnakenberg

Deputy Consul General of the Federal Republic Germany, New York (Introduction)

Dr. Eva-Maria Streier

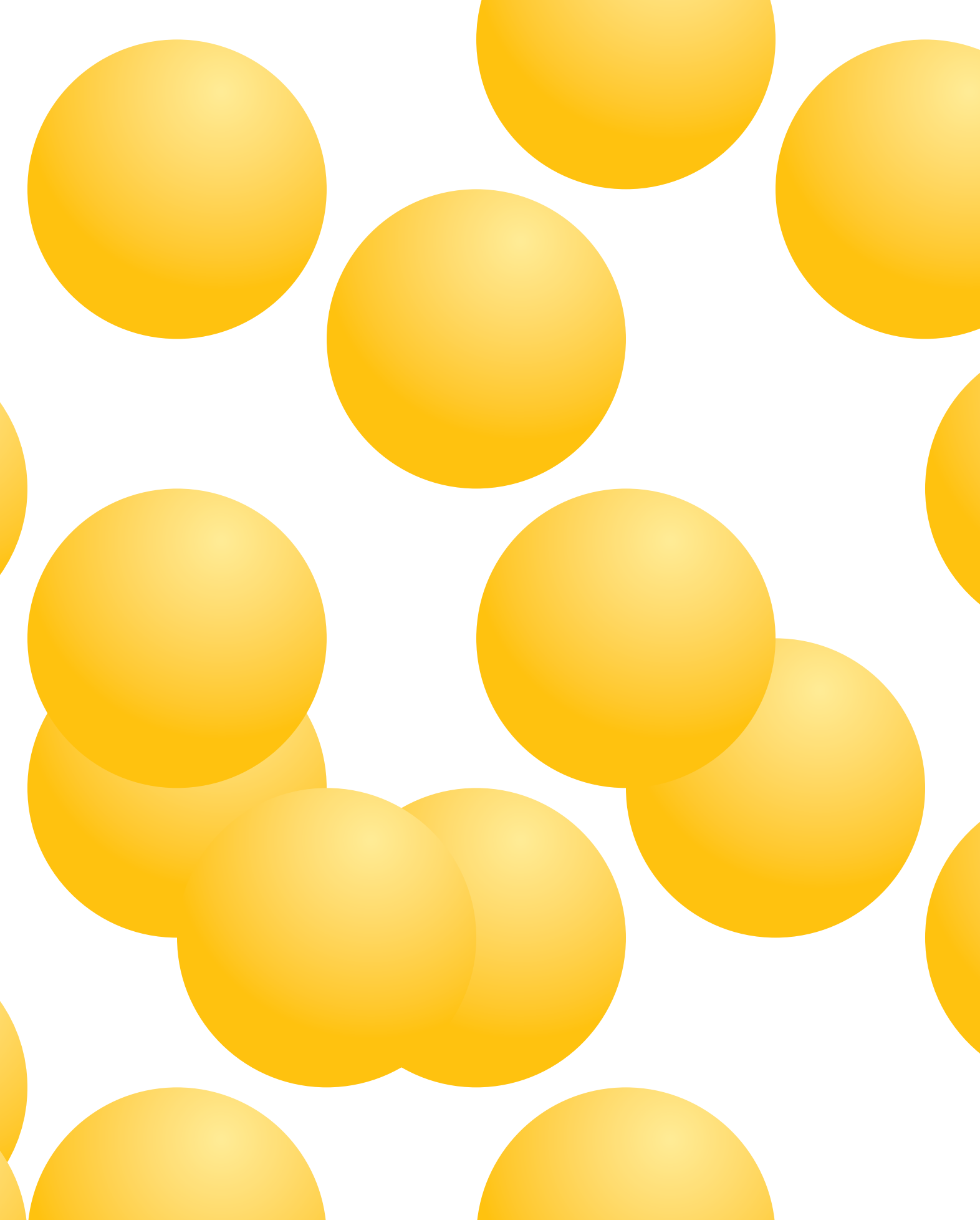
German Research Foundation, New York (Moderator)

Prof. Wilfried Wang

University of Texas, Austin

Event Outcome:

Symposia are being planned to follow up on this event





GCRI Online



Feb 28 – Dec 31, 2011

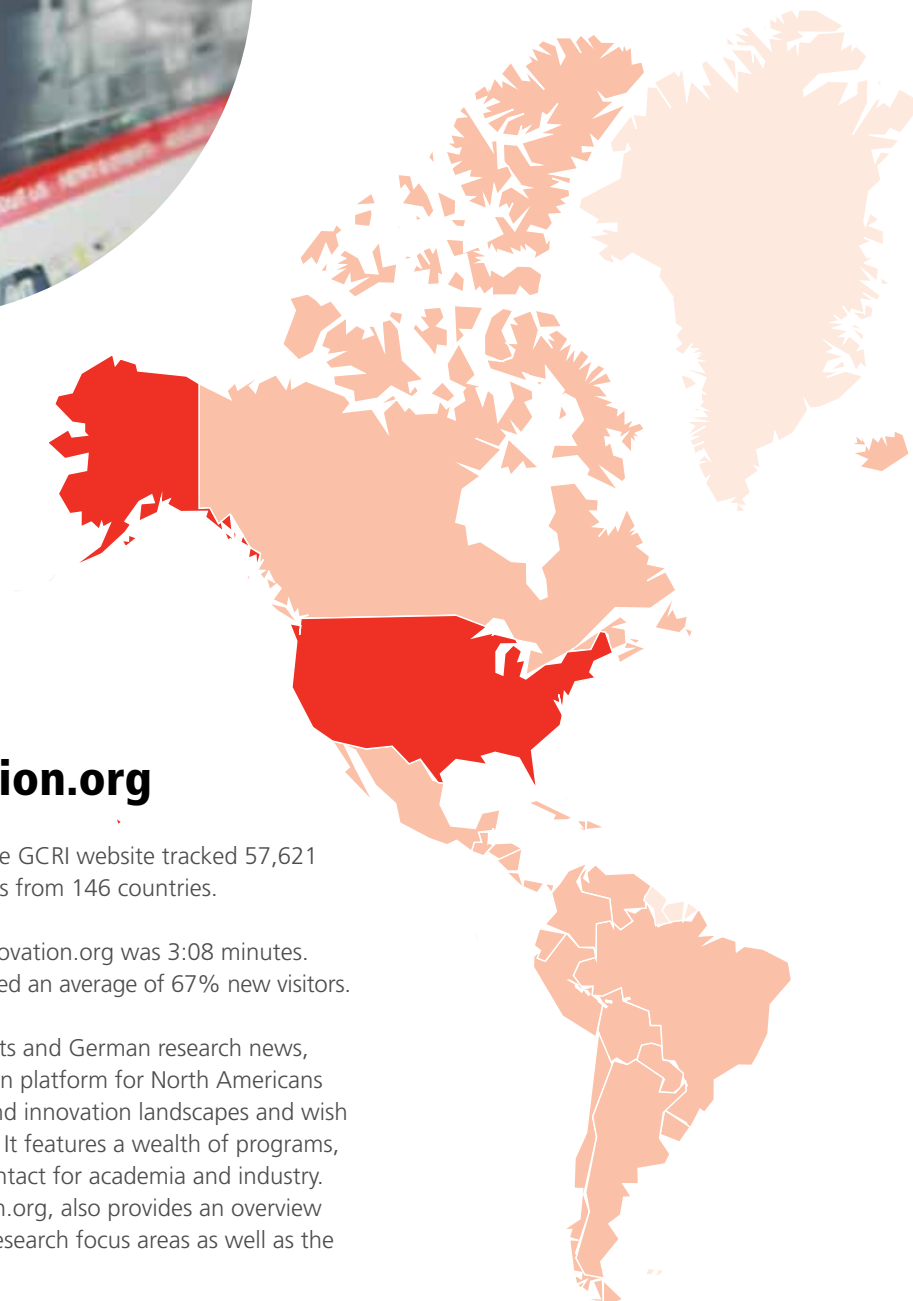
**21,195 visits
from 146
countries /
territories**

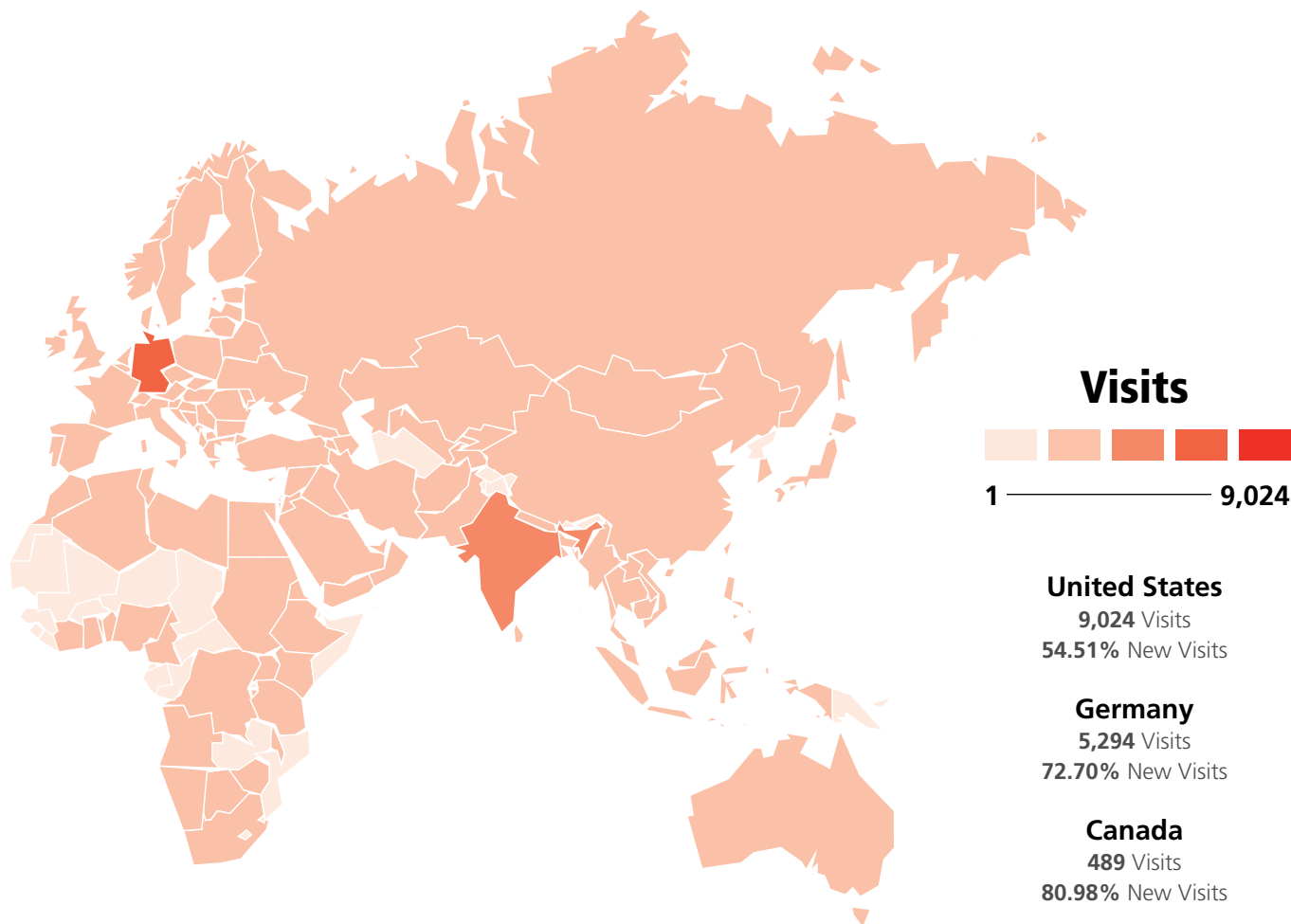
The GCRI Website – www.germaninnovation.org

From February 28 to December 31, 2011, the GCRI website tracked 57,621 page views, 21,195 visits, and 14,311 visitors from 146 countries.

The average time spent on www.germaninnovation.org was 3:08 minutes. Throughout the year, GCRI consistently reached an average of 67% new visitors.

In addition to the presentation of GCRI events and German research news, GCRI's web presence serves as an information platform for North Americans who are interested in the German science and innovation landscapes and wish to conduct research or business in Germany. It features a wealth of programs, funding opportunities, and first points of contact for academia and industry. As a one-stop-shop, www.germaninnovation.org, also provides an overview of German research organizations, current research focus areas as well as the German higher education system.





In 2011, the most popular pages were:

News & Events	Events Calendar
Centers of Innovation in Germany	Photo Gallery
About Us	Past Events
Job Postings	Contact Us
GCRI Team	GCRI Advisory Council

Technology Parks

The Technology Parks & Centers page, which was added to GCRI's website on November 17, 2011, includes a selection of institutions and portals that showcase Germany's dynamic innovation landscape.

Page visitors can search for specific technology parks and centers based on their core competencies in the following categories:

- Air and Space Travel
- Automotives
- Bioinformatics
- Biotechnology
- Chemical
- Electronics
- Energy & Environment, Environmental Technologies
- General
- IT & Information and Communication Technologies (ICT)
- Life Sciences
- Logistics
- Medicine / Health, Medical Technologies
- Microsystems and Materials
- Nanotechnology
- Photonics & Optics
- Plasma Physics
- Renewable Energy & Photovoltaics



Centers of Innovation in Germany

The innovation centers and forward-thinking institutions listed on the Centers of Innovation in Germany page provide information and support in a variety of areas, including innovation management and business planning, technology transfer and commercialization of patents, innovation marketing, and technology

assessment. Located in all 16 German states, these institutions and portals represent core strengths and services of Germany's dynamic innovation landscape, which is characterized by a strong network of institutes, universities, clusters, enterprises, and scientists.



Poster session at the Spatial Cognition for Architectural Design (SCAD) Symposium, November 16 – 19, 2011



Networking reception at the “Understanding Spatial Cognition” panel discussion, November 17, 2011

Resources

The first half of the Resources section on the GCRI website is devoted to academics. Four separate pages, divided into study and research levels, list comprehensive funding opportunities, such as fellowship, grant, and scholarship programs for those who are interested in studying or working in Germany.

- Undergraduates
- Graduates & Doctoral Students
- Postdocs
- Faculty & Researchers
- Business & Industry
- Press
- Foundation Index
- Ph.D. in Germany

The Resources for Business & Industry page features agencies and information centers at the federal and state levels that represent Germany as a strong economic hub in the global market.

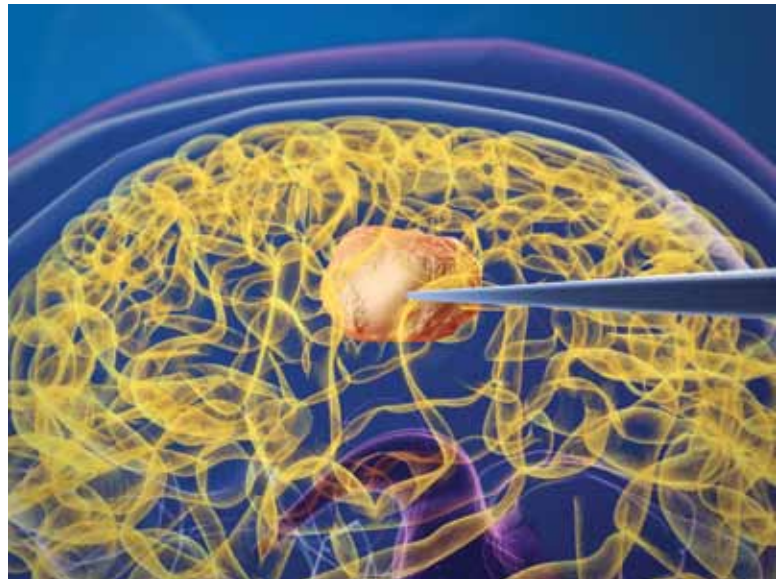
Careers

The German Center for Research and Innovation actively promotes the movement of people and ideas between North America and Germany for study, research, and employment. With a series of skill-building workshops that offer career and networking tips, GCRI seeks to convey relevant information to its constituents. These workshops are announced on the Careers and Career Events pages.

The majority of the employment opportunities on the Job Postings page are provided by the GCRI partner, www.academics.com, Europe’s leading website for research careers in universities, research institutes and R&D companies in Germany, Austria and Switzerland.

E-NNOVATION GERMANY – The GCRI Newsletter

Each month, GCRI's newsletter E-NNOVATION GERMANY highlights a different significant topic from Germany's science, research, and innovation landscapes. Since its first issue in April 2010, E-NNOVATION GERMANY has captured the attention of a growing readership in North America and Germany: As shown in the graph below, GCRI newsletter articles and interviews have been published in a variety of media. Since October 2011, E-NNOVATION GERMANY has also been published by the German-Canadian Centre for Innovation and Research (GCCIR), which is located in Edmonton, Canada.



GCRI Newsletter Subscribers in 2011

January	877	Optical Technologies
February	929	Climate Change / Global Health
March	1,024	Nanotechnology
April	1,105	Universities as Drivers of Innovation and Entrepreneurship
May	1,177	E-Mobility
June	1,203	Aviation / Air Travel
July	1,249	Aerospace
August	1,282	Biotechnology
September	1,402	Cyber Security
October	1,455	Aging Brain
November	1,533	Wind Energy
December	1,580	2011 Review & 2012 Preview

Results:

The introduction of the April 2011 (Issue 13) newsletter "Universities as Drivers of Innovation and Entrepreneurship" and the April interview "From Politics to Academia – Prof. Dr. Andreas Pinkwart" were published by the Electronic Component News magazine website, which reaches over 110,000 readers (April 28, 2011)

The introduction of the July 2011 (Issue 16) newsletter "Researching Inner and Outer Space" was published by the Electronic Component News magazine website, which reaches over 110,000 readers (July 27, 2012)

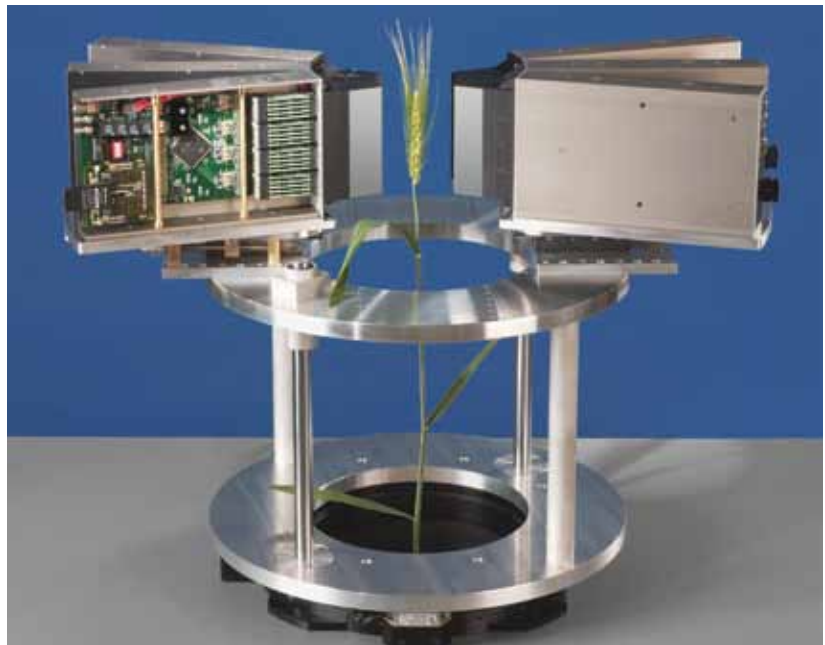
The introduction of the biotechnology newsletter (Issue 17, August 2011) "Germany – Land of Biotechnology" was published in the Innovation Daily blog by Innovation America, which reaches over 1,000,000 unique visitors in over 185 countries (August 31, 2011)

The July interview (Issue 16) with Dr. Reinhold Ewald "From Physicist to Astronaut" was published in German American Trade Magazine's September/October 2011 issue (Volume 22, pp. 18 – 20; average print circulation of 1,500, with 8 to 10 readers per copy)

The "Bavarian Village Produces Energy in Surplus of 221%" and "BreezeBreaker – Micro Wind Turbines for Private Homes" articles (Issue 20, November 2011) were published in German World Magazine (Winter 2011/2012 print issue, p. 8; 400,000 readers per year)



"Cleaning Up Space: DLR's DEOS Mission" (Issue 16, July 2011)



"Bio-Based Research for a Sustainable Economy" (Issue 17, August 2011)



"Bavarian Village Produces Energy in Surplus of 221%" (Issue 20, November 2011)

German Innovations of the Month

Each issue of E-INNOVATION GERMANY presents a "German Innovation of the Month" which is also listed on the GCRI website.

Carplane's designation as the "Innovation of the Month" in the German Center for Research and Innovation's newsletter as well as its appearance on the GCRI website were decisive catalysts for making our product well-known around the world within just a few weeks. The selection also heightened the credibility of our product in the aviation industry, resulting in an article in Aviation Week, one of the top publications in the field.

John Brown
Project Leader, Carplane® GmbH



Vigilant Eye Camera

(January 2011)
Fraunhofer Institute for Applied
Information Technology FIT



New Method Facilitates Detection of Pathogenic Legionella Bacteria in Water

(February 2011)
Helmholtz Centre For Infection
Research Braunschweig



Fighting Cancer With Nanoparticles: NanoTherm® Therapy

(March 2011)
MagForce AG



Multiphoton Tomograph for the Detection of Melanoma and Other Skin Diseases

(April 2011)
JenLab GmbH



Brain-Powered Car

(May 2011)
AutoNOMOS Labs



Carplane – A Road-Air Vehicle

(June 2011)
Carplane® GmbH



New Plasma Technology for the Treatment of Chronic Wounds and the Removal of Ehec-Bacteria

(July 2011)
Max Planck Institute for
Extraterrestrial Physics



Lupin-Based Ice Cream LUPINESSE

(August 2011)
Fraunhofer Institute for Process
Engineering and Packaging IVV
Freising



Self-learning Network Attack Detection by TRIFENSE

(September 2011)
TRIFENSE GmbH



Personalized Depression Therapy Approach

(October 2011)
Max Planck Institute of Psychiatry
Munich



BreezeBreaker – Micro Wind Turbines for Private Homes

(November 2011)
FuSystems Windkraft GmbH

As a result of its publication as the GCRI's April 2011 Innovation of the Month, JenLab's novel clinical multiphoton tomograph for optical skin biopsies is now in clinical use at the Beckman Laser Institute in Irvine, CA. The tomograph's purpose is to detect skin cancer at an early stage without any staining or physically taken biopsies. The tomograph MPTflex is also employed in small animal research at AntiCancer Inc. in San Diego. MPTflex is used for long-term stem cell tracking in hair follicles.

Dr. Karsten König
CEO, JenLab GmbH

GCRI Interviews

Each newsletter features an interview with a leading German expert to highlight the month's topic. In 2011,

GCRI conducted interviews with authorities from academia, industry, and politics.



Herrmann Albers

President of the German Wind Energy Association

Wind Energy, Issue 20, November 2011



Prof. Johannes Buchmann

Cryptography Expert, Professor of Computer Science and Mathematics at the Technische Universität Darmstadt, Founder and Director of the Center for Advanced Security Research Darmstadt (CASED)

Cyber Security, Issue 18, September 2011



Dr. Reinhold Ewald

Astronaut, Operations Manager, Columbus Control Center, European Space Agency (ESA)

Aerospace, Issue 16, July 2011



Ralph Griewing

Head of Electromobility Activities, Siemens Energy

E-Mobility, Issue 14, May 2011



Prof. Rolf Henke

Executive Board Member for Aeronautics, German Aerospace Center (Deutsches Zentrum für Luft- und Raumfahrt; DLR)

Air Travel, Issue 15, June 2011



Prof. Karl-Heinz Kogel

Head of the Department of Phytopathology at the Institute of Phytopathology and Applied Zoology at Justus-Liebig-Universität Gießen

Biotechnology, Issue 17, August 2011



Prof. Bernd Michel

Head of Department of "Mechanical Reliability and Micro Materials" at the Fraunhofer Institute for Reliability and Microintegration (IZM) Berlin

Nanotechnology, Issue 12, March 2011



Prof. Andreas Pinkwart

Former Minister for Innovation, Science, Research, and Technology and new Dean of Leipzig's Graduate School of Management (HHL)

Innovation / Entrepreneurship and Universities, Issue 13, April 2011



Prof. Ursula M. Staudinger

Vice President of Jacobs University Bremen, Professor of Psychology, Academic Dean of the Jacobs Center of Lifelong Learning and Institutional Development, Vice President of the German National Academy of Sciences Leopoldina

Aging Brain, Issue 19, October 2011



Prof. Klaus Töpfer

Founding and Executive Director of the Institute for Advanced Sustainability Studies (IASS) Potsdam

Climate Change / Global Health, Issue 11, February 2011

@gcri_ny – GCRI's Social Media Presence on Twitter

The German Center for Research and Innovation joined the online social networking and microblogging service Twitter, www.twitter.com, in spring 2011. Twitter enables its users to send ("tweet") and read short messages of up to 140 characters, called "tweets." The first GCRI tweet was issued on May 31, 2011.

GCRI's Twitter strategy served as a research topic at the Technische Universität Braunschweig. A meeting between GCRI Director Dr. Joann Halpern and Prof. Wolf-Tilo Balke, Chair for Information Systems, initiated this collaboration.

"One of my students at IFIS studied the GCRI's Twitter strategy for his bachelor thesis on Process Optimization for Social News Dissemination Using Twitter. Collaborating with the GCRI was a very exciting experience."

Prof. Wolf-Tilo Balke
Chair for Information Systems, Technische Universität Braunschweig

GCRI TEAM



Dr. Joann Halpern (JH)
Director



Andrea Baierlein (AB)
Communications Officer



Stephanie Strommer (SS)
Program Officer



Cordula Schaefer (CS)
Media and Operations Intern

GCRI 2011 Twitter Profile

May 31 – Dec 31, 2011

Information and updates on the German research and innovation landscape. The GCRI Team tweets about current topics in German science, technology, and society.

1,182

Number of Tweets in 214 days

5.5

Tweets / Day

38.6

Tweets / Week

168.8

Tweets / Month



196

Number of Followers

28

Number of new
Followers / Month

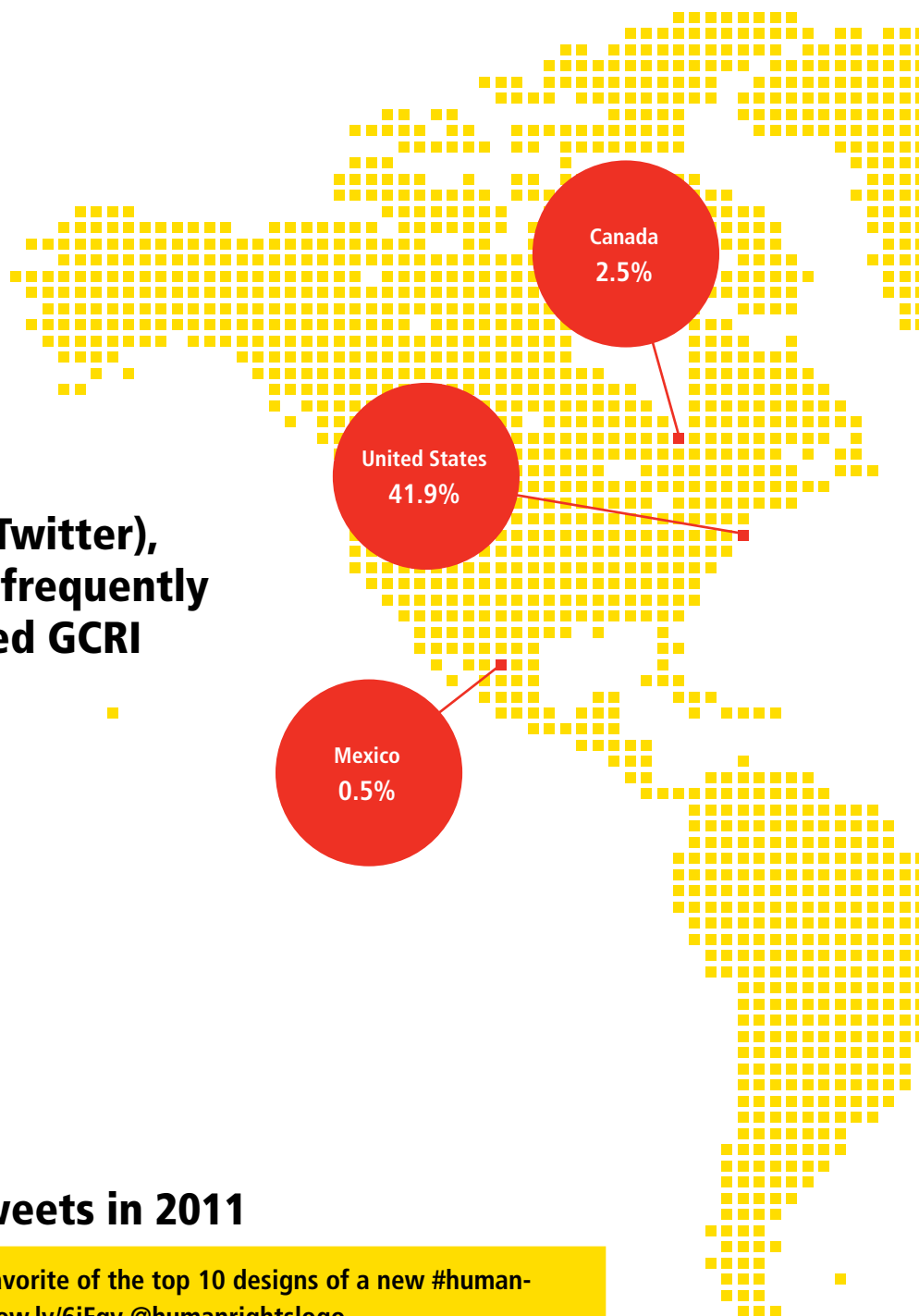
65

Number of Live Tweets
from 8 events

142

Number of Retweets (RT)

Tweeps (people on Twitter), who engaged most frequently with GCRI and shared GCRI content, came from



Most Successful Tweets in 2011

Don't forget to #vote for your favorite of the top 10 designs of a new #human-rights logo- ends Sept 17 <http://ow.ly/6iFgv> @humanrightslogo

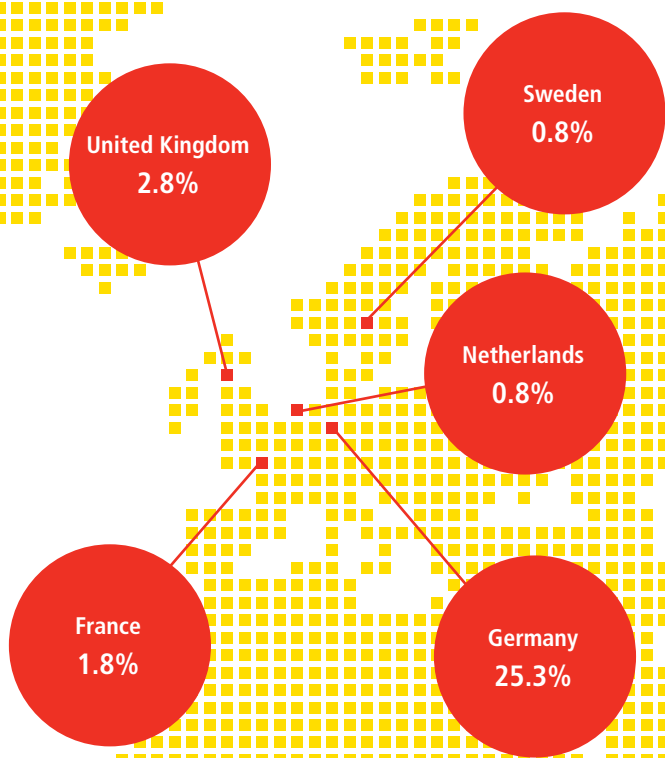
9,688 (estimated impressions as calculated via the measuring tool TweetReach)

@DAAD_Germany invites scientist and admins to participate in #Science Tour on "#Health #Research in #Germany" - Dec 4-10 <http://ow.ly/6jK7P>

7,312 (estimated impressions as calculated via the measuring tool TweetReach)

Max Planck researchers discover connection b/w #stress, #genes & #alcoholism <http://ow.ly/6cWyt> @maxplanckpress #biotech #genetics

1,486 (estimated impressions as calculated via the measuring tool TweetReach)



Live Tweets at Events

The Aging Brain (October 13, 2011)

ESSPRITS 2011 – Joint German-Canadian Workshop on Embedded Systems, Signal Processing, and IT Security (October 20, 2011)

The New Geography of Science and Learning and its Impact on Researchers' Career Patterns: Launching a Network of "Researcher Alumni" (October 20, 2011)

FOCUS: Smart Grid 2011 (November 1, 2011)

Business Innovations and Entrepreneurship: City Strategies – 9th NYC Global Partners Summit (November 2 – 4, 2011)

BMW i3 and i8 unveiling event (November 9, 2011)

Spatial Cognition for Architectural Design (November 17, 2011)

Opportunities and Challenges of a Sustainable City in the 21st Century – A Comparative View of New York and Hamburg, European Green Capital 2011 (December 1, 2011)



GCRI in the Media

Throughout 2011, GCRI was mentioned 255 times in 119 different international media outlets, ranging from print to web.



Most Popular GCRI Topics in the Media

- NanoArt Exhibiton _____ 48 publications
- Biotechnology _____ 20 publications
- Nanovation New York _____ 19 publications
- GCRI Website Launch _____ 18 publications
- Understanding People, Spaces, and Spatial Cognition _____ 16 publications
- The Aging Brain _____ 11 publications

Press Releases

GCRI published 14 press releases in 2011. As far as can be measured, these releases were viewed 13,052 times.

Top five press releases:

Nanovation New York – Discovering the Invisible Frontier _____	2,739
Tuberculosis: A Neglected Pandemic _____	2,070
Biotech, Food and the Future _____	1,914
Understanding People, Spaces, and Spatial Cognition _____	1,126
German Center for Research and Innovation Releases First Annual Report _____	988



	<p>Navigating a Technicolor World: What the Fly's Visual System Tells Us About Visually-Guided Behavior</p> <p>January 5, 2011</p>	<p>German Center for Research and Innovation Marks First Anniversary Milestone</p> <p>February 18, 2011</p>	<p>Now Live – www.germaninnovation.org</p> <p>February 28, 2011</p>
<p>Tuberculosis: A Neglected Pandemic</p> <p>March 25, 2011</p>	<p>NanoVation New York – Discovering the Invisible Frontier</p> <p>April 7, 2011</p>	<p>NanoArt New York – Discover a Little World of Wonder</p> <p>April 8, 2011</p>	<p>How Can Scientific Insights Lead to Real-World Sustainability Solutions?</p> <p>May 3, 2011</p>
<p>Data, Discourse, Dispute: Scientific Experts and the Public in the U.S. and Germany</p> <p>June 21, 2011</p>	<p>German Center for Research and Innovation Releases First Annual Report</p> <p>August 17, 2011</p>	<p>Biotech, Food and the Future</p> <p>August 30, 2011</p>	<p>The Aging Brain</p> <p>September 29, 2011</p>
<p>Understanding People, Spaces, and Spatial Cognition</p> <p>November 10, 2011</p>	<p>Technology Parks & Centers in Germany</p> <p>November 17, 2011</p>	<p>Best Practice for Green City Planning</p> <p>November 30, 2011</p>	



Contact Us

**German Center for Research
and Innovation**

**Deutsches Wissenschafts-
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Fax: + 1 (212) 339 0062

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[@GCRI_NY](https://twitter.com/GCRI_NY)

General questions:
info@germaninnovation.org

Newsletter subscription:
newsletter@germaninnovation.org

Event information and applications:
events@germaninnovation.org

Press inquiries:
press@germaninnovation.org



German Houses of Science and Innovation Deutsche Wissenschafts- und Innovationshäuser (DWIHs) Worldwide

Deutsches Haus für Wissenschaft und Innovation Moskau (DWIH Moskau)

Leninskij Prospekt 95a
119313 Moscow, Russia
Phone: +7 (495) 974 6369

General questions:

dwih@daad.ru
www.dwih.ru

DWIH – New Delhi, Provisional Office Deutsches Wissenschafts- und Innovationshaus (DWIH New Delhi)

2, Nyaya Marg,
German House,
Chanakyapuri
110 021 New Delhi, India
Phone: +91 (11) 4922 4999

General questions:

torsten.fischer@dfg.de
ruchika.christ@dfg.de
www.dwih.in

Deutsches Wissenschafts- und Innovationshaus São Paulo (DWIH São Paulo)

Centro Alemão de Ciência e Inovação São Paulo (DWIH)

Rua Verbo Divino 1488 - Térreo
04719-904 São Paulo - SP, Brazil
Phone: +55 (11) 5189 8300

General questions:

dwih-sp@daad.org.br
<http://www.dwih.com.br>

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