



ANNUAL REPORT 2012



**GERMAN CENTER FOR
RESEARCH & INNOVATION**

Deutsches Wissenschafts- und Innovationshaus

NEW YORK

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.

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

Dr. Joann Halpern
Director

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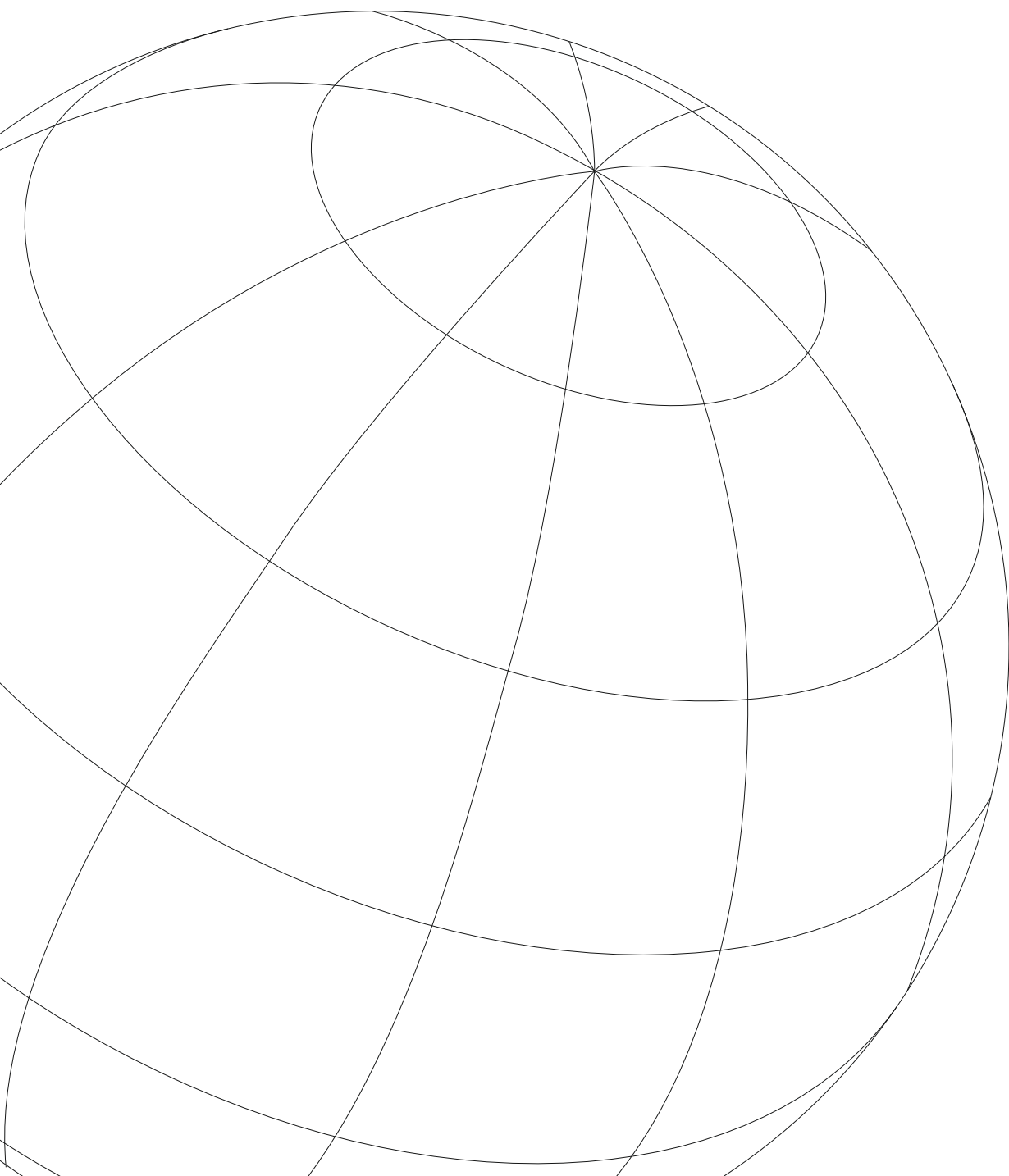
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ABOUT THE GCRI

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)



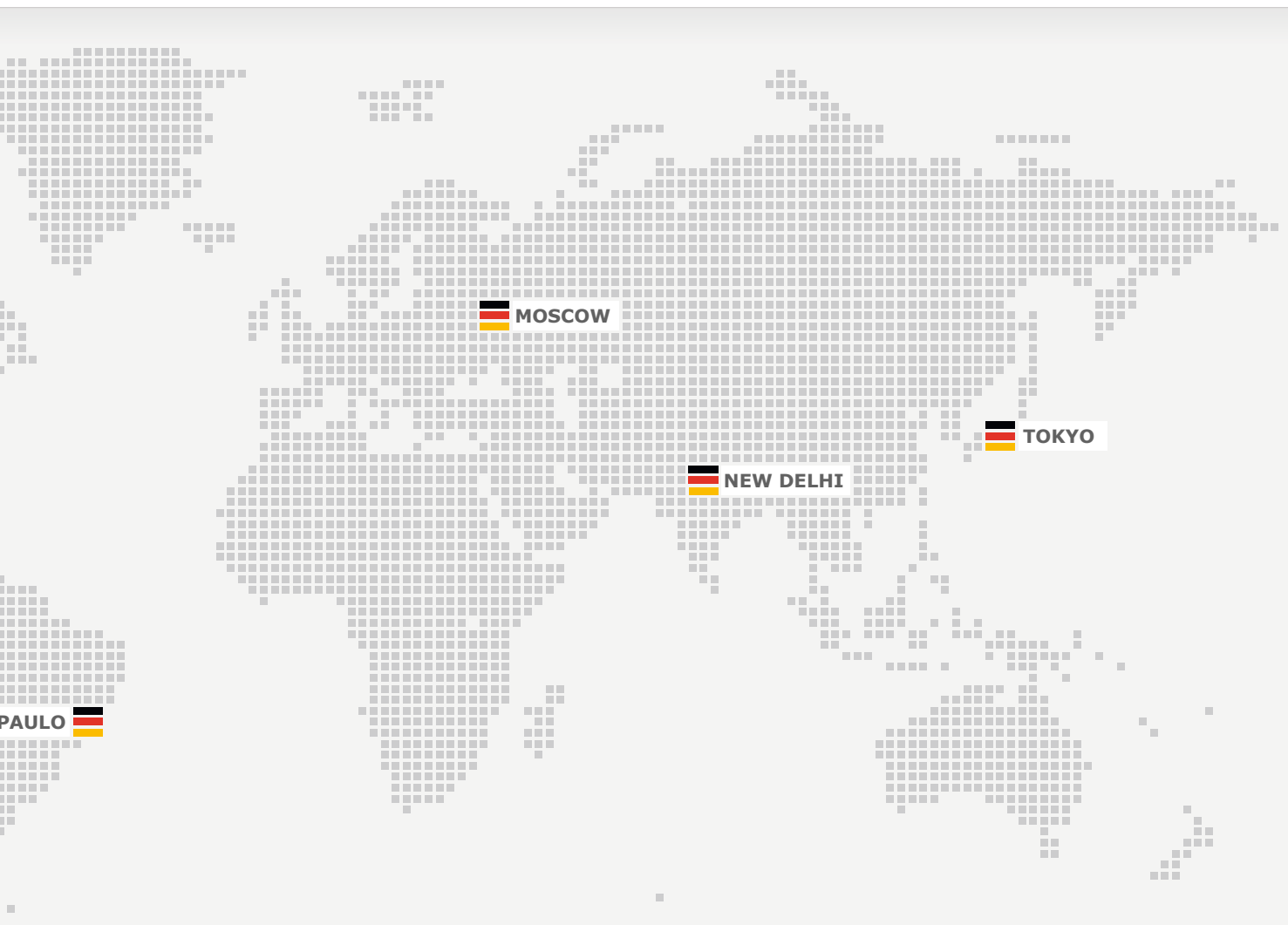
NEW YORK

German Center for Research and
Innovation
Deutsches Wissenschafts- und
Innovationshaus New York
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General questions:

info@germaninnovation.org
www.germaninnovation.org



SÃO PAULO

Deutsches Wissenschafts- und
Innovationshaus São Paulo Centro
Alemão de Ciência e Inovação
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Phone: +55 (11) 5189 8300

General questions:

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www.dwih.com.br

MOSCOW

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Innovation Moskau
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General questions:

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www.dwih.ru

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German House for Research and
Innovation New Delhi
DWIH Provisional Office
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General questions:

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www.dwih.in

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German Research and Innovation
Forum Tokyo
Sanbancho KS Bldg. 5F, 2-4 Sanbancho,
Chiyoda-ku,
Tokyo 102-0075, Japan

Phone: + 81 (0) 3 5276 8820

General questions:

info@dwih-tokyo.jp
www.dwih-tokyo.jp

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
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.

(until 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

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



Audet, Jennifer

(since July 2012)

Program Assistant

Main responsibilities:

- Program Planning and Coordination
- Event Logistics
- Office Administration



Shoemaker, Stephanie

(until July 2012)

Program Officer

Main responsibilities:

- Program Planning and Coordination
- Event Logistics
- Office Administration

GCRI Foundation Board

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.



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



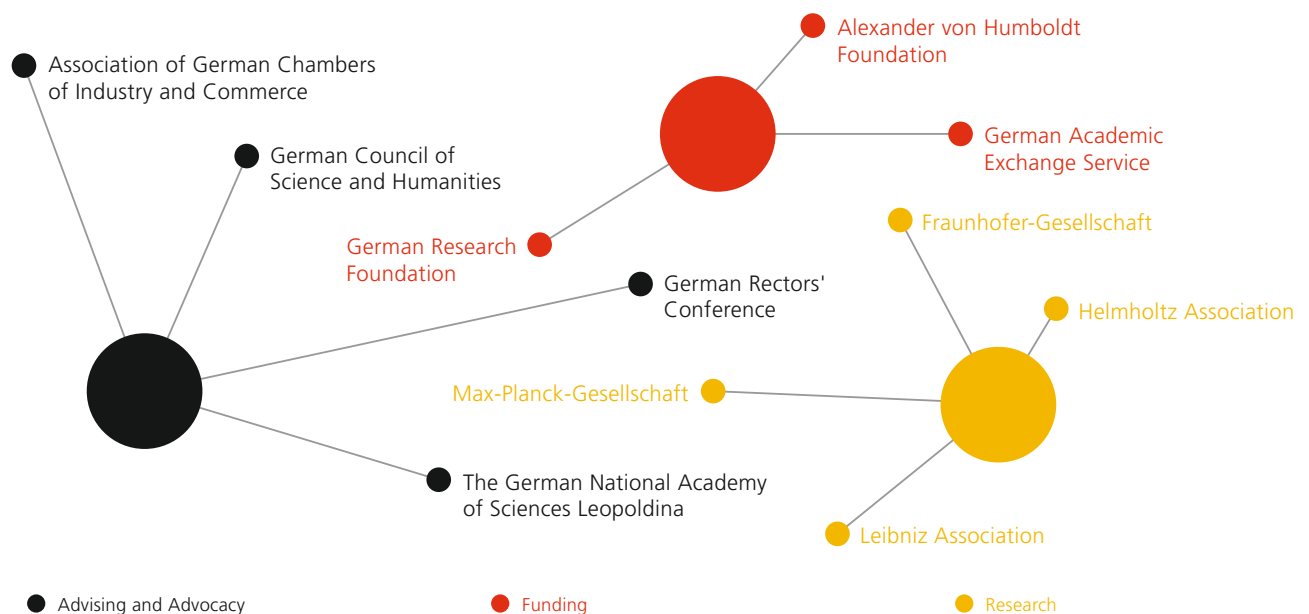
O. Sinan Tumer

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,
Forschungscluster-, Schwerpunkte,
Forschungsförderung, Forschungskooperation
Technische Universität Darmstadt

Dr. Peter Ammon

German Ambassador to the United States
Embassy of the Federal Republic of Germany

“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.”

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

“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.”

Guido Baranowski

Vorsitzender Geschäftsführer
TechnologieZentrumDortmund GmbH (TZDO)

Sharon Begley

Senior U.S. Health and Science Correspondent
Reuters

Richard Bendis

President and CEO
BioHealth Innovation, Inc.

MinDir Dr. Rolf Bernhardt

Leiter der Abteilung III,
(Hochschulen und Forschung)
Hessen State Ministry of Higher Education,
Research and the Arts

Dr. Rebecca M. Blank

Acting Secretary
U.S. Department of Commerce

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.

Ulla Burchardt

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

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

“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.”

Elizabeth Rose Daly

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

Wolfgang Decker

Member of the Hessian State Parliament, SPD;
Vorsitzender des Haushaltsausschusses des
Hessischen Landtages

Steven Dickman

CEO
CBT Advisors

“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.”

Dr. Tom Duesterberg

Executive Director, Manufacturing and Society
in the 21st Century program
The Aspen Institute

**Beate Ehle**

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

Albrecht Ehlers

Chancellor
TU Dortmund University

Prof. Dr. rer. nat. habil. Bernhard Eitel

Rector
Universität Heidelberg

Viktor Elbling

Director-General for Economic Affairs
Federal Foreign Office

Pascal Finette

Director, Office of the Chair
Mozilla Corporation

Dr. Stuart Firestein

Professor and Department Chair,
Department of Biological Sciences
Columbia University

“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.”

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

Dr. James P. Gavigan

Minister-Counselor, Research and Innovation, Head
of Science, Technology and Education section
Delegation of the European Union to the
United States of America

Kai Gehring

Member of the German Bundestag
Bündnis 90/Die Grünen

Angelika Geiger

Director, San Francisco Office
Germany Trade & Invest GmbH (GTAI)

Máire Geoghegan-Quinn

European Commissioner for Research,
Innovation, and Science
European Commission

Elliot Gerson

Executive Vice President of Policy and Public
Programs, International Partners
The Aspen Institute

Abram Goldfinger

Executive Director, Industrial Liaison/
Technology Transfer
New York University (NYU)

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

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

Josef Kerscher
President
BMW Manufacturing Co., LLC

Axel Knoerig
Member of German Bundestag, CDU/CSU

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

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."

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

Harald Leibrecht

Coordinator for Transatlantic Cooperation
Federal Foreign Office

“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.”

Prof. Samer M. Madanat

Xenel Distinguished Professor of Engineering,
Chair and Director for Institute of
Transportation Studies
University of California, Berkeley

Martin Mahn

Managing Director
Humboldt-Innovation GmbH

Jennifer Marrapese

Executive Director
Northeast Sustainable Energy Association
(NESEA)

Prof. Dr. Karl Ulrich Mayer

President
Leibniz Association

Chris Melzer

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

Folke Mühlhölzer

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

Prof. Manfred Nettekoven

Chancellor
RWTH Aachen University

Prof. Dr.-Ing. Martin Neumann

Member of the German Bundestag, FDP

Prof. Joel D. Oppenheim

Senior Associate Dean for Biomedical
Sciences; Director, The Sackler Institute
NYU School of Medicine

Dr. Stewart C. Prager

Director
Department of Energy's (DOE) Princeton
Plasma Physics Laboratory (PPPL)

Klaus Prömpers

Korrespondent, New York
Zweites Deutsches Fernsehen (ZDF)

Jörg Ranau

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

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

Frank Rimalovski

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

Dr. Volker Schaedler

Vice President, Innovation and Technology
North America
BASF Corporation

Selected Meetings and Visitors

Annette Scharf, Ph.D.

Postdoctoral Scholar, Chemical & Systems
Biology, School of Medicine
Stanford University

“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.”

Ulla Schmidt

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

Rolf E. Schütte

Consul General
Consulate General of the Federal Republic of
Germany in Boston

Yorck Sievers

International Economic Affairs
AHK Director - Brand and Marketing
Association of German Chambers of Industry
and Commerce (DIHK e.V.)

A.J. Stewart Smith

Dean of Research
Princeton University

Prof. Dr. Sami K. Solanki

Director and Scientific Member
Max Planck Institute for Solar System
Research, Katlenburg-Lindau

Klaus-Peter Statz

President and CEO
Deutsche Telekom, Inc.

Linhard Stepf

President
FrankfurtRhineMain Corporation

Gary Stix

Senior Editor and Writer
Scientific American

Prof. Shirley M. Tilghman

President
Princeton University

**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

Dr. Sabine Vogel

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

Dr. Glen Whitney

Executive Director
Museum of Mathematics

Prof. Richard Wolin

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

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

Delegation for Technology **Transfer Federal** Ministry of Economics and Technology

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 FI: Forschung in Deutschland)
German Rectors' Conference





GCRI EVENTS

2012 Calendar of 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

Co-Sponsors:

Embassy of the Federal Republic of Germany

Representative of German Industry and Trade (RGIT)

The Aspen Institute Program: Manufacturing and Society in the 21st Century

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)
Washington, DC

September 10

Leibniz Lecture:

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

Co-Sponsor:

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



Joshua Sanes, David Fitzpatrick



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.



E. Robertson, J. Halpern, I. Jost, P. Meusburger



Irmintraud Jost

"This panel discussion was an excellent opportunity to share best practices and strategies to enhance university-industry collaboration. The insightful questions from a well-educated audience resulted in a lively discussion."

Prof. Dr. Dr. h.c. Peter Meusburger, Distinguished Senior Professor of Economic and Social Geography, Universität Heidelberg

Co-Sponsor



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



Gottfried Wilhelm Leibniz



Günter M. Ziegler



Christoph Klein



Friedrich Wilhelm Graf



Günther Hasinger

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

Co-Sponsor



Still in Good Shape?

The Role of the Humanities in Higher Education and Society



Freie Universität Berlin Library

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, Ludwigs-Maximilians-Universität München
- **Dr. Don M. Randel**, President, The Andrew W. Mellon Foundation
- **Busso von Alvensleben**, Consul General, Consulate General of the Federal Republic of Germany in New York (Introduction)



H. Grieshop, D.M. Randel, M. Anderson, P.-A. Alt, J. Halpern, C. Mauch, A. Adam Moore, C. Gaffield



"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

Co-Sponsors



May 16, 2012

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

The Aspen Institute, Washington, DC



Ambassador Peter Ammon



Rebecca M. Blank

"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

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)

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**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.



Elliot Gerson



Bruce Stokes, Josef Kerscher, Michael Laszkiewicz, F-Hans Grandin



Patrick D. Gallagher, Dietmar Harhoff



May 21, 2012

Germany's Energy Transition: One Year Later



Lunch discussion at the German House New York



Helena Kane Finn



Miranda Schreurs

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.

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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

“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



Connectome: Uniting People and Machines to Map the Mind

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)



James Sharp, Winfried Denk, Sebastian Seung

“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

Co-Sponsors



Massachusetts Institute of Technology



MAX-PLANCK-GESellschaft



Book signing



Sebastian Seung signing books



Sebastian Seung, Joann Halpern



Winfried Denk and guests



James Sharp, Inge Orth



June 12, 2012

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

Memorial Sloan-Kettering Cancer Center, New York, NY

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.

Presentations:

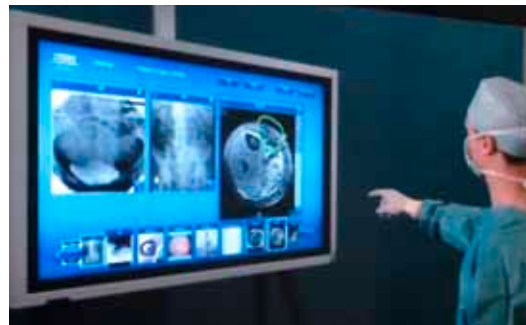
- 3D Visualization in the Medical Arena: Expectations from a Clinician's Point of View (Dr. Ceferino Obcemea, Chief Physicist, Memorial Sloan-Kettering Cancer Center)
- Introduction to the Fraunhofer Society and Fraunhofer Heinrich Hertz Institute (HHI) (Dipl.-Kfm. Michael Witte, Head of Strategic Marketing, 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)

"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



A. Wittig, F. Menzler, J. Halpern, U. Leiner, M. Witte, C. Obcemea



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

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, life-long learning, and the internationalization of universities.

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



Sebastian Fohrbeck



Gordon Bölling in conversation with Eva Bosbach



Stefanie Grupp-Clasby in conversation with Jürgen Stolt

"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



September 7, 2012

GAIN-TEN Second Transatlantic Entrepreneurial Breakfast

Consulate General of the Federal Republic of Germany, Boston, MA



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.



Discussion on entrepreneurship in Germany

Event Speakers:

- **Rainer Christine**, Former CEO and Co-Founder, Amaxa 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

Co-Sponsors



Consulate General
of the Federal Republic of Germany
Boston



Andrea Deierlein, Peter-Paul Henze



Helge Braun and GAIN-TEN participants



Helge Braun (center), Parlamentarischer Staatssekretär bei der Bundesministerin für Bildung und Forschung, and GAIN participants

"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."

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



October 17, 2012

FOCUS: Healthcare Information Technology: Electronic Medical Records and Beyond



Dirk Feldmann, Bruce Merlin Fried, Bernt C. Klein, Wolfgang Renz



Bernt C. Klein, Wolfgang Renz



Bruce Merlin Fried

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

Co-Sponsors



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

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

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)

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



Anne MacLachlan, Diane Carlin



Rosemary Wakeman, Dorothee Brantz

“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

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**



Sheila Embleton, Ute Habel, Carmelita Görg



“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



Keeping Manufacturing Competitive: Industry-University Collaboration in Germany and the U.S.



Kim Sims, Bernd Reissert, Bernd Reindl, Carlton Vann



M. Malandro, H.-J. Pfisterer, B. Reissert, R.E. Geer, K. Kumar

"This event allowed us to exchange ideas and best practices with university and business experts on R&D, technology commercialization, and workforce development, and to gather valuable perspectives from a highly informed and diverse audience."

Prof. Dr. Bernd Reissert, President, Berlin School of Economics and Law

"As usual, GCRI put on a well-rounded discussion. It was interesting to see the contrasting American-German approach to industry-university collaboration and how one system informs and influences the other."

Renny Dindyal, Manager of Design, QC, and Process, Volckening, Inc.

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 Speakers:

- **Dr. Robert E. Geer**, Vice President of Academic Affairs and Chief Academic Officer, Professor of Nanoscience, College of Nanoscale Science and Engineering (CNSE), University at Albany, SUNY
- **Dr. Kaushik Kumar**, Plasma Etch Process Engineering Manager, Member of Technical Staff Tokyo Elektron (TEL) Technology Center, America, LLC
- **Dr. Marc Malandro**, Associate Vice Chancellor for Technology Management and Commercialization, University of Pittsburgh
- **Prof. Dr.-Ing. Hans-Jürgen Pfisterer**, Professor of Electrical Engineering and Computer Science, Hochschule Osnabrück - University of Applied Sciences
- **Bernd Georg Reindl**, Consul for Political and Scientific Development, Consulate General of the Federal Republic of Germany in New York (Introduction)
- **Prof. Dr. Bernd Reissert**, President, Berlin School of Economics and Law (Moderator)

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.



FOCUS: Smart Grid: The Future of Interactive Energy Consumption

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.



Bernt C. Klein, Brian Jones



Mei Shibata



"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



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern



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 German Center for Research and Innovation brought together knowledge leaders for a captivating dialogue around the challenges of the German and U.S. educational institutions in preparing the next generation of knowledge based workforce. The forum was an exemplary example of fostering open innovation, where alternative theories, strategies, and best practices were put forth for a dynamic public colloquy."

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



Philip Altbach, Jutta Allmendinger, Joann Halpern, Jochen Wolter



Julia Stamm, Efraim Chalamish

"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)

Co-Sponsor

WZB

Social Science Research Center
Berlin



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

<p>August 19-23 American Chemical Society (ACS) National Meeting & Exposition – Materials for Health & Medicine Location: Philadelphia, PA</p>	<p>October 22 BAVARIA – Tri-State Partnering and Investors Forum – Building German-U.S. Growth Opportunities Location: New York, NY</p>
<p>September 7-9 German Academic International Network (GAIN) Annual Meeting Location: Boston, MA</p>	<p>October 25-26 DAAD/GCRI Conference und Workshop: Transatlantic Collaboration in Graduate Education Location: New York, NY</p>
<p>September 17 Goethe-Institut New York Language Conference Location: New York, NY</p>	<p>November 2-4 Humboldt Colloquium – Excellence in Research Location: Toronto, Canada</p>
<p>September 20-21 Heidelberg University Research-Alumni Meeting Boston 2012 Location: Boston, MA</p>	<p>December 1 Northeast Sustainable Energy Association (NESEA) Building Energy NYC Conference Location: New York, NY</p>
<p>September 28 National Institutes of Health (NIH) International Opportunities Expo 2012 Location: Bethesda, MD</p>	
<p>October 13-17 Society for Neuroscience (SfN) Annual Meeting Location: New Orleans, LA</p>	

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

<p>September 10 Breast Cancer Co-Sponsor: Carl Zeiss</p>	<p>October Urban Transportation and Logistics Co-Sponsor: German Aerospace Center (DLR) Location: Washington, DC</p>	<p>November Community Colleges and Workforce Development Co-Sponsor: Embassy of the Federal Republic of Germany (TBD)</p>
<p>September 12 “Germany to NYC” Innovation Showcase Co-Sponsor: ifridge & Company</p>	<p>October Mitigating Climate Change in Cities Co-Sponsor: Yale University</p>	<p>December 11 Engaging Girls in STEM Education Co-Sponsor: German Aerospace Center (DLR)</p>
<p>October 8 FOCUS: Logistics Co-Sponsors: Consulate General of the Federal Republic of Germany in New York German American Chambers of Commerce, Inc. (GACC)</p>	<p>November Stress and Cities: Mental Health in Modern Society Co-Sponsor: Heidelberg University</p>	<p>December The Crisis of Intellectualism in the U.S. Co-Sponsor: Heidelberg University</p>
<p>October 10 The European Financial Crisis and the Future of the European Union Co-Sponsor: Social Science Research Center Berlin (WZB)</p>	<p>November 7 Brain/Computer Interface Co-Sponsor: German Research Foundation (DFG)</p>	
<p>October 16 Strategies for Recruitment, Retention, Mentoring of Women in STEM: U.S.-German Perspectives Co-Sponsors: Lehigh University University of Cologne</p>	<p>November 21 FOCUS: Smart Grid Co-Sponsors: Fraunhofer-Gesellschaft German American Chambers of Commerce, Inc. (GACC)</p>	

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.

	2011	2012	Change in numbers	Change in percent
Unique Visitors ¹	14,311	31,010	16,699	+116.96%
Visits ²	21,195	46,453	25,258	+119.17%
Page views ³	57,621	116,637	59,016	+202.42%

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

2011

Job Postings

Centers of Innovation in Germany

The Aging Brain

At the GCRI

Technology Parks & Centers

About Us

GCRI Team

Events Calendar

Photo Gallery

News

Job Postings

Centers of Innovation in Germany

Resources for Graduates & Doctoral Students

Homepage

Resources for Undergraduates

About Us

Resources for Postdocs

Technology Parks & Centers

GCRI Team

German Innovations

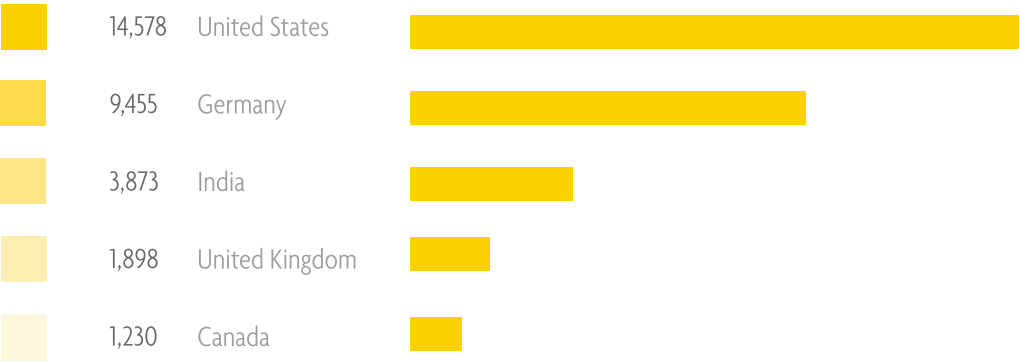
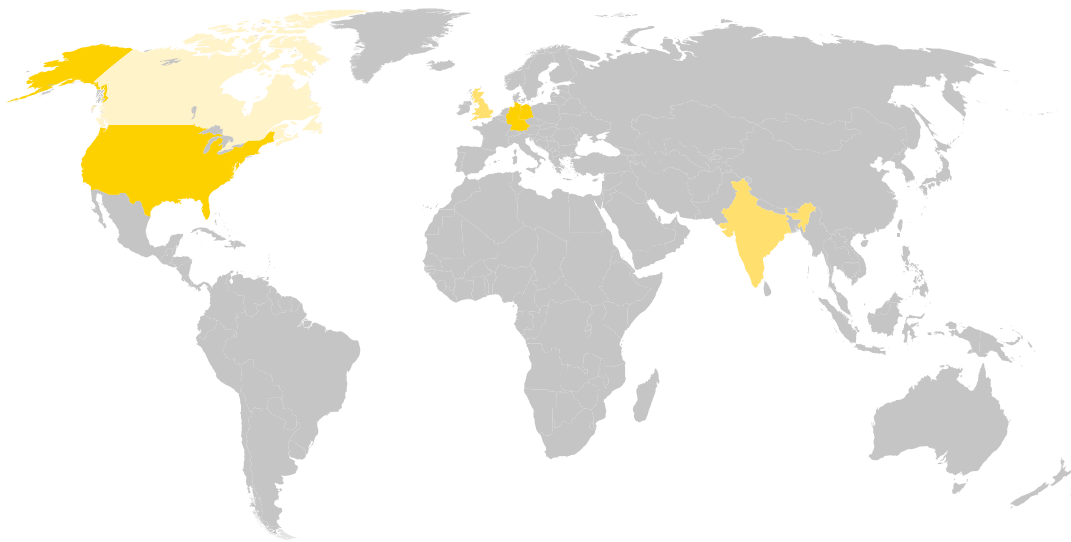
2012

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



France 645
Russia 627
Italy 605
Netherlands 565

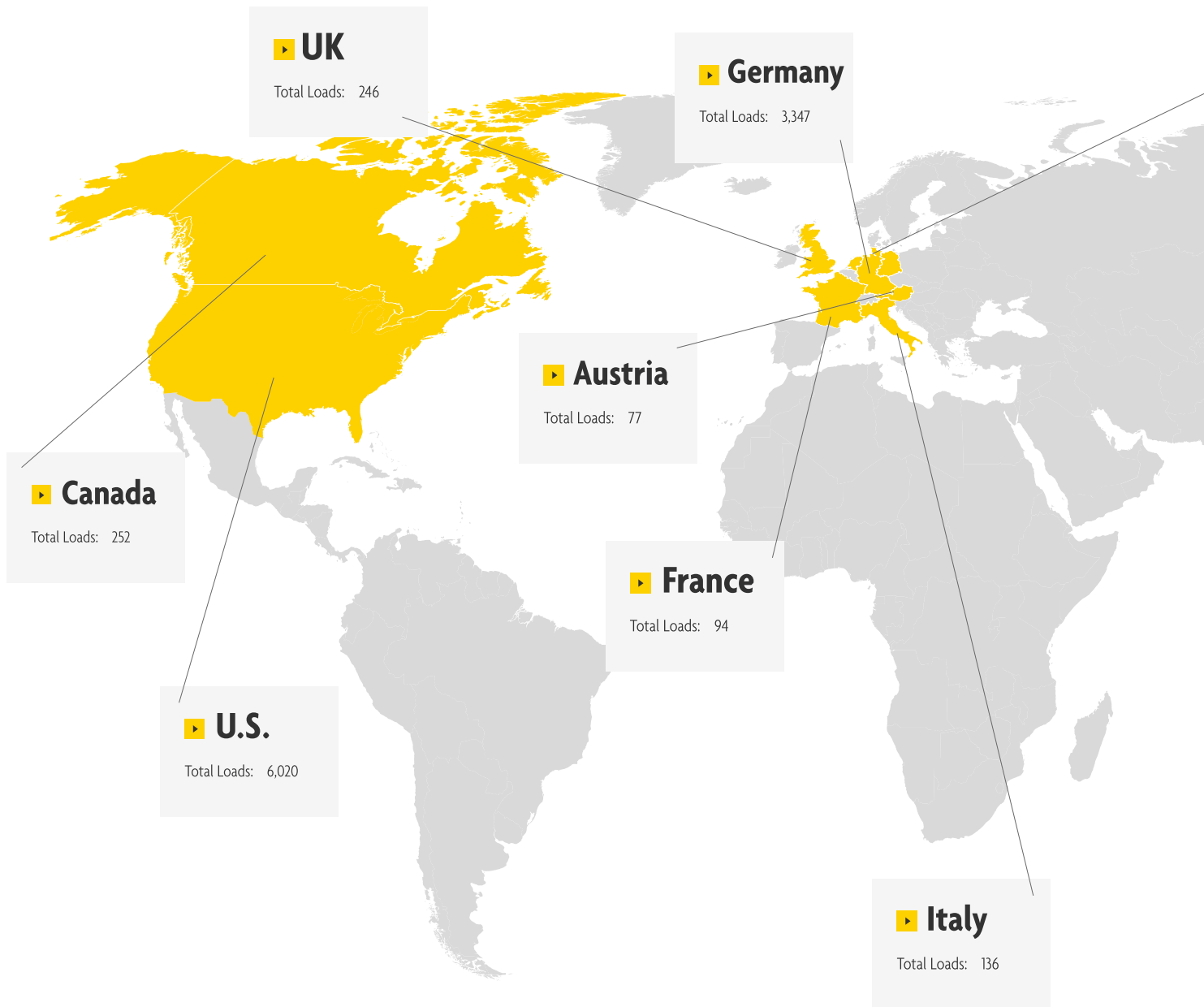
Spain 534
Australia 464
Pakistan 445
China 423

Poland 405
Turkey 377
Egypt 328
Iran 308

Mexico 299
Malaysia 296
Brazil 292
Belgium 270

Japan 260
Switzerland 259
Singapore 252

GCRI Videos & Podcasts



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.



10 most popular videos

- ▶ **Connectome: Uniting People and Machines to Map the Mind**
- ▶ **“Das ist doch keine Kunst!” Ten Images from Mathematics**
- ▶ **Education vs. Training: Reflecting on the Purpose of Education in the 21st Century**
- ▶ **Still in Good Shape? The Role of the Humanities in Higher Education and Society**
- ▶ **Keeping Manufacturing Competitive: Industry-University Collaboration in Germany and the U.S.**
- ▶ **Germany’s Energy Transition: One Year Later**
- ▶ **Children with Rare Diseases: From Therapeutic Orphans to Pioneers of Personalized Medicine**
- ▶ **Health Information Technology: Electronic Medical Records and Beyond**
- ▶ **Smart Grid - The Future of Interactive Energy Consumption**
- ▶ **Modern Science and Religion: Are They Mutually Exclusive?**

- NNOVATION GERMANY

E-NNOVATION GERMANY – GCRI's Newsletter

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

JANUARY	1,666	Vision and the Brain
FEBRUARY	1,696	Universities as Catalysts and Drivers for Regional Development
MARCH	1,746	Research Museums
APRIL	1,838	Manufacturing
MAY	1,863	Sustainable Mobility
JUNE	1,998	Stress and the Brain
JULY	2,022	Music and the Brain
AUGUST	2,054	GCRI Fall 2012 Preview
SEPTEMBER	2,176	Medical Technologies
OCTOBER	2,208	E-Health: State of the Art Diagnostics and Therapies
NOVEMBER	2,280	Entrepreneurship
DECEMBER	2,318	2012 Review & 2013 Preview



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:

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.”

Since October 2011, E-NOVATION GERMANY has also been integrated into the newsletter of the German-Canadian Centre for Innovation and Research (GCCIR), which is located in Edmonton, Canada.

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



mp3

July 2012
Fraunhofer Institute for Integrated Circuits IIS



Biomimetic Paint Inspired by Shark Skin

February 2012
Voss-Chemie GmbH in collaboration with
Bionik-Innovations-Centrum at Bremen
University of Applied Sciences



GoalRef Goal-Line Technology

August 2012
Fraunhofer Institute for Integrated Circuits IIS



dasHAUS – Innovations in Renewables and Energy Efficiency

March 2012
Project presented by the German Chambers
Network



ReinHeart Total Artificial Heart

September 2012
Institute of Applied Medical Engineering
RWTH Aachen University



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



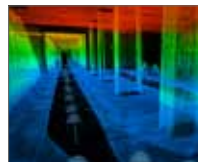
Linchpin Diagnostic Enzyme Sensor

October 2012
Fraunhofer Institute for Microelectronic
Circuits and Systems IMS



Photo Bioreactor for Algae Production

May 2012
GICON Großmann Ingenieur Consult GmbH



NAVIS Positioning System

November 2012
Technische Universität München



CR®-Neuromodulation

June 2012
Adaptive Neuromodulation GmbH in collaboration
with the Forschungszentrum Jülich



GCRI Interviews

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 Neuropsychics
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)
Entrepreneurship, 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



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

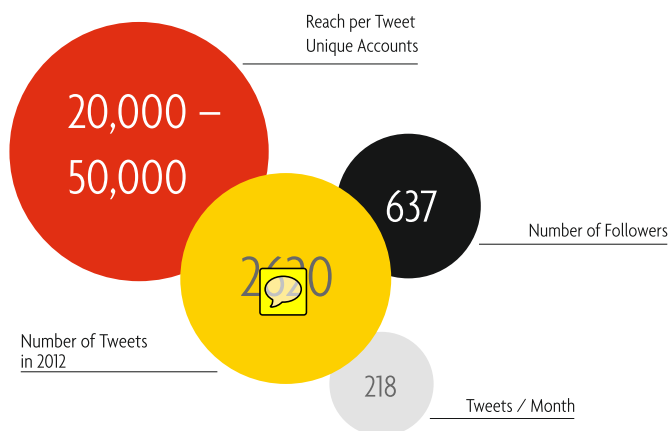


GCRI Twitter

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-INNOVATION 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.



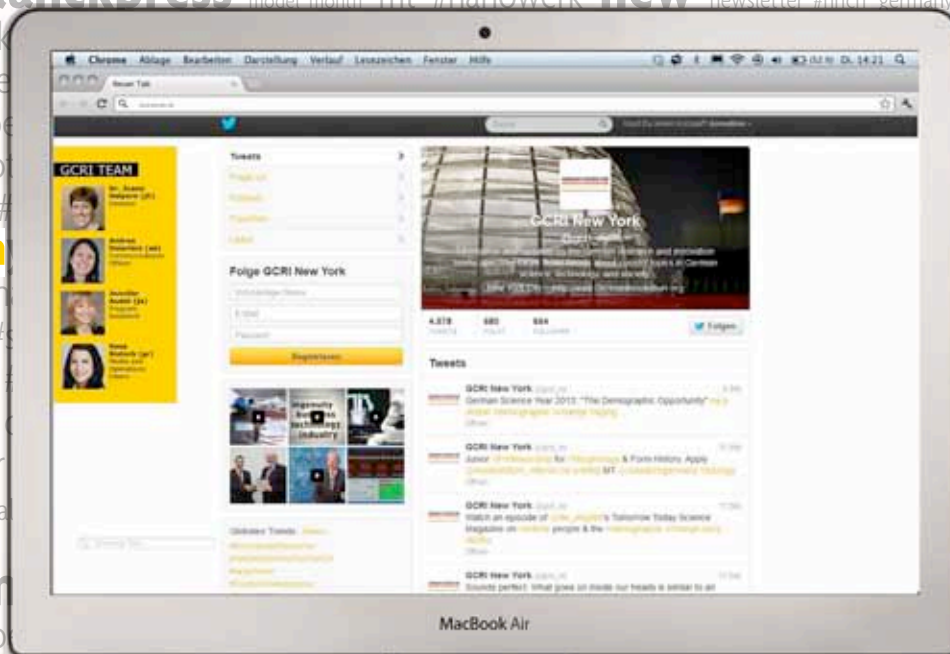
#Neuroscience:@uniGoettingen discovers protein that may be responsible for the ability to #hear
Reached 22,793 people via 7 tweets (as calculated via the measuring tool TweetReach)

New #software from @Siemens Energy to improve #offshore #windfarms #energy yields by preventing turbulences
Reached 21,496 people via 6 tweets (as calculated via the measuring tool TweetReach)

GCRI Hashtags

- 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

#berlin #biology #biotech #biotechnology #brain #business #cancer #cells #climate #climatch
 age #connectome #development #education #e-mobility #energy #entrepreneurship #ff
 #german #germany #health #highered #innovation #it #job #manufacturing #medicine
 #medtech #mfgusgermany #nanotech #neuroscience #nyc #phd #physics #research
 #researchers #science #smartgrid #solar #space #sustainability #technology #universities
 #university #wind #apply #avhstiftung #axdome based best center conference #daadnewyork
 day develop developed did discover discovered #dkfz #dlr_en energy european event focus
 followers #fraunhofer_en future #gainnetwork gcri #gcri_ny gcri german germany's
 global good great happy #helmholtz_en help high ideas industry info information innovation institute
 interested int'l #jacobs_bremen jan join know largest learn live #lmu_muenchen look
 #maxplanckpress model month mt #nanowerk new newsletter #nncn_germany nov oct offers
 open planck prof program project read research rt #ruhrunibochum says school science scientists
 shows students study thank thanks today #tu_muenchen tweets #uniheidelberg university use video visit want watch week weekend welcome work
 #berlin #biology #biotech #biotechnology #brain #business #cancer #cells #climate #climatch age
 #connectome #development #education #e-mobility #energy #entrepreneurship #ff #german
 #germany #health #highered #innovation #it #job #manufacturing #medicine #medtech
 #mfgusgermany #nanotech #neuroscience #nyc #phd #physics #research #researchers
 #science #smartgrid #solar #space #sustainability #technology #universities #university #wind
 #apply #avhstiftung #axdome based best center check conference #daadnewyork day develop
 developed did discover discovered #dkfz dl #dlr_en energy european event focus followers
 #fraunhofer_en future #gainnetwork gcri #gcri_ny gcri's german germany germany's global
 good great happy #helmholtz_en help high ideas industry info information innovation institute
 interested int'l #jacobs_bremen jan join know largest learn live #lmu_muenchen look mt
 #maxplanckpress model month mt #nanowerk new newsletter #nncn_germany nov oct offers open
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LIVE TWEETS

#mfgUSGermany

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

#connectome

Connectome: Uniting People and Machines to Map
the Mind (June 6, 2012)

#highered

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

#EHRs

Health Information Technology: Electronic Medical
Records and Beyond (October 17, 2012)

#mfguni

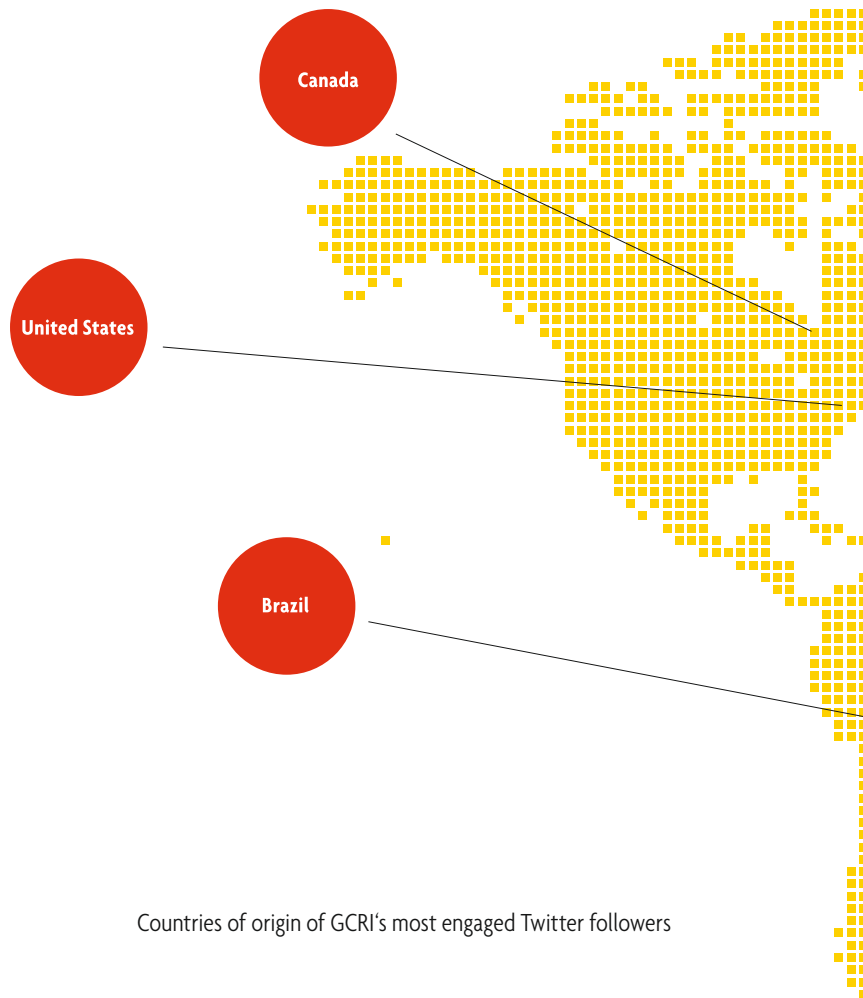
Keeping Manufacturing Competitive: Industry-University
Collaboration in Germany and the U.S. (November
7, 2012)

#SmartGrid

FOCUS: Smart Grid: The Future of Interactive Energy
Consumption (November 15, 2012)

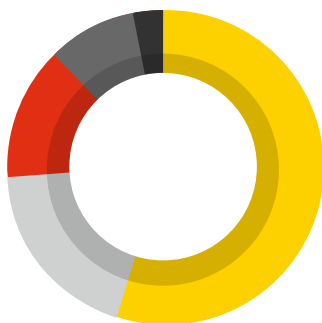
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The Changing Role of the University in the 21st
Century (December 6, 2012)



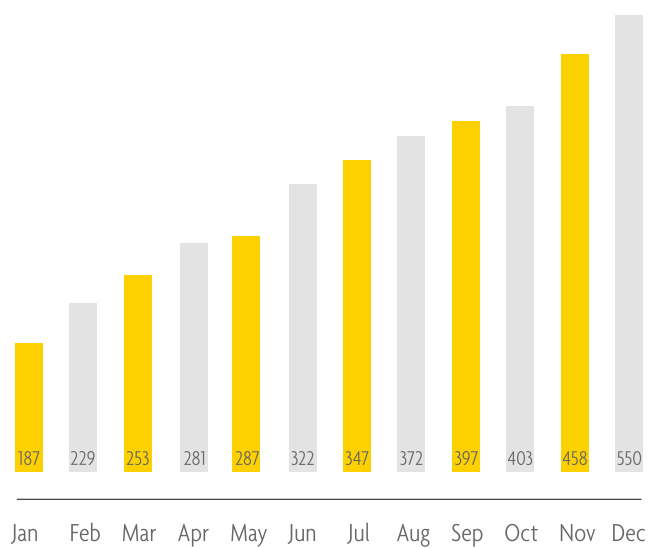
Countries of origin of GCRI's most engaged Twitter followers

GCRI Follower Profiles



- Individuals/Personal Accounts
- Institution/Organization/University/Think Tank Accounts
- Industry/Business Accounts
- Media/News Outlets/Blog Accounts
- Other

GCRI Follower Development





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

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

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

press
release

19 February 2010
X44/2010

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