ANNUAL REPORT
2012
Preface

As the German Center for Research and Innovation (GCRI) approaches its fourth anniversary, its mission remains focused on strengthening transatlantic collaboration in science and technology.

By creating and cultivating a multidisciplinary ecosystem conducive to the cross-fertilization of ideas, the GCRI has been instrumental in fostering partnerships and encouraging research publications, thereby enhancing the visibility of German innovation in North America. GCRI events continue to attract a diverse audience from academia, industry, and government, and the Center has become a nucleus for creative individuals interested in sharing new ideas and developing international collaborations.

In addition to its wide range of events in 2012, GCRI significantly expanded its digital presence. The website, which received numerous enhancements during the past year, serves as an information portal into the Center’s initiatives as well as the broader German research and innovation landscape. The website also functions as a conduit to potential funding sources and jobs for scientists and other researchers. We have found that our enhanced digital presence and associated visibility have created opportunities for research training positions and internships in Germany.

The GCRI Foundation, Inc., a 501(c)3 nonprofit entity associated with GCRI, was formed and incorporated in 2012. The Foundation was created to bring in potential sponsors for a number of GCRI’s initiatives. That effort has generated important strategic relationships with Boehringer Ingelheim, SAP, and Zeiss. We intend to continue to expand the work with these and other partners in 2013, leading to improved financial security for GCRI as well as incrementally richer dialogue on topics of key concern to the organization.

In the year ahead, we will continue to actively pursue the goal of enhancing the perception of Germany as a world leader in innovation. We will do this by facilitating discussion, debate, and collaboration among key constituents in the U.S., Canada, and Germany. Upcoming events in 2013 include a global innovation competition hosted by the Center. The competition will convene top entrepreneurs from around the world. Other events currently planned will bring together thought leaders focused on Big Data, STEM education, neuroscience, renewable energy, and cyber security.

In closing, I would like to thank my colleagues at the GCRI, the German Academic Exchange Service, the German Research Foundation, the GCRI Advisory Board, the GCRI Foundation, Inc., and our partners in North America and Germany for their dedication, thoughtful input, and unremitting support.

Dr. Joann Halpern
Director
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ABOUT THE GCRI
First Point of Contact for German Science and Technology in North America

The German Center for Research and Innovation (GCRI) is a joint initiative of Germany’s Federal Foreign Office and its Federal Ministry of Education and Research. Established as an information and networking platform, GCRI provides information and support for the realization of collaborative projects between North America and Germany.

Since its opening in February 2010, GCRI has organized more than 70 events in the U.S. and Canada with leading experts from science and industry, including three Nobel laureates, five Gottfried Wilhelm Leibniz Prize recipients, and one Kavli Prize laureate.

To date, GCRI has participated in 57 conferences, published 34 editions of its newsletter E-NNOVATION GERMANY, increased its website reach by 116%, developed a significant social media presence on Twitter, and appeared over 650 times in the media. 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’s areas of focus mirror those of Germany’s High-Tech Strategy, and include climate and energy, health and nutrition, mobility, security, and communication. GCRI has also led the transatlantic dialogue in emerging and evolving areas, such as nanotechnology, biotechnology, and medical technologies.

The Center was created as a cornerstone of the German government’s initiative to internationalize science and research and is one of five German Houses of Research and Innovation worldwide (Deutsche Wissenschafts- und Innovationshäuser, DWIHs). 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.
German Houses of Research and Innovation
Deutsche Wissenschafts- und Innovationshäuser (DWIHs)

The German Houses of Research and Innovation (DWIHs) provide a platform for the German research and innovation landscape, showcasing the accomplishments of German science, research, and research-based companies and promoting collaboration with Germany and innovative German organizations.

The German Houses of Research and Innovation are part of the Internationalization Strategy of the German Federal Government and the Federal Foreign Office’s Research and Academic Relations Initiative.

The Federal Foreign Office is implementing this project in cooperation with the Federal Ministry of Education and Research and in close collaboration with the Alliance of German Science Organizations, which includes the Alexander von Humboldt Foundation, Fraunhofer-Gesellschaft, German Academic Exchange Service (DAAD), German Council of Science and Humanities (WR), German National Academy of Sciences Leopoldina, German Rectors’ Conference (HRK), German Research Foundation (DFG), Helmholtz Association, Leibniz Association, Max-Planck-Gesellschaft, as well as the Association of German Chambers of Industry and Commerce (DIHK).

The houses were created to:

- Promote Germany as a research location
- Provide a forum for international dialogue and scientific exchange
- Provide support and services (advising for international researchers; organizing educational events; facilitating collaboration)
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.

**GCRI Advisory Council**

**Adam Moore, Andrea**
Executive Director
German University Alliance
Representative of the German Universities
Liaison Offices in New York

**Fohrbeck, Dr. Sebastian**
Director
DAAD North America

**Becker, Prof. Dr. Kurt H.**
Associate Provost for Research & Technology Initiatives and Professor of Physics
Polytechnic Institute of New York University

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

**Bunse, Dr. Benno W.**
(untl October 2012)
President and CEO
German American Chamber of Commerce, Inc.

**Streier, Dr. Eva-Maria**
Director
DFG Office North America/New York

**Blank, Dr. Michael**
(since October 2012)
Acting President and Treasurer
German American Chamber of Commerce, Inc.

**von Alvensleben, Busso**
Consul General
Consulate General of the Federal Republic of Germany in New York

**Fisher, Dr. Cathleen S.**
President
American Friends of the
Alexander von Humboldt Foundation
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.

### GCRI Team

#### 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-NNOVATION GERMANY, GCRI’s monthly newsletter
- Public Relations & Marketing

#### Audet, Jennifer
(since July 2012)
Program Assistant

Main responsibilities:
- Program Planning and Coordination
- Event Logistics
- Office Administration

#### Shoemaker, Stephanie
(untiil July 2012)
Program Officer

Main responsibilities:
- Program Planning and Coordination
- Event Logistics
- Office Administration
The GCRI Foundation, Inc. was incorporated in 2012 and held its inaugural Board meeting on August 14, 2012 at the German House in New York City. The GCRI Foundation, Inc. will support the mission and work of the German Center for Research and Innovation through activities to expand the Center’s funding base and enhance the sustainability of GCRI’s operations, including its public events, workshops, publications, website, and other relevant projects.

**GCRI Foundation Board**

Dr. Sebastian Fohrbeck  
Treasurer  
Director, DAAD North America

James Sharp  
Chairman  
President, Carl Zeiss Microscopy, LLC  
President & CEO, Carl Zeiss, Inc.

Dr. Joann Halpern  
Director  
German Center for Research and Innovation

Dr. Eva-Maria Streier  
Director  
DFG Office North America/New York

Prof. Dr. Wolfgang Renz  
Co-President  
Corporate Vice President, Business Model & HealthCare Innovation  
Boehringer Ingelheim

O. Sinan Tumer  
Co-President  
Sr. Director, SAP Co-Innovation Lab, SAP Research, Technology & Innovation Platform, SAP Labs, LLC
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 includes 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.

GCRI works closely with the following organizations, which are also located in the German House New York: 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 (Consortium of the Ruhr Universities, Freie Universität Berlin, Heidelberg University Association, Ludwig-Maximilians-Universität München, RWTH Aachen University, UAS 7 German Universities of Applied Sciences, University of Cologne).
**Selected Meetings and Visitors**

**Dr.-Ing. Christiane Ackermann**  
Dezernatsleitung, Forschungsstrategie, Forschungskooperation, Technische Universität Darmstadt

**Guido Baranowski**  
Vorsitzender Geschäftsführer  
TechnologieZentrumDortmund GmbH (TZDO)

**Ulla Burchardt**  
Member of the German Bundestag, SPD; Chairwoman, Committee on Education, Research and Technology Assessment

**Dr. Peter Ammon**  
German Ambassador to the United States  
Embassy of the Federal Republic of Germany

**Sharon Begley**  
Senior U.S. Health and Science Correspondent  
Reuter

**Shannon Campbell**  
Vice President and General Manager, Oncology and General Medicine  
Bayer HealthCare

**Dr. Angela M. Christiano**  
Richard and Mildred Rhodebeck Professor of Dermatology, Professor of Genetics and Development; Director, Basic Science Research Group of Dermatology  
Columbia University

**Kimberly Conroy**  
Corporate Relations Advisor  
The Lauder Institute of Management and International Studies  
Wharton/University of Pennsylvania

**Dr. Andreas Archut**  
Pressesprecher/Abteilungsleiter  
University of Bonn

**Dr. Walter Arnold**  
Member of the Hessian State Parliament, CDU

**Jean-Pierre Auffret, Ph.D.**  
Director, M.S. in Technology Management and M.S. in Management of Secure Information Systems Programs  
George Mason University

**MinDir Dr. Rolf Bernhardt**  
Leiter der Abteilung III, (Hochschulen und Forschung)  
Hessen State Ministry of Higher Education, Research and the Arts

**Michael Boddenberg**  
Hessischer Staatsminister für Bundesangelegenheiten und Bevollmächtigter des Landes Hessen beim Bund

**Klaus Brandner**  
Member of the German Bundestag, SPD; Parlamentarischer Staatssekretär a.D.

**“The German Center for Research and Innovation has been instrumental not only in enhancing the visibility of the German research and innovation landscape in the USA, but also in laying the foundation for future collaboration between Germany and the USA.”**

**“On December 6, Jutta Allmendinger and Philip Altbach narrated and moderated a wide-ranging discussion of the strengths and challenges of the German and American education systems. It was a fascinating, intellectually engaged evening with significant audience participation. Thank you for arranging such a wonderful event.”**

**“The German Center for Research and Innovation was tremendously helpful in planning for the visit of our midcareer M.S. in Management of Secure Information Systems class to Berlin in October 2012. They introduced us and arranged for visits and talks with both government and private sector organizations including the Fraunhofer Institute ... and played a key role in the trip’s educational and overall success.”**

**Dr. Rebecca M. Blank**  
Acting Secretary  
U.S. Department of Commerce

**Jean-Pierre Auffret, Ph.D.**  
Director, M.S. in Technology Management and M.S. in Management of Secure Information Systems Programs  
George Mason University

**“The German Center for Research and Innovation was tremendously helpful in planning for the visit of our midcareer M.S. in Management of Secure Information Systems class to Berlin in October 2012. They introduced us and arranged for visits and talks with both government and private sector organizations including the Fraunhofer Institute ... and played a key role in the trip’s educational and overall success.”**

**Elizabeth Rose Daly**  
Director, Division of International Business  
Office of the Mayor of the City of New York
“Only in New York would there be something like the German Center for Research and Innovation. Its international flavor along with a stellar list of speakers attracts a young, engaged, and intelligent audience who have an almost innate appreciation for global ideas and interactions. What a marvelous opportunity for them - and me, who gets to meet and talk with some of the brightest people in the world.”

“Joann Halpern was able to make valuable contacts for me to German business leaders in my area, biotechnology. She is really well-connected and her introductions were taken to heart based on her own reputation and that of the GCRI.”
Selected Meetings and Visitors

Prof. Dr.-Ing. habil. Jochen Großmann  
CEO  
GiCON Großmann Ingenieur Consult GmbH

Prof. Dr. Peter Gruss  
President  
Max-Planck-Gesellschaft

Prof. Dr. Sibylle Günter  
Scientific Director  
Max-Planck-Institut für Plasmaphysik (IPP)

Dr. rer. nat. Bernd Hamann  
Associate Vice Chancellor for Research; Professor, Department of Computer Science  
University of California, Davis

Stefan Herms  
Director-General of the Department for International Relations  
Senate for the Free and Hanseatic City of Hamburg

Orin Herskowitz  
Executive Director and Vice President, Intellectual Property and Tech Transfer  
Columbia University

Prof. Dr. Bernd Huber  
President  
Ludwig-Maximilians-Universität München

Dr. Alan J. Hurd  
Franklin Fellow  
Office of Science and Technology Adviser to the Secretary (STAS), U.S. Department of State

Philipp S. Krüger  
Founder and CEO  
explorist Inc.

“For my tech firm based here in “Silicon Alley,” the GCRI has become the most important address in New York City for highest quality transatlantic networking around research and entrepreneurship. Joann and her team are simply amazing. They built from scratch an innovative, productive, and sympathetic ecosystem for top firms and thinkers.”

Prof. Philip M. Kaminsky  
Chair, Department of Industrial Engineering and Operations Research  
University of California, Berkeley

Frank-Peter Kaufmann  
Member of Hessian State Parliament  
Bündnis 90/Die Grünen

Prof. Dr. thomas Krieg  
Dean of Medical Faculty; Principal Investigator, Cluster of Excellence for Cellular Stress Responses in Aging-Associated Diseases (CECAD)  
University of Cologne

Dr. Thomas R. Kurfess, Ph.D., P.E.  
Assistant Director for Advanced Manufacturing, ASME Foundation Swanson Fellow  
Office of Science and Technology Policy, Executive Office of the President, The White House

Aisha Labi  
Europe Correspondent  
The Chronicle of Higher Education

Prof. William B. Lacy  
Vice Provost, University Outreach and International Programs  
University of California, Davis
“The German Center for Research and Innovation plays an essential role in fostering transatlantic scientific exchange and enlarging professional networks. In the few years since its creation, it has become a true hub for connecting masterminds on both sides of the Atlantic.”

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**Prof. Samer M. Madanat**  
Xenel Distinguished Professor of Engineering, Chair and Director for Institute of Transportation Studies  
University of California, Berkeley

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**Prof. Manfred Nettekoven**  
Chancellor  
RWTH Aachen University

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

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**Jennifer Marrapese**  
Executive Director  
Northeast Sustainable Energy Association (NESEA)

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**Dr. Volker Schaedler**  
Vice President, Innovation and Technology North America  
BASF Corporation

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**Dr. Stewart C. Prager**  
Director  
Department of Energy’s (DOE) Princeton Plasma Physics Laboratory (PPPL)

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**Klaus Prömpers**  
Correspondent, New York  
Zweites Deutsches Fernsehen (ZDF)

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**Jörg Ranau**  
Ambassador, Deputy Director General, Export Control and Technology  
Federal Foreign Office

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**Prof. Dr. Dr. hc. Jan Philipp Reemtsma**  
Inhaber der Schiller-Professur 2009, Gründer und Geschäftsführender Vorstand des Hamburger Instituts für Sozialforschung (HIS)  
Friedrich Schiller University Jena

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**Frank Rimalovski**  
Managing Director, NYU Innovation Venture Fund  
New York University (NYU)

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**Harald Leibrecht**  
Coordinator for Transatlantic Cooperation  
Federal Foreign Office

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**Chris Melzer**  
Bureau Chief, New York  
Deutsche Presse-Agentur GmbH (dpa)

---

**Folke Mühlbölzer**  
Vorsitzender Geschäftsführer  
HA Hessen Agentur GmbH

---

**Stefan Müller**  
Member of the German Bundestag, CDU/CSU

---

**Erika Müller-Blaß**  
Leitende Ministerialrätin, Leiterin der Stabsstelle für Internationale und EU-Angelegenheiten  
Hessisches Ministerium für Wissenschaft und Kunst

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**Prof. Karl Ulrich Mayer**  
President  
Leibniz Association

---

**Prof. Joel D. Oppenheim**  
Senior Associate Dean for Biomedical Sciences, Director, The Sackler Institute  
NYU School of Medicine
“Thank you for the excellent seminar within our career development seminar series at the Chemical and Systems Biology department at Stanford. We received great feedback and hope to have given the incentive to some students to consider Germany as the next career step.”

Annette Scharf, Ph.D.
Postdoctoral Scholar, Chemical & Systems Biology, School of Medicine
Stanford University

Klaus-Peter Statz
President and CEO
Deutsche Telekom, Inc.

Linhard Stepf
President
FrankfurtRhineMain Corporation

Dr. Sabine Vogel
RWTH Aachen University, E.ON Energy Research Center
Administration Manager

Dr. Glen Whitney
Executive Director
Museum of Mathematics

Ulla Schmidt
Director
Former Federal Minister of Health and Social Security, Member of the German Bundestag, SPD

Linhard Stepf
President
FrankfurtRhineMain Corporation

Gary Stix
Senior Editor and Writer
Scientific American

Prof. Richard Wolin
Distinguished Professor, Ph.D. Program in History
The Graduate Center, City University of New York (CUNY)

Prof. Shirley M. Tilghman
President
Princeton University

Allison Young
Consul, Senior Trade Commissioner
The Consulate General of Canada, New York

Dr. Curtis J. Zimmermann, J.D.
Manager, Government Liaison Innovation and Technology
BASF Corporation

Dr. James W. Van Dam
Director, Research Division, Office of Fusion, Energy Studies (OFES)
U.S. Department of Energy (USDOE)

Carlton Vann
Director, Division of International Business
Office of the Mayor of the City of New York
Delegation for Technology Transfer

**Frédéric M. Casañs**
Scientific Officer
Project Management Jülich Forschungszentrum Jülich GmbH

**Dipl.-Phys. Hartmut Pausewang**
Head of Division Technology Transfer, Cooperation Science and Economy, Patents and Entrepreneurship Ministry of Innovation, Science and Research North Rhine-Westphalia

**Alfred Schillert**
Chairman, Board of Directors TechnologieAllianz e.V.
Managing Director PROvendis GmbH

**Dr. Dirk Dantz**
Executive Director ipal Gesellschaft für Patentverwertung Berlin mbH

**Dr. Ulrich Romer**
Head of Division Standardization, Patent Policy, Inventor Promotion Federal Ministry of Economics and Technology

**Dr. Hans-Christoph Wirth**
Division Standardization, Patent Policy, Inventor Promotion Federal Ministry of Economics and Technology

**Birgit Knuth**
Public Relations Officer Project Management Jülich Forschungszentrum Jülich GmbH

**Bernhard M. Lippert**
Head of Research Section (Arbeitsbereich F: Forschung in Deutschland und Europa | Referat F1: Forschung in Deutschland) German Rectors’ Conference
GCRI EVENTS
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 Law School 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 in New York

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: Freie Universität Berlin German University Alliance (GUA)

April 23 - June 1
NanoART Exhibition
Co-Sponsors: Center for Nanointegration Duisburg-Essen (CENIDE) Goethe-Institut Chicago
Event Location: Goethe-Institut, Chicago, IL

April 26
Planning Successful International Careers and Building Global Networks
Co-Sponsor: University of California, Davis
Event Location: University of California, Davis, CA

April 27
Building Your International Career: Strategic Networking and Funding Opportunities in Germany
Co-Sponsor: Stanford University
Event Location: Stanford University, Stanford, CA

April 30
Building Your International Career: Teaching, Research, and Funding Opportunities in Germany and Europe
Co-Sponsor: New York University School of Medicine, New York University Langone Medical Center
Event Location: New York University Langone Medical Center, New York, NY

May 16
Manufacturing, Innovation, and Workforce Training: What Works in Germany and the United States for Jobs and Growth
Event Location: The Aspen Institute, Washington, DC

May 21
Germany’s Energy Transition: One Year Later
Co-Sponsor: American Council on Germany (ACG)

May 30 - June 1
Experience Art Interface with Nanotechnology: NanoArt
Co-Sponsors: Consulate General of the Federal Republic of Germany in Boston, MA Massachusetts Institute of Technology (MIT)
Event Location: Massachusetts Institute of Technology (MIT), Cambridge, MA

June 6
Connectome: Uniting People and Machines to Map the Mind
Co-Sponsors: Carl Zeiss Microscopy, LLC Massachusetts Institute of Technology (MIT) Max-Planck-Gesellschaft
June 7
Workshop: Autostereoscopic 3D in the Medical Arena – The Next Step in Visualization
Co-Sponsors:
Fraunhofer Heinrich Hertz Institute (Fraunhofer HHI)
German American Chambers of Commerce, Inc. (GACC)
Event Location:
Massachusetts General Hospital, Boston, MA

June 12
Autostereoscopic 3D in the Medical Arena – The Next Step in Visualization
Co-Sponsors:
Fraunhofer Heinrich Hertz Institute (Fraunhofer HHI)
German American Chambers of Commerce, Inc. (GACC)
Event Location:
Memorial Sloan-Kettering Cancer Center (MSKCC), New York, NY

September 5
Education vs. Training: Reflecting on the Purpose of University Education in the 21st Century
Co-Sponsor:
German Rectors’ Conference (HRK)

September 7
GAIN-TEN Transatlantic Entrepreneurship Network: Second Transatlantic Entrepreneurial Breakfast
Co-Sponsors:
Consulate General of the Federal Republic of Germany in Boston, MA
German Academic International Network (GAIN)
Event Location:
Consulate General of the Federal Republic of Germany, Boston, MA

September 10
German Science Evening – Delaying Decline: The Relationship between Stem Cells, Aging, and Cancer
Co-Sponsors:
Embassy of the Federal Republic of Germany, Leibniz Association
Event Location:
German Research Foundation (DFG)

October 11
R&D Roundtable
Co-Sponsors:
BASF Corporation
Consulate General of the Federal Republic of Germany in New York
German American Chambers of Commerce, Inc. (GACC)

October 17
FOCUS: Healthcare Information Technology: Electronic Medical Records and Beyond
Co-Sponsors:
Detecon, Inc.
German American Chambers of Commerce, Inc. (GACC)

October 24
Leibniz Lecture: Modern Science and Religion: Are They Mutually Exclusive?
Co-Sponsor:
German Research Foundation (DFG)

October 25
Animal Globalism: Zoos, Slaughterhouses, and the City in the 19th Century
Co-Sponsor:
German Academic Exchange Service (DAAD)

October 25 - 26
Transatlantic Collaboration in Graduate Education, Conference and Workshop – Canada, USA, and Germany
Co-Sponsor:
German Academic Exchange Service (DAAD)

November 7
Keeping Manufacturing Competitive: Industry-University Collaboration in Germany and the U.S.
Co-Sponsor:
UAS7 – Seven German Universities of Applied Sciences

November 15
FOCUS: Smart Grid: The Future of Interactive Energy Consumption
Co-Sponsor:
German American Chambers of Commerce, Inc. (GACC)

December 6
The Changing Role of the University in the 21st Century
Co-Sponsor:
Social Science Research Center Berlin (WZB)

December 18
Leibniz Lecture: News from the Universe: Near-Earth Asteroids and Extrasolar Planets
Co-Sponsor:
German Research Foundation (DFG)
Which Way Did It Go? New Insights into the Organization and Development of Brain Circuits That Compute Motion Direction

Our visual systems allow us to appreciate the beauty of the world, but they were evolved primarily to help us survive by avoiding predators and capturing prey. Central to that task is the ability to instantly determine whether objects are moving, and the direction of that movement. During this panel discussion, Professors David Fitzpatrick and Joshua Sanes discussed how identifying motion-sensitive neurons in the visual system aids in understanding brain function and development. They have both pioneered new technologies to identify motion-sensitive neurons at multiple levels of the visual system. These technologies allow them to explain the interplay between nature (genetics) and nurture (experience) in the neurons’ development. Prof. Sanes, whose research introduced new ways of imaging synapses as they form, finds that nature predominates in the retina. Analyzing the connections that transmit information between nerve cells, he recently extended his focus to the visual system and studies how retinal circuits assemble. According to Prof. Fitzpatrick, nurture plays an important role in the cerebral cortex.

Event Speakers:

- **Dr. David Fitzpatrick**, Scientific Director and CEO, Max Planck Florida Institute (MPFI)
- **Dr. Joann Halpern**, Director, German Center for Research and Innovation (Introduction)
- **Dr. Claudia Hillinger**, Vice President for Institute Development, Max Planck Florida Institute; President, Max Planck Florida Foundation (Introduction)
- **Dr. Joshua Sanes**, Professor of Molecular and Cellular Biology, Department of Neuroscience, Harvard University

Event Outcome:

- An article, "The Circuitry of Vision," by Johanna Goldberg was published on the Dana Foundation Blog (February 1, 2012).
Universities and Their Impact on the Economy and Society

Both the small German university town of Heidelberg and the metropolis of New York City prioritize academics, research, and development as a means of fostering growth and maintaining economic competitiveness in the 21st century and beyond. Prof. Peter Meusburger, whose main research interests include geography of knowledge, science, and education, as well as geography of labor and economic geography, addressed the role of academia as a driver of social and economic development, highlighting Universität Heidelberg’s past and future influence as a catalyst for innovation. He also presented his recently published Wissenschaftsatlas (“Science Atlas”), which chronicles the relationship between the university’s expansive research facilities, the city, and the global community. Euan Robertson discussed New York City’s policy initiative for academic progress, the highly visible Tech Campus competition, which will unite Cornell University and Technion-Israel Institute of Technology in a cutting-edge campus to be built on Roosevelt Island.

Event Speakers:

- **Dr. Joann Halpern**, Director, German Center for Research and Innovation (Moderator)
- **Irmintraud Jost**, Executive Director, Heidelberg University Association (Introduction)
- **Prof. Dr. Dr. h.c. Peter Meusburger**, Distinguished Senior Professor of Economic and Social Geography, Universität Heidelberg
- **Euan Robertson**, Managing Director – Center for Economic Transformation, New York City Economic Development Corporation (NYCEDC)

Event Outcomes:

- An Elsevier representative who attended the event invited Prof. Meusburger to collaborate on a bibliometrics project.
- Two international publications by Prof. Meusburger were inspired by the discussions that occurred during this event.
- The event inspired Prof. Meusburger to develop a series of symposia entitled “Knowledge and Space,” which will begin in September 2014. The symposia will focus on universities and their socioeconomic impact, a theme that was addressed during the GCRI-Universität Heidelberg panel discussion. A representative from Elsevier has been invited to speak at one of the symposia in the series.
Leibniz Lecture: Das ist doch keine Kunst! Ten Images from Mathematics

In 2012, GCRI hosted four Leibniz Lectures with the German Research Foundation (DFG). The Gottfried Wilhelm Leibniz Prize is the highest honor awarded in German research and the prize is awarded solely on the basis of the scientific quality of the recipient’s work. Up to ten prizes are conferred annually with a maximum of 2.5 million euros per award. By hosting Leibniz Lectures in different regions throughout the world, the DFG aims to increase the international visibility of top-level German research. The first event of the DFG-GCRI Leibniz Lecture Series featured Prof. Günter Ziegler who brought mathematical images to life.

Event Speakers:

- Dr. Eva-Maria Streier, Director, DFG Office North America/New York (Moderator)
- Busso von Alvensleben, Consul General, Consulate General of the Federal Republic of Germany in New York (Introduction)
- Prof. Günter M. Ziegler, Ph.D., Director, Media Office, German Mathematical Society; Spokesperson and faculty member, Berlin Mathematical School; Professor, Department of Discrete Geometry, Freie Universität Berlin; Gottfried Wilhelm Leibniz Prize Recipient, 2011

Other Leibniz Lectures in 2012:

- Children with Rare Diseases: From Therapeutic Orphans to Pioneers of Personalized Medicine
  September 10, 2012, Speaker: Prof. Dr. Christoph Klein, Professor and Chair, Department of Pediatrics, Ludwig-Maximilians-Universität München; Gottfried Wilhelm Leibniz Prize Recipient, 2010
- Modern Science and Religion: Are They Mutually Exclusive?
  October 24, 2012, Speaker: Prof. Dr. Dr. h.c. Friedrich Wilhelm Graf, Chair and Professor, Institute of Systematic Theology, Ludwig-Maximilians-Universität München; Gottfried Wilhelm Leibniz Prize Recipient, 1999
- News from the Universe: Near-Earth Asteroids and Extrasolar Planets
  December 18, 2012, Speaker: Prof. Dr. Günther Hasinger, Astronomer and iFA Director, Institute for Astrophysics, University of Hawaii; Gottfried Wilhelm Leibniz Prize Recipient, 2005

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As one of the leading European research universities in the humanities and social sciences with a strong focus on international cooperation, Freie Universität (FU) Berlin has been actively shaping dialogue on the humanities in Europe. FU Berlin’s President, Prof. Peter-André Alt, and Prof. Christof Mauch, the founding director of the Rachel Carson Center for Environment and Society, the largest project in the humanities at Ludwig-Maximilians-Universität München, represented the German perspective in this transatlantic discussion on the challenges, contributions, and progress in humanities education and research. Prof. Chad Gaffield, the President of the Social Sciences and Humanities Research Council of Canada, and Prof. Don M. Randel, President of The Andrew W. Mellon Foundation, joined them in addressing issues, such as public awareness, funding, and the future of the humanities, especially under the growing pressure of graduates’ need for employment.

Event Speakers:

- **Univ.-Prof. Dr. Peter-André Alt**, President, Freie Universität Berlin
- **Prof. Mark Anderson**, Professor of German, Columbia University (Moderator)
- **Dr. Chad Gaffield**, President, Social Sciences and Humanities Research Council of Canada
- **Prof. Dr. Christof Mauch**, Director, Rachel Carson Center for Environment and Society; Director, Lasky Center for Transatlantic Studies; Chair and Professor, American Cultural History, Ludwig-Maximilians-Universität München
- **Dr. Don M. Randel**, President, The Andrew W. Mellon Foundation

“I was impressed by the engaging discussion among the panelists concerning our joint efforts for globalized humanities and by the insightful questions and comments from our expert audience. An important result of the evening was the personal contact and conversations with leaders of two North American research funding institutions in the humanities, bearing potential for more collaborative research projects with institutions in the U.S. and Canada. It was a pleasure to co-host this event with the GCRI.”

Univ.-Prof. Dr. Peter-André Alt, President, Freie Universität Berlin
Manufacturing, Innovation, and Workforce Training: What Works in Germany and the United States for Jobs and Growth

The Aspen Institute, Washington, DC

May 16, 2012

Germany sets an example worldwide for cutting-edge technology, innovation, and a well-trained workforce. This conference brought together German and U.S. representatives from government, industry, and academia to explore the ways manufacturing serves as an engine of growth and job creation in the U.S. and Germany. The United States Acting Secretary of Commerce, Dr. Rebecca M. Blank, delivered the keynote address, providing domestic perspectives on manufacturing and commerce. Speakers, panelists, and participants then discussed approaches through which policy could further strengthen the countries’ overall competitiveness and innovation capacity. Each program segment was followed by a moderated Q&A session. For GCRI, this was the second event in the GCRI manufacturing and innovation series, following the successful panel discussion with the Information Technology Innovation Foundation on Germany’s Innovation Model.

Welcome:
- Dr. Peter Ammon, German Ambassador to the United States, Embassy of the Federal Republic of Germany
- Elliot Gerson, Executive Vice President of Policy and Public Programs, International Partners, The Aspen Institute

Keynote:
- Dr. Rebecca M. Blank, Acting Secretary of Commerce, United States Department of Commerce

Panel I:
Manufacturing as Engine of Growth – The Industry’s Perspective
- Dr. F.-Hans Grandin, President and CEO, Komet of America, Inc.
- Josef Kerscher, President, BMW Manufacturing Co., LLC
- Michael Laszkiewicz, Vice President & General Manager, Automation Power Control Business, Rockwell Automation, Inc.
- Bruce Stokes, Senior Transatlantic Fellow, German Marshall Fund (Moderator)

“The German Center for Research and Innovation does an excellent job of bringing the scientific and business communities on both sides of the Atlantic together to share ideas, best practices, and insights into the role of technology and cutting-edge science in driving the modern economy.”
Dr. Tom Duesterberg, Executive Director, Manufacturing and Society in the 21st Century, The Aspen Institute

“The German Center for Research and Innovation helps BMW to establish contact with German companies in the U.S. and to address the topic of apprenticeships in the U.S.”
Josef Kerscher, President, BMW Manufacturing Co., LLC

“Representative of German Industry + Trade”

Co-Sponsors
### Panel II: Staying Competitive by Spurring Innovation – The Role of Governmental Support

- **Dr. Joann Halpern**, Director, German Center for Research and Innovation (Moderator)
- **Prof. Dietmar Harhoff**, Ph.D., Chairman, German Commission of Experts for Research and Innovation; Director, Institute for Innovation Research, Technology Management and Entrepreneurship, Professor of Business Administration, Ludwig-Maximilians-Universität München
- **Dr. Patrick D. Gallagher**, Undersecretary of Commerce for Standards and Technology, Director of National Institute of Standards and Technology (NIST), U.S. Department of Commerce

### Luncheon Session: The Importance of Workforce Training for Advanced Economies

- **Emily S. DeRocco**, Former President, The Manufacturing Institute, National Association of Manufacturers (NAM) (Moderator)
- **Prof. Dr. Friedrich Hubert Esser**, President, Federal Institute for Vocational Education and Training (BIBB)
- **Joseph M. Pietrantonio**, Vice President, Environment, Health, Safety & Quality, and Corporate Chief Engineer, Air Products and Chemicals, Inc.
- **Thomas J. Snyder**, President, Ivy Tech Community College
- **Dr. Tim Welsh**, Senior Vice President, National Industry Strategy Group, University of Phoenix

### Closing Remarks:

- **Peter Fischer**, Head of Economic Affairs, Embassy of the Federal Republic of Germany
- **Dr. Thomas Zielke**, President and CEO, Representative of German Industry and Trade

### Event Outcome:

- The Embassy of the Federal Republic of Germany launched the “Skills Initiative” to identify and share information about best practices in sustainable workforce development, in cooperation with German companies investing in the U.S.
Germany’s Energy Transition: One Year Later

The Fukushima nuclear explosions in 2011 heightened the international focus on safe energy procurement. Germany responded to this heightened international energy focus by turning to a fast-paced nuclear phase-out program. By 2020, the German government plans to reduce greenhouse gas emissions by 40% compared to emission levels in 1990, and to expand renewable sources of electricity by 35%. The last nuclear power plant is scheduled to be shut down two years after that, in 2022. By 2050, Germany plans to be 80-95% below 1990 CO2 emission levels and to derive 80% of the nation’s electricity from renewables. At this luncheon discussion, Prof. Miranda Schreurs examined the rationale and mechanisms for achieving these goals and described plans for assessing the success of Germany’s energy transition program.
“This GCRI-ACG event provided an outstanding updated overview concerning Germany’s bold vision to transform its energy sector to address the twin problems of climate change and energy dependence. Prof. Schreurs outlined the role that innovation must play to place Germany on a path to sustainability. Germany’s leadership in technology and engineering will be called upon in the coming years to develop and deploy solutions to these challenges, which not only impact Germany, but also the entire world.”

Timothy L. Hoffman, Managing Director, Investment Banking, Watts Capital Partners, LLC

**Event Speakers:**

- **Dr. Helena Kane Finn,** Vice President and Director of Programs, American Council on Germany (ACG) (Moderator)
- **Dr. Joann Halpern,** Director, German Center for Research and Innovation (Introduction)
- **Prof. Dr. Miranda Schreurs,** Director, Environmental Policy Research Center; Professor of Comparative Politics, Freie Universität Berlin
First publicized in a 2005 paper by Olaf Sporns, the term “connectome” refers to a structural description of the neuronal connections in the brain. According to a doctrine known as “connectionism,” the properties of the human mind, from memories to mental disorders, are encoded in a distinctive pattern of neural connections. Since the connections of individual neurons differ from brain to brain, they contribute to a person’s uniqueness. For years, connectionism has inspired a new generation of scientists to search for the connectome, a map of links between individual neurons in the brain. To date, the only connectome that has been mapped in its entirety is that of the worm, *C. elegans*. In order to visualize the wiring of the human brain, to understand its workings and malfunctions, Prof. Sebastian Seung founded Wired Differently, an online citizen science community, which enlists volunteers from the general public to map connectomes by analyzing neural images via an online gaming experience. The German-U.S. collaboration Eyewire, which is built around datasets from Prof. Winfried Denk’s laboratory in Heidelberg, Germany, is Wired Differently’s first project.

**Event Speakers:**

- **Prof. Dr. Winfried Denk**, Managing Director, Department of Biomedical Optics, Max Planck Institute for Medical Research, Heidelberg; Kavli Prize Recipient, 2012; Gottfried Wilhelm Leibniz Prize Recipient, 2003
- **Dr. Joann Halpern**, Director, German Center for Research and Innovation (Introduction)
- **Prof. Dr. Sebastian Seung**, Professor of Computational Neuroscience, Department of Brain and Cognitive Sciences, Department of Physics, Massachusetts Institute of Technology
- **James A. Sharp**, President, Carl Zeiss Microscopy, LLC; President & CEO, Carl Zeiss, Inc. (Moderator)

“The event was a wonderful opportunity for researchers to meet with experts and learn about German and U.S. innovation in the field of connectomics.”

James A. Sharp, President, Carl Zeiss Microscopy, LLC; President & CEO, Carl Zeiss, Inc.

“In his fascinating presentation, Dr. Seung was able to explain how the sheer magnitude of the topic’s mathematical processing requirements elicits alternative research techniques. His attempt to solicit worldwide support from scientists and lay people via an “Internet game” furthers the research process more efficiently. As a German, I rarely stand in line, but I waited for over an hour to get his personally autographed book!”

Juliane von Schmeling, CEO, Quest Worldwide, New York/Frankfurt
3D has the potential to become the next major innovation in medicine and healthcare. While 3D models and objects are widely used in medical imaging, this data is still displayed in two dimensions, leading to the loss of valuable information. This interactive autostereoscopic 3D workshop, which took place in Boston and New York, provided physicians and medical imaging experts with the opportunity to experience the benefits of this new technology first-hand. The workshop in Boston was held on June 7, 2012, at the Massachusetts General Hospital, Boston, MA.

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

Memorial Sloan-Kettering Cancer Center, New York, NY

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**Presentations:**

- 3D Visualization in the Medical Arena: Expectations from a Clinician’s Point of View (Dr. Ceferino Obcemea, Chief Physicist, Memorial Sloan-Kettering Cancer Center)
- Introduction to the Fraunhofer Society and Fraunhofer Heinrich Hertz Institute (HHI) (Dipl.-Kfm. Michael Witte, Head of Strategic Marketing, Fraunhofer HHI, & Frank Menzler, Senior Director USA, Fraunhofer USA)
- (Auto)Stereoscopic 3D: Current Stage and Future Developments (Dr. Ulrich Leiner, Head of Interactive Media, Fraunhofer HHI)
- From Bad to Good Stereo, from Stereoscopic to Multiview 3D: How Minimally Invasive Surgery Could Benefit from the Entertainment Industry (Jürgen Rurainsky, Member, Image Processing Department, Fraunhofer HHI, & Michael Witte, Fraunhofer HHI)

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“Thanks to the initiative of the German Center for Research and Innovation, the Fraunhofer 3D event was a very important and exciting academic meeting which enabled us to learn about the latest advances in 3D imaging from our German colleagues. As a result, we have started to exchange ideas with Fraunhofer HHI on how we can incorporate these 3D-visualization techniques to our clinic, specifically in the field of minimally-invasive surgery. We hope to strengthen this collaboration formally at an institutional level and look forward to a joint research project.”

Dr. Ceferino Obcemea, Chief Physicist, Memorial Sloan-Kettering Cancer Center

“We have profited a lot from the workshop. The main goal to get to new partnerships was achieved. We thank the GCRI team for its strong support.”

Dipl.-Kfm. Michael Witte, Head of Strategic Marketing, Fraunhofer HHI

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Co-Sponsors
According to Wilhelm von Humboldt, the German philosopher and founder of the University of Berlin, education is about "Bildung" – the concept of uniting the individual, culture, and society in harmonious interplay. Are universities responsible for training professionals? To what extent are they responsible for cultivating the individual? For this part of GCRI's higher education series, German and U.S. university leaders convened at the German Center for Research and Innovation to discuss different approaches to and current challenges of a traditional university education. Prof. Dieter Lenzen discussed the importance of providing a humanistic education through science. He also explained how the Bologna Process has transformed the discussion about education and professional training in Germany. Whereas higher education in Germany is more professionally oriented, the liberal arts approach is uniquely American. With a strong emphasis on critical and ethical thinking as well as verbal and written communication skills, liberal arts programs are facing increased pressures. Dr. Nancy L. Zimpher spoke about how the State University of New York (SUNY) has been able to bridge the gap between education and employability. Prof. Beate Schücking's presentation focused on gender, lifelong learning, and the internationalization of universities.

September 5, 2012

Education vs. Training: Reflecting on the Purpose of University Education in the 21st Century

Event Speakers:

- **Prof. Dr. Dieter Lenzen**, President, Universität Hamburg; Vice President for International Relations, German Rectors' Conference
- **Prof. Jeffrey M. Peck**, Dean of the Weissman School of Arts and Sciences, Vice Provost for Global Strategies, Baruch College, City University of New York (Moderator)
- **Dr. Oliver Schnakenberg**, Deputy Consul General, Consulate General of the Federal Republic of Germany in New York (Introduction)
- **Prof. Dr. med. Beate Schücking**, President, Universität Leipzig
- **Dr. Nancy Zimpher**, Chancellor, State University of New York

"Germany provides an enviable model for integrating workforce training into an educational system. This panel demonstrated that the U.S. can learn a significant amount from this model."
Prof. Jeffrey M. Peck, Dean of the Weissman School of Arts and Sciences, Vice Provost for Global Strategies, Baruch College, City University of New York

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**Co-Sponsor**

**HRK** German Rectors’ Conference
The Voice of the Universities
This Entrepreneurial Breakfast, which took place during the 12th Annual Meeting of the German Academic International Network (GAIN), provided a unique opportunity to participate in lively exchanges about start-up companies on both sides of the Atlantic. A panel of researchers, investors, representatives of funding organizations, and government officials discussed how to promote innovative entrepreneurial projects and support young researchers. Successful young entrepreneurs from the GAIN-TEN Transatlantic Entrepreneurship Network shared their experiences and offered insider perspectives on the German and American entrepreneurial ecosystems.

**Event Speakers:**

- **Rainer Christine**, Former CEO and Co-Founder, Amxa GmbH
- **Dr. Charles L. Cooney**, Faculty Director, MIT Deshpande Center for Technological Innovation
- **Dr. Lukas Günther**, Investment Director, Wellington Partners GmbH
- **Dr. Joann Halpern**, Director, German Center for Research and Innovation
- **Cornelia Reimoser**, Management Program Attract, Department Strategy and Programs, Fraunhofer-Gesellschaft
- **Dr. Andreas Schmidt**, CEO, AyoxxA Biosystems GmbH
“The GAIN-TEN Entrepreneurial Breakfast was a great opportunity to reflect with a unique group of people from different trades of life on the different aspects of technology entrepreneurship - away from daily routine or the limitations of their own field of work. I believe that mindset is what it takes to start something new.”

Andrea Deierlein, Peter-Paul Henze Helge Braun and GAIN-TEN participants

Dr. Andreas Schmidt, CEO, AyoxxA Biosystems GmbH

“The GAIN-TEN entrepreneurship breakfast was one of those rare events where scientists, entrepreneurs, academic directors, politicians, and investors discuss openly.”

Dr. Lukas Günther, Investment Director, Wellington Partners Partners GmbH
Electronic medical records (EMRs) have the potential to transform the delivery and application of medical services. Ranging from remote patient monitoring to patient understanding via social media, innovations in electronic healthcare are patient-focused, efficient, and highly integrated. Whereas some regard the implementation of EMRs as a costly initiative, others foresee its capacity to enhance the quality of healthcare, to detect trends, and even stop epidemics. Developments in health information technology promise to improve the cross-connectivity of health information platforms, the accessibility of health records, the quality of care, and patient safety. EMRs, in particular, allow healthcare providers to collect, store, retrieve, and exchange information electronically. Yet these advantages are countered by privacy, financing, and timely implementation concerns. The panelists represented three major German players in the global healthcare industry: Dirk Feldman presented Siemens’ responses to the challenge of accountable healthcare innovations. Bernt C. Klein discussed how mobile apps will revolutionize the health IT ecosystem. Prof. Dr. Wolfgang Renz addressed the relationship between medication adherence and electronic health record algorithms.

**Event Speakers:**

- **Dirk Feldmann**, Director Strategy, Siemens Health Services
- **Bruce Merlin Fried**, Partner and Healthcare Law and Policy Expert, SNR Denton LLP (Moderator)
- **Bernt C. Klein**, Senior Vice President – Americas, Detecon, Inc. – Deutsche Telekom Group
- **Prof. Dr. Wolfgang Renz**, Corporate Vice President, Business Model & Healthcare Innovation, Boehringer Ingelheim GmbH
Event Outcomes:

- Prof. Dr. Wolfgang Renz gave a keynote address on “The Future of Healthcare – Perspectives of ‘Connected Health’ Approaches” at the February 19, 2013, Frankfurt Medtech event, hosted by Kayle Scholer, LLP, in Frankfurt, Germany.
- On May 10, 2013, GCRI hosted the finale of the Healthcare Innovation World Cup global competition by Boehringer Ingelheim and the Healthcare Innovation and Technology (HIT) Lab.

“The information provided at the various programs organized and hosted by the GCRI has been invaluable and has opened doors both in the U.S. and Germany for our clients and relationships in the healthcare field.”

John R. Lieberman, CPA, PFS, Perelson Weiner LLP; Founder, NYC MedTech

“…The GCRI team did a great job organizing a top event on health information technology in New York City. For me as a panelist, it provided a valuable opportunity to connect to the other panelists as well as to a number of individuals in the audience during and after the event.”

Dirk Feldmann, Director Strategy, Siemens Health Services
**October 25 - 26, 2012**

**Transatlantic Cooperation in Graduate Education**

**Conference and Workshop – Canada, USA, and Germany**

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**October 25, 2012 – Program:**

- **Opening Remarks:** Dr. Sebastian Fohrbeck, Director, German Academic Exchange Service (DAAD) New York
- **Introduction of the German Center for Research and Innovation (GCRI):** Dr. Joann Halpern, Director, German Center for Research and Innovation
- **Presentation “Graduate Education in Germany – Recent Developments and Innovative Approaches”:** Prof. Dr. Erika Kothe, Vice Rector for Young Researchers and Diversity Management, Director of Jena Graduate Academy, Friedrich-Schiller-Universität Jena
- **Presentation “Graduate Education in North America – A Comparative Perspective”:** Dr. Diane Carlin, Associate Vice President for Graduate Education and Interim Director, Center for Sustainability, Saint Louis University
- **Presentations “Components of Transatlantic Exchange in Graduate Programs: Ph.D. Candidates’ Reports”:** Ph.D. candidates from German and North American universities
- **“Speed Networking”** – Canadians meet Germans meet U.S. Americans

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**Evening Lecture: Animal Globalism: Zoos, Slaughterhouses, and the City in the 19th Century** (open to the public)

- **Prof. Dr. Dorothee Brantz,** Director, Assistant Professor of Transatlantic Urban History, Center for Metropolitan Studies, Technische Universität Berlin; Director, International Graduate Research Program 2012-2015
- **Prof. Rosemary Wakeman,** Professor of History, Director, Urban Studies Program, Fordham University (Moderator)

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**October 26, 2012 – Program:**

- **Presentations by German universities and their partner institutions on collaboration schemes:**
  - “International Research Training Group on Semantic Integration of Geospatial Information”
  - Prof. Dr. Carmelita Görg, Associate President for International Relations (USA/Canada) and Mr. Torben Gerkensmeyer, Ph.D. candidate, Universität Bremen

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“**The event provided specific and concrete examples of how universities are able to partner on long-term projects within the frameworks of their respective funding agencies (e.g. DFG and NSF). The imperative to promote internationalization and global competence often encounters simple bureaucratic difficulties. The participants were able to share best practices in dealing with these problems so that interdisciplinary research excellence is promoted.”**

Dr. Elizabeth E. Covington, Executive Director, European Studies Alliance, University of Wisconsin-Madison

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**Co-Sponsor**

**DAAD**

Deutscher Akademischer Austausch Dienst

German Academic Exchange Service
“Young Researchers Transatlantic Academy, RWTH Aachen and University of Pennsylvania”
Prof. Dr. Ute Habel, Scientific Coordinator, International Research Training Group 1328, Rheinisch-Westfälische Technische Hochschule Aachen, Gabriella Skwara, Managing Director, RWTH Aachen Liaison Office USA/Canada, and Nicholas Schneider, Ph.D. candidate, University of Pennsylvania

“Ancient Philosophy and Science Network (APSN)”
Dr. Axel Klie, Graduate Program Coordinator, Humboldt-Universität zu Berlin

Panel on funding lines:
- Dr. Joann Halpern, Director, German Center for Research and Innovation (GCRI) (Moderator)
- Dr. Brent Herbert-Copley, Vice President, Research Capacity, Social Sciences and Humanities Research Council of Canada (SSHRC)
- Miriam Hippchen, Head of Section North America, Programs for North Americans, Project Grants, German Academic Exchange Service (DAAD)
- Jean Saint-Vil, Director, Policy and International Relations, Natural Sciences and Engineering Research Council of Canada (NSERC)
- John Tsapogas, Program Coordinator, Global Initiatives Program, National Science Foundation (NSF)
- Dr. Max Vögler, Director DFG Office Washington, D.C., German Research Foundation (DFG)

Workshops:
- Funding lines for mobility in graduate programs
Moderators: John Tsapogas, NSF; Elisabeth Asche, Coordinator International Graduate Research Program Berlin – New York – Toronto, Center for Metropolitan Studies, TU Berlin; Miriam Hippchen, DAAD
- Joint funding programs – advantages, challenges, and best practices
Moderators: Dr. Brent Herbert-Copley, SSHRC; Jean Saint-Vil, NSERC; Dr. Max Vögler, DFG
- Quality assurance in graduate programs – a comparative perspective and best practices
Moderators: Catarina Henke, Ph.D. Candidate, International Max Planck Research School, Friedrich-Schiller-Universität Jena; Anne MacLachlan, Senior Researcher, Center for Studies in Higher Education, University of California, Berkeley; Prof. Dr. Agostino Merico, Leibniz Center for Tropical Marine Ecology (ZMT)/Jacobs University Bremen

Presentation of workshop outcomes

“The GCRI-DAAD conference offered a perfect exchange platform between North American and German institutions, as well as the involved funding agencies on both sides of the Atlantic.”
Prof. Dr. Carmelita Görg, Associate President for International Relations (USA/Canada), Universität Bremen
In Germany and the U.S., universities play a major economic role by collaborating with local industry and attracting new investments to the region. On both sides of the Atlantic, innovative manufacturers depend on universities to cultivate a highly skilled and adaptable workforce. In the U.S., Albany and Pittsburgh serve as examples of regions in which the economy has turned around as a result of successful university-industry collaboration. At this working breakfast, Dr. Robert E. Geer presented on how the CNSE has established significant relationships with SMEs and large companies. Dr. Marc Malandro discussed innovative practices between his university and companies in the U.S. Rust Belt region. Prof. Dr. Hans-Jürgen Pfisterer’s presentation focused on how his research group supports the research and skill development needs of special machine manufacturers in the university’s region, with a particular emphasis on SME manufacturers that need to keep pace with increasingly demanding environmental regulations and consumer demand for green technology.

**Event Outcome:**

- Joint comparative research project on product and process innovation processes between industry and universities in Germany and the U.S., between the Berlin School of Economics and Law and Cornell University.
The energy industry’s demand-response system is in dire need of an overhaul. In light of the power outages caused by Hurricane Sandy, the growing necessity emerges for an intelligent energy grid with increased reliability and resilience during extreme weather situations, automatic fault location, and self-healing functionality. Also, every summer, with temperatures soaring and air conditioning at maximum capacity, insufficient monitoring abilities leave major New York City energy suppliers scrambling to meet consumers’ high energy demands while trying to prevent power brownouts and blackouts. In this part of the GCRI-GACC Smart Grid discussion series, which was launched in 2010, Bernt C. Klein discussed telecommunications engagement in the Smart Grid field. Brian Jones explained how an unprecedented level of data processing will play a critical role in providing and regulating future energy consumption. Mei Shibata presented the operational effort around coolNYC, a ConEdison-ThinkEco demand-response solution which helps regulate electricity consumption at peak times.

**Event Speakers:**

- **Matthew Allen**, Director, Consulting Services, German American Chambers of Commerce, Inc. (GACC) (Introduction)
- **Prof. Dr. Kurt H. Becker**, Associate Provost for Research and Technology Initiatives, Professor of Physics, Polytechnic Institute of New York University (Moderator)
- **Brian Jones**, Senior Principal, Energy & Utilities, SAP America Inc.
- **Bernt C. Klein**, Senior Vice President – Americas, Detecon, Inc. – Deutsche Telekom Group
- **Mei Shibata**, Chief Strategy Officer, Think Eco, Inc.

**Event Outcome:**

- The event was one in a series of Smart Grid-related events in the aftermath of Hurricane Sandy that served as motivation to place several Smart Grid tracks on the program of the 2013 Advanced Energy Conference.

“*The German Center for Research and Innovation is a phenomenal organization that offers a tremendous opportunity for professional networking and collaboration. I was quite impressed with the team, and the Smart Grid event was a great example of the innovation that this group fosters.*”

Brian Jones, Senior Principal, Energy & Utilities, SAP America Inc.

Co-Sponsor
The Changing Role of the University in the 21st Century

There is currently a great deal of concern regarding the ideals of an undergraduate education. In a few countries, such as the U.S., universities have traditionally provided students with a broad, general education in the liberal arts and sciences and the selection of a major area of concentration occurs relatively late in the course of study. Germany, on the other hand, has adopted a strategy of specialized training from the beginning of undergraduate study. As part of GCRI’s higher education series, Professors Jutta Allmendinger and Philip Altbach discussed the changing relationship between a traditional university education and the university degree as preparation for a career. Prof. Allmendinger presented on changes in the German university landscape as they relate to the move from elite to mass education and international benchmarks fostering tertiary education. Her talk addressed tensions between vocational and tertiary education, teaching and research, and the role of non-university institutions. Prof. Altbach spoke on the key global higher education trends of the first half of the 21st century, in particular, massification.

Event Speakers:

- Prof. Jutta Allmendinger, Ph.D., President, Social Science Research Center Berlin (WZB); Professor of Educational Sociology and Labor Market Research, Humboldt-Universität zu Berlin
- Prof. Philip G. Altbach, Monan University, Professor and Director, Center of International Higher Education, Lynch School of Education, Boston College
- Dr. Joann Halpern, Director, German Center for Research and Innovation (Moderator)
- Jochen Wolter, Consul, Head of Press and Public Information, Consulate General of the Federal Republic of Germany in New York (Introduction)

“The evening organized by the GCRI was one of the highlights of my fall trip to North America. A room full of interested, interesting, and knowledgeable guests came to discuss issues that are pivotal for facing the challenges ahead. I was impressed with the diversity of the audience: experienced academics, managers from the business world, young international researchers, all asking excellent questions and offering insights from their respective fields and perspectives. A true intellectual delight.”

Prof. Jutta Allmendinger, Ph.D., President, Social Science Research Center Berlin (WZB)

“Dr. Curtis J. Zimmermann, J.D., Manager, Government Liaison, Innovation & Technology North America, BASF Corporation

“..."
GCRI Event Series

**GCRI Higher Education Series**

February 29, 2012: Universities and Their Impact on the Economy and Society

April 3, 2012: Still in Good Shape? The Role of Humanities in Higher Education and Society

September 5, 2012: Education vs. Training: Reflecting on the Purpose of University Education in the 21st Century

December 6, 2012: The Changing Role of the University in the 21st Century

**GCRI Manufacturing Series**

October 18, 2011: Boosting Competitiveness by Connecting Science and Industry: Insights from Germany’s Innovation Model

May 16, 2012: Manufacturing, Innovation, and Workforce Training: What Works in Germany and the United States for Jobs and Growth

November 7, 2012: Keeping Manufacturing Competitive: Industry-University Collaboration in Germany and the U.S.

**GCRI Medical Technology Series**

June 7 & 12, 2012: Autostereoscopic 3D in the Medical Arena – The Next Step in Visualization

October 17, 2012: FOCUS: Healthcare Information Technology: Electronic Medical Records and Beyond

**GCRI Renewable Energy Series**

May 21, 2012: Germany’s Energy Transition: One Year Later

November 15, 2012: FOCUS: Smart Grid: The Future of Interactive Energy Consumption (part of the annual GCRI-GACC Smart Grid Series, which was launched in 2010)

**Coming up in 2013: GCRI Big Data Series; STEM Education Series**
Conferences & Symposia 2012

January 20
Destination Europe: Your Research and Innovation Opportunities Conference
Location: Cambridge, MA

January 21-23
The 16th European Career Fair (ECF) at MIT
Location: Cambridge, MA

February 23
EU-NJ Business Forum on Technology and Innovation
Location: New Brunswick, NJ

March 5-6
Research Marketing: North American Regional Conference
Location: New York, NY

March 21
NYC Next Idea Conference
Location: New York, NY

April 23-24
2012 Consular Conference
Location: Washington, DC

May 10-11
Global Conference & Workshop of the Deutsche Wissenschafts- und Innovationshäuser (DWIHs)
Location: Berlin, Germany

May 16
Manufacturing, Innovation, and Workforce Training: What Works in Germany and the United States for Jobs and Growth
Location: Washington, DC

May 30
Implications of a Data-Driven Built Environment – The New York Academy of Sciences
Location: New York, NY

June 18-21
The 2012 BIO International Convention – The Global Event for Biotechnology
Location: Boston, MA

June 19
Building New York’s Innovation Pipeline Workshop
Location: New York, NY

July 5-6
The 6th DAAD Network Conference
Location: Bonn, Germany
August 19-23
American Chemical Society (ACS)
National Meeting & Exposition –
Materials for Health & Medicine
Location: Philadelphia, PA

September 7-9
German Academic International Network
(GAIN) Annual Meeting
Location: Boston, MA

September 17
Goethe-Institut New York Language Conference
Location: New York, NY

September 20-21
Heidelberg University Research-Alumni
Meeting Boston 2012
Location: Boston, MA

September 28
National Institutes of Health (NIH)
International Opportunities Expo 2012
Location: Bethesda, MD

October 13-17
Society for Neuroscience (SfN) Annual Meeting
Location: New Orleans, LA

October 22
BAVARIA – Tri-State Partnering and Investors
Forum – Building German-U.S. Growth
Opportunities
Location: New York, NY

October 25-26
DAAD/GCRI Conference und Workshop:
Transatlantic Collaboration in Graduate
Education
Location: New York, NY

November 2-4
Humboldt Colloquium – Excellence in Research
Location: Toronto, Canada

December 1
Northeast Sustainable Energy Association
(NESEA) Building Energy NYC Conference
Location: New York, NY
2013 Outlook

January 17
Energy Revolution 2.0 – Opportunities and Challenges of Shale Gas in the U.S.
Co-Sponsors:
Consulate General of the Federal Republic of Germany in New York
German American Chambers of Commerce, Inc. (GACC)

February 25
The Paradigm Shift in the Energy World
Co-Sponsors:
American Council on Germany (ACG)
E.ON SE

February 26
GCRI Student Outreach: How International Experience Can Enhance Your Career

February 28
The Crisis of the European State System
Co-Sponsors:
German Research Foundation (DFG)
The New School for Social Research
American Council on Germany (ACG)

March 14
Global Logistics: Challenges and Solutions
Co-Sponsor:
ConRuhr North America

March 27
Climate-proofing Cities
Co-Sponsors:
American Friends of Bucerius
Consulate General of the Federal Republic of Germany in New York

April 4
Aging: Changing Attitudes and Successful Coping Mechanisms
Co-Sponsor:
Heidelberg University Association

April 17
The Tech Campus: A Catalyst for Innovation and Regional Development
Co-Sponsor:
ConRuhr North America

May 10
Healthcare Innovation World Cup
Co-Sponsors:
Boehringer Ingelheim
Healthcare Innovation and Technology (HIT) Lab

May 16
The Temptations of Big Data
Co-Sponsor:
Social Science Research Center Berlin (WZB)

June 3
The Future of Contact Sports: Sports-related Head Injuries and Their Effect on Memory
Co-Sponsor:
Ludwig-Maximilians-Universität München (LMU)

June 17
The Neuroscience of Gender
Co-Sponsor:
RWTH Aachen University

June 25
From University Innovation to the Marketplace
Co-Sponsors:
Hodgson Russ LLP

June 27
The Many Faces of Big Data
Co-Sponsors:
Max-Planck Institute for Informatics (MPII)
Polytechnic Institute of New York University (NYU-Poly)

August 30
Third Transatlantic Entrepreneurial Breakfast
Co-Sponsors:
Consulate General of the Federal Republic of Germany in San Francisco
German Academic International Network (GAIN)
Location:
San Francisco, CA
September 10
Breast Cancer
Co-Sponsor:
Carl Zeiss

September 12
“Germany to NYC” Innovation Showcase
Co-Sponsor:
ifridge & Company

October 8
FOCUS: Logistics
Co-Sponsors:
Consulate General of the Federal Republic of Germany in New York
German American Chambers of Commerce, Inc. (GACC)

October 10
The European Financial Crisis and the Future of the European Union
Co-Sponsor:
Social Science Research Center Berlin (WZB)

October 16
Strategies for Recruitment, Retention, Mentoring of Women in STEM: U.S.-German Perspectives
Co-Sponsors:
Lehigh University
University of Cologne

October
Urban Transportation and Logistics
Co-Sponsor:
German Aerospace Center (DLR)
Location:
Washington, DC

October
Mitigating Climate Change in Cities
Co-Sponsor:
Yale University

November
Stress and Cities: Mental Health in Modern Society
Co-Sponsor:
Heidelberg University

November
Brain/Computer Interface
Co-Sponsor:
German Research Foundation (DFG)

November 21
FOCUS: Smart Grid
Co-Sponsors:
Fraunhofer-Gesellschaft
German American Chambers of Commerce, Inc. (GACC)

December 11
Engaging Girls in STEM Education
Co-Sponsor:
German Aerospace Center (DLR)

December
The Crisis of Intellectualism in the U.S.
Co-Sponsor:
Heidelberg University

November
Community Colleges and Workforce Development
Co-Sponsor:
Embassy of the Federal Republic of Germany (TBD)
GCRI ON THE WEB
The GCRI Website – www.germaninnovation.org

In 2012, the GCRI website tracked 116,637 page views and 46,453 visits from 31,010 visitors.

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>Change in numbers</th>
<th>Change in percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors¹</td>
<td>14,311</td>
<td>31,010</td>
<td>16,699</td>
<td>+116.96%</td>
</tr>
<tr>
<td>Visits²</td>
<td>21,195</td>
<td>46,453</td>
<td>25,258</td>
<td>+119.17%</td>
</tr>
<tr>
<td>Page views³</td>
<td>57,621</td>
<td>116,637</td>
<td>59,016</td>
<td>+202.42%</td>
</tr>
</tbody>
</table>

The GCRI’s web presence is a key instrument in fulfilling GCRI’s mission by providing an information platform for individuals who are interested in the German science and innovation landscape and wish to conduct research or business. In addition to presenting GCRI events and related media, such as videos, podcasts, and photo galleries, the GCRI website 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. GCRI made a number of website enhancements in 2012. These included the creation of a Centers of Innovations in Germany map which links to subpages of each featured institution, a filter system for the German Innovations section by year, and the development of the Podcasts and Interview pages.

### The most popular pages

<table>
<thead>
<tr>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Postings</td>
<td>Job Postings</td>
</tr>
<tr>
<td>Centers of Innovation in Germany</td>
<td>Centers of Innovation in Germany</td>
</tr>
<tr>
<td>The Aging Brain</td>
<td>Resources for Graduates &amp; Doctoral Students</td>
</tr>
<tr>
<td>At the GCRI</td>
<td>Resources for Undergraduates</td>
</tr>
<tr>
<td>Technology Parks &amp; Centers</td>
<td>Resources for Postdocs</td>
</tr>
<tr>
<td>About Us</td>
<td>GCRI Team</td>
</tr>
<tr>
<td>Events Calendar</td>
<td>Technology Parks &amp; Centers</td>
</tr>
<tr>
<td>Photo Gallery</td>
<td>German Innovations</td>
</tr>
</tbody>
</table>

¹ Unique visitor is a term used in Web analytics to refer to a person who visits a site at least once within the reporting period. The number of visitors is tracked by the individuals’ IP addresses.
² A visit occurs when someone visits a website. A visit consists of one or more page views.
³ A page view is a request to load a single HTML file ("page") of an Internet site.
Visits

14,578 United States
9,455 Germany
3,873 India
1,898 United Kingdom
1,230 Canada

France 645
Russia 627
Italy 605
Netherlands 565
Spain 534
Australia 464
Pakistan 445
China 423
Poland 405
Turkey 377
Egypt 328
Iran 308
Mexico 299
Malaysia 296
Brazil 292
Belgium 270
Japan 260
Switzerland 259
Singapore 252
If you missed a GCRI event or if you are interested in learning more about a specific topic, the GCRI website also includes video recordings of the majority of GCRI programs. In 2012, 20 videos were loaded 11,400 times and embedded 8,217 times. For individuals who prefer an audio version, GCRI also provides podcasts from each recorded event. The Video and Podcasts pages can be found in the News & Events section of the GCRI website.
Each month, GCRI’s newsletter E-NNOVATION GERMANY highlights a different topic from the German science, research, and innovation landscapes. Since its launch in April 2010, E-NNOVATION GERMANY has captured the attention of a growing readership in North America and Germany. During the past year, the number of readers increased by 46.7%.

GCRI Newsletter Subscribers in 2012

<table>
<thead>
<tr>
<th>Month</th>
<th>Subscribers</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>1,666</td>
<td>Vision and the Brain</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>1,696</td>
<td>Universities as Catalysts and Drivers for Regional Development</td>
</tr>
<tr>
<td>MARCH</td>
<td>1,746</td>
<td>Research Museums</td>
</tr>
<tr>
<td>APRIL</td>
<td>1,838</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>MAY</td>
<td>1,863</td>
<td>Sustainable Mobility</td>
</tr>
<tr>
<td>JUNE</td>
<td>1,998</td>
<td>Stress and the Brain</td>
</tr>
<tr>
<td>JULY</td>
<td>2,022</td>
<td>Music and the Brain</td>
</tr>
<tr>
<td>AUGUST</td>
<td>2,054</td>
<td>GCRI Fall 2012 Preview</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>2,176</td>
<td>Medical Technologies</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>2,208</td>
<td>E-Health: State of the Art Diagnostics and Therapies</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>2,280</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>2,318</td>
<td>2012 Review &amp; 2013 Preview</td>
</tr>
</tbody>
</table>
Since October 2011, E-NNOVATION GERMANY has also been integrated into the newsletter of the German-Canadian Centre for Innovation and Research (GCCIR), which is located in Edmonton, Canada.

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**Additional Publications**

Some GCRI newsletter articles and interviews were published in the Innovation Daily blog by Innovation America, which reaches over 1,000,000 unique visitors in over 185 countries and was voted fourth Best Blogger in the World by Blogging Innovation:

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**The introduction of the July 2012 (Issue 28) newsletter “Effects of Music on the Brain.”**

---

**The “Smart Card: Germany’s Electronic Health Card” article (Issue 31, October 2012).**

---

**The November GCRI interview (Issue 32) with Oliver Hanisch on “Accelerating German-American Business.”**
German Innovations of the Month

Each issue of E-NNOVATION GERMANY presents a “German Innovation of the Month,” which is also listed on the GCRI website.

- **EBS NEXT WAVE® Technology**
  January 2012
  EBS Technologies GmbH

- **Biomimetic Paint Inspired by Shark Skin**
  February 2012
  Voss-Chemie GmbH in collaboration with Bionik-Innovations-Centrum at Bremen University of Applied Sciences

- **dasHAuS – Innovations in Renewables and Energy Efficiency**
  March 2012
  Project presented by the German Chambers Network

- **Digital Factory**
  April 2012
  Fraunhofer Institute for Manufacturing Engineering and Automation in collaboration with the Institute for Industrial Manufacturing and Management and the Graduate School of Excellence for Advanced Manufacturing Engineering

- **Photo Bioreactor for Algae Production**
  May 2012
  GICON Großmann Ingenieur Consult GmbH

- **mp3**
  July 2012
  Fraunhofer Institute for Integrated Circuits IIS

- **GoalRef Goal-Line Technology**
  August 2012
  Fraunhofer Institute for Integrated Circuits IIS

- **ReinHeart Total Artificial Heart**
  September 2012
  Institute of Applied Medical Engineering RWTH Aachen University

- **Linchpin Diagnostic Enzyme Sensor**
  October 2012
  Fraunhofer Institute for Microelectronic Circuits and Systems IMS

- **CR®-neuromodulation**
  June 2012
  Adaptive Neuromodulation GmbH in collaboration with the Forschungszentrum Jülich

- **NAVVIS Positioning System**
  November 2012
  Technische Universität München
Each newsletter features an interview with a leading German expert in the area of the monthly topic. In 2012, GCRI conducted interviews with authorities from academia, industry, and politics.

**Prof. Dr. Albrecht Beutelspacher**  
Director  
Mathematikum; Professor for Discrete Mathematics and Geometry, Justus-Liebig-Universität Gießen  
Research Museums, Issue 24, March 2012

**Dr. Ute Brauer**  
Senior Vice President Medical Scientific Affairs  
B. Braun Melsungen AG; Member of the Steering Committee of the “Innovations in Medical Technology” German National Strategy  
Medical Technologies, Issue 30, September 2012

**Joachim Buse**  
Vice President  
Aviation Biofuel, Lufthansa AG  
Sustainable Mobility, Issue 26, May 2012

**Dr. Udo Ernst**  
Bernstein Award Recipient 2010  
Institute for Theoretical Physics  
Department of Theoretical Neurophysics  
University of Bremen  
Vision & the Brain, Issue 22, January 2012

**Prof. Dr. Friedrich Hubert Esser**  
President  
Federal Institute for Vocational Education and Training (Bundesinstitut für Berufsbildung BIBB)  
Manufacturing, Issue 25, April 2012

**Prof. Dr. Ursula Gather**  
Rector  
TU Dortmund University  
Universities as Catalysts and Drivers for Regional Development, Issue 23, February 2012

**Oliver Hanisch**  
Entrepreneur  
Adviser and Vice President Operations & Business Development, German Silicon Valley Accelerator (GSVA)  
Enterprise, Issue 32, November 2012

**Univ.-Prof. Dr. Dirk Hellhammer**  
Founder and Chair  
Center for Psychobiological and Psychosomatic Research  
Stress and the Brain, Issue 27, June 2012

**Prof. Dr. Stefan Koelsch**  
Professor for Biological Psychology and Music Psychology  
Freie Universität Berlin  
Music and the Brain, Issue 28, July 2012

**Dr. Udo Ernst**  
Bernstein Award Recipient 2010  
Institute for Theoretical Physics  
Department of Theoretical Neurophysics  
University of Bremen  
Vision & the Brain, Issue 22, January 2012

**Prof. Dr. Karl Ulrich Mayer**  
President  
Leibniz Association  
GCRI Fall 2012 Preview, Issue 29, August 2012

**Prof. Dr. Wolfgang Renz**  
Corporate Vice President  
Business Model & Healthcare Innovation  
Boehringer Ingelheim GmbH  
E-Health, Issue 31, October 2012
The German Center for Research and Innovation joined the online social networking and microblogging service Twitter www.twitter.com on May 31, 2011. Twitter enables its users to send (“tweet”) and read short messages of up to 140 characters, called “tweets.” On December 31, 2012, GCRI had sent nearly 4,500 tweets to over 550 followers. As part of its social media strategy, GCRI’s tweets correspond to the monthly newsletter topics of E-NNOVATION GERMANY. In addition to these topics, GCRI tweets about funding opportunities for research in Germany as well as jobs and internships in Germany.

GCRI 2012 Twitter Profile

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

- Top 5 hashtags used by @gcri_ny: #research, #Germany, #German, #brain, #innovation
- On June 6, 2012, the @gcri_ny’s hashtag #connectome reached 19,460 people via 50 tweets
Countries of origin of GCRI’s most engaged Twitter followers
Top 10 GCRI Follower Interests

1. Research (general)
2. Science (general)
3. Education, University, Study Abroad, Higher Education, Learning
4. Business, Entrepreneurship, Economy, Investment, Marketing
5. International/Transatlantic Relations, Politics, Diplomacy

6. Technology, High-Tech
7. Innovation, Research & Development
8. Environment, Climate, Ecology, Sustainability
9. Medicine, Health, Life Sciences, Medical Technology
10. Energy, Renewables
GCRI Media Coverage

In 2012, GCRI was mentioned 245 times in more than 90 different international media outlets, ranging from print to web. Highlights included mentions in BrainMysteries.com, The Chronicle of Higher Education, commerce.gov – United States Department of Commerce, Dana Foundation blog, HUMANITIES – The Magazine of the National Endowment for the Humanities, Innovation Daily, Manager-Magazin.de, Sociology Times, USembassy.gov, and Young Germany.

Most Popular GCRI Topics in the Media

<table>
<thead>
<tr>
<th>Topic</th>
<th>Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td>University-Industry Collaboration and Its Impact on Manufacturing</td>
<td>12 Publications</td>
</tr>
<tr>
<td>Healthcare Information Technology: Electronic Medical Records and Beyond</td>
<td>13 Publications</td>
</tr>
<tr>
<td>Still in Good Shape? The Role of the Humanities in Higher Education and Society</td>
<td>13 Publications</td>
</tr>
<tr>
<td>Connectome: Uniting People and Machines to Map the Mind</td>
<td>14 Publications</td>
</tr>
<tr>
<td>Universities and Their Impact on the Economy and Society</td>
<td>15 Publications</td>
</tr>
<tr>
<td>Manufacturing, Innovation &amp; Workforce Training – What Works in Germany and the U.S.</td>
<td>24 Publications</td>
</tr>
</tbody>
</table>

Press Releases

GCRI published 14 press releases in 2012. As far as can be measured, these releases were viewed 10,488 times.

1. Manufacturing Made in Germany – Can This Model Be Imported to the U.S.? 1,615
2. Germany’s Energy Transition: One Year Later 1,188
3. Connectome: Uniting People and Machines to Map the Mind 1,180
4. Universities and Their Impact on the Economy and Society 973
5. Which Way Did It Go? New Insights Into the Organization and Development of Brain Circuits That Compute Motion Direction 852
Contact

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newsletter@germaninnovation.org

Event information and applications:  
events@germaninnovation.org

Media inquiries:  
press@germaninnovation.org
Imprint

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Under The Joint Leadership Of

DAAD
Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

DFG
Deutsche Forschungsgemeinschaft

Funding Provided By

Federal Foreign Office

Photos By

ANM Adaptive Neuromodulation GmbH, Cologne
(German Innovation of the Month, June 2012) 62

Applied Medical Engineering, RWTH Aachen University
(German Innovation of the Month, September 2012) 62

Stefan Altevogt (stefan.altevogt@dfg.de) 29, 31, 34

David Ausscherhofer 31

B. Braun Melsungen AG (GCRI Interview, September 2012) 63

Bundesinstitut für Berufsbildung (BiBB) (GCRI Interview, April 2012) 63

EBS Technologies GmbH (German Innovation of the Month, January 2012) 62

Udo Ernst (GCRI Interview, January 2012) 63

Fraunhofer IIS (German Innovation of the Month, August 2012) 62

Fraunhofer IMS (German Innovation of the Month, October 2012) 62

Fraunhofer IPA (German Innovation of the Month, April 2012) 62

GACCs & CGCIC (German Innovation of the Month, March 2012) 62

German Research Foundation (DFG) 30

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Christoph Mukherjee 30

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Nathalie Schüller (www.nathalieschüller.com) 36/37, 42/43, 44/45, 46, 47, 48, 71

Beowulf Sheehan (www.beowulfsheehan.com) 68/69, 70/71

Elle Starkman / Office of Communications, Princeton Plasma Physics Laboratory 20, 22

Technicolor / Fraunhofer IIS (German Innovation of the Month, July 2012) 62

TU Dortmund (GCRI Interview, February 2012) 63

VOSSCHEMIE GmbH (German Innovation of the Month, February 2012) 62

Rolf K. Wegst / Mathematikum Gießen e.V. (GCRI Interview, March 2012) 63

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www.wagnerwagner.de

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www.druckerei-raisch.de

Printer