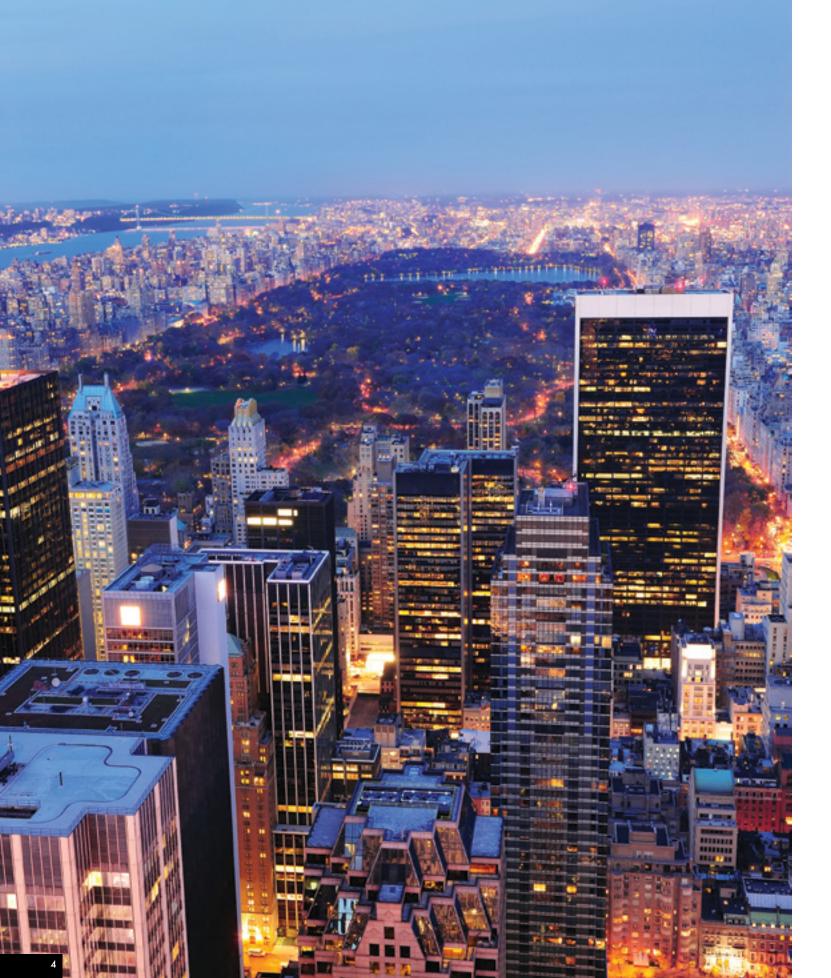
German Center for Research and Innovation – New York



Germany Land of Ideas

Annual Report 2013





Preface

uring the past year, the German Center for Research and Innovation (GCRI) significantly expanded its innovation ecosystem, fostering new partnerships between start-ups, industry, academia, and government in North America and Germany. GCRI's diverse network and its wide range of events with experts from both sides of the Atlantic have made it a nucleus for creative individuals interested in sharing new ideas and developing international collaborations.

GCRI events continue to address the critical challenges of the 21st century, which include climate and energy, health and nutrition, mobility, security, and communication. Articles about the GCRI and aforementioned events have appeared in *The Wall Street Journal, Financial Times Europe, The Chronicle of Higher Education*, Elsevier Connect, Nature Careers, and numerous other publications, thus enhancing the visibility of German research and innovation in North America and beyond. In addition to its wide range of activities over the past year, GCRI expanded its digital presence by further developing its website, increasing the number of newsletter subscribers, and broadening its visibility through social media. These enhancements have significantly increased the number of inquiries regarding research, funding, and employment opportunities in Germany.

The GCRI Foundation, Inc., a 501(c)(3) nonprofit entity, has continued to support the GCRI by attracting new sponsors and developing creative initiatives, including the Healthcare Innovation World Cup, which culminated in \$75,000 worth of prizes. The collaboration with the three founding companies, SAP, Boehringer Ingelheim, and Zeiss, as well as other corporate partners, have led to improved financial security for the GCRI and constructive dialogue on topics of concern to the center.

In the year ahead, we will continue to pursue the goal of enhancing the perception of Germany as a world leader in innovation by facilitating discussion, debate, and collaboration among key constituents in the United States, Canada, and Germany. In addition to our regular conferences, symposia, panel discussions, and workshops, we plan to initiate several lecture series, which will focus on the topics of aging, renewable energy, entrepreneurship/tech transfer, manufacturing/ workforce development, and cyber security.

I would like to thank Germany's Federal Foreign Office, the Federal Ministry of Education and Research as well as 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.

Joan Halpen



Dr. Joann Halpern Director, GCRI





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About the GCRI

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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 cooperative and collaborative projects between North America and Germany.

Since its opening in February 2010, GCRI has organized more than 105 events in the U.S. and Canada with leading experts from science and industry, including three Nobel laureates, eight Gottfried Wilhelm Leibniz Prize recipients, and one Kavli Prize laureate.

To date, GCRI has participated in 84 conferences, published 51 editions of its newsletter E-NNOVATION GERMANY, increased its website reach in the past year by 83%, developed a significant social media presence on Twitter, and appeared over 790 times in the media.

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.

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

German Houses of Research and Innovation Deutsche Wissenschaftsund Innovationshäuser (DWIHs)





he German Houses of Research and Innovation (DWIHs) are part of the Internationalization Strategy of the German federal government and the Federal Foreign Office's Research and Academic Relations Initiative. Located in Moscow, New Delhi, New York, São Paulo, and Tokyo, the DWIHs facilitate collaboration with Germany by bringing together leaders in science, the humanities, technology, and industry and providing a platform to foster creativity and enhance innovation.

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
- Offer 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 871 United Nations Plaza New York, NY 10017, USA **Phone:** +1 (212) 339 8606 **General questions:** info@germaninnovation.org www.germaninnovation.org

São Paulo

Deutsches Wissenschafts- und Innovationshaus São Paulo Centro Alemão de Ciência e Inovação São Paulo Rua Verbo Divino, 1488, bloco D, térreo 04719-904 São Paulo - SP, Brazil **Phone:** +55 (11) 5189 8300

General questions:

info@dwih.com.br www.dwih.com.br

Moscow

Deutsches Haus für Wissenschaft und Innovation Moskau Leninskij Prospekt 95a 119313 Moscow, Russia **Phone:** +7 (495) 974 6369

General questions:

dwih@daad.ru www.dwih.ru

New Delhi

German House for Research and Innovation New Delhi 2, Nyaya Marg, Chanakyapuri 110 021New Delhi, India Phone: +91 (11) 4922 4999 General questions: info@dwih.in www.dwih.in

Tokyo

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

nder the leadership of its chair, Dr. Cathleen Fisher, and GCRI's governing directors, 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.



Andrea Adam Moore

Executive Director German University Alliance

Representative of the German Universities Liaison Offices in New York



Kurt H. Becker, Ph.D. Dr. Michael Blank Vice Dean for (until July 2013) Academic Affairs Acting President

Professor of Applied and Treasurer Physics, Professor German American of Mechanical Chamber of and Aerospace Commerce, Inc. Engineering

NYU Polytechnic School of Engineering



Dr. Cathleen S. Fisher President American Friends of the Alexander

Foundation



von Humboldt

Fohrbeck (until June 2013) Director DAAD North America



Peter Kerrigan (since July 2013) Acting Director DAAD North America



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

of Germany



Prof. Jeffrey Peck Vice Provost for Global Strategies, Baruch College The City University of New York

(CUNY)



(since July 2013) President & CEO German American Chamber of Commerce, Inc.



Dr. Eva-Maria Streier

Director DFG Office North America/ New York



Busso von Alvensleben

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



Dr. Joann Halpern Director

- Main responsibilities:
- Strategic Planning
- Strategic Outreach
- Program Development

Jennifer Audet Communications Officer

- (since July 2013) Main responsibilities: GCRI Web and Social
- Media Presence E-NNOVATION GERMANY.
- GCRI's Monthly Newsletter
- Public Relations & Marketing



Andrea Deierlein

Communications Officer (until June 2013)

- Main responsibilities:
- GCRI Web and Social Media Presence
- E-NNOVATION GERMANY, GCRI's Monthly Newsletter
- Public Relations & Marketing



Katharina Glaser

Program Assistant (since September 2013) Main responsibilities:

- Program Planning and Coordination
- Event Logistics

Office Administration

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GCRI Team

Program Officer (until July 2013) Main responsibilities Program Planning and Coordination

Event Logistics Office Administration







GCRI Foundation Board

he 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. supports 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. On November 17, 2013, the GCRI Foundation, Inc. received its official status as a 501(c)(3).



Dr. Sebastian Fohrbeck (until June 2013) Treasurer Director, DAAD North America



Dr. Joann Halpern Director German Center for Research and Innovation



Peter Kerrigan (since July 2013) Acting Director DAAD North America



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



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



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



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



GCRI Partner Institutions

CRI 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, the German Academic International Network (GAIN), and the German Universities Liaison Offices in New York (Bucerius Law School, Consortium of the Ruhr Universities, Freie Universität Berlin, Heidelberg University Association, Ludwig-Maximilians-Universität München, RWTH Aachen University, UAS7 German Universities of Applied Sciences, University of Cologne).





Selection of 2013 Event Participants





- AARP
- ▶ Air Berlin GmbH & Co. Luftverkehrs KG
- ► Albert Einstein College of Medicine
- ► AllianceBerstein L.P.
- ► American Express
- Barclays
- Barnard College
- ► BASF Corporation
- Bayer Corporation
- Berliner Zeitung
- BlackRock
- ► BMW Manufacturing Co., LLC
- ▶ Boehringer Ingelheim
- ▶ Boston Children's Hospital
- Boston Consulting Group (BCG)
- ▶ Brain Trauma Foundation
- Bridges Ventures
- Brookhaven National Laboratory
- ► Carbon Disclosure Project
- ▶ Carl Zeiss Microscopy, LLC
- ► Cisco Systems
- ► Citigroup Inc.
- ► Cold Spring Harbor Laboratory (CSHL)
- College Board
- Columbia University
- Consolidated Edison, Inc.
- Cornell NYC Tech
- Cornell University
- ▶ Council on Foreign Relations (CFR)
- Credit Suisse
- Daimler AG
- ▶ DB Schenker, Inc.
- Delegation of the European Union to the United States of America
- ▶ Deloitte & Touche LLP

- Department of Health and Human Services (DHHS)
- ▶ Deutsche Bank AG
- Deutsche Presse-Agentur (dpa GmbH)
- Deutsche Telekom Group
- DHL Express
- ▶ EADS North America
- European Central Bank (ECB)
- ► Elsevier B.V.
- ▶ Embassy of Canada
- ▶ E.ON SE
- ▶ Ernst & Young
- Federal Institute for Vocational Education and Training (BIBB)
- ▶ Federal Ministry of Economics and Technology
- ▶ Federal Reserve Bank of New York



- ▶ Focus
- Food and Agriculture Organization of the United Nations
- ▶ Frankfurter Rundschau
- ▶ FrankfurtRheinMain GmbH
- ▶ Freie Universität Berlin
- ► Genesys Partners, Inc.
- ► German Aerospace Center
- ▶ German Rectors' Conference
- ▶ Goldman Sachs
- ▶ Hapag-Lloyd AG

Selection of 2013 Event Participants (continued)

- ► Harvard University
- ► Howard Hughes Medical Institute (HHMI)
- ▶ IBM
- Institute of Electrical and Electronics Engineers (IEEE)
- ▶ Institute of International Education (IIE)
- ► International Labour Organization (ILO)
- International Monetary Fund (IMF)
- ► Johns Hopkins University
- Johnson & Johnson
- ▶ JPMorgan Chase & Co.
- Korn/Ferry International
- ▶ Lancôme
- ▶ L'Oreal
- Lufthansa
- Massachusetts General Hospital
- Massachusetts Institute of Technology (MIT)
- Max Planck Florida Institute for Neuroscience
- Max Planck Institute for Informatics (MPII)
- Memorial Sloan-Kettering Cancer Center (MSKCC)
- Merck
- ▶ Merrill Lynch
- Microsoft
- Ministerium f
 ür Innovation, Wirtschaft und Forschung des Landes Nordrhein-Westfalen
- Morgan Stanley Smith Barney, LLC
- Mount Sinai Hospital
- National Cancer Institute (NCI)
- ▶ National Institutes of Health (NIH)
- National Institute of Allergy and Infectious Diseases (NIAID)
- National Institute of Standards and Technology (NIST)
- National Oceanic and Atmospheric Administration

- ▶ National Science Foundation (NSF)
- Natural Sciences and Engineering Research Council of Canada (NSERC)
- Nature Publishing Group (NPG)
- Neue Zürcher Zeitung (NZZ)



- ► New York City Department of City Planning
- ▶ New York City Department of Education
- New York City Economic Development Corporation (NYCEDC)
- New York State Office of Mental Health (OMH)
- ▶ New York State Public Service Commission
- ▶ New York University (NYU)
- ▶ Nomura Holding America
- ► Novartis Corporation
- Office of Science and Technology Policy, The White House
- Office of the Mayor, The City of New York
- Office of the Science & Technology Adviser to the Secretary (STAS), U.S. Department of State
- ▶ Oppenheimer & Co. Inc.
- Permanent Mission of Belgium to the United Nations
- Pfizer Inc.
- Polytechnic Institute of New York University (NYU-Poly)
- ▶ Port Authority of New York and New Jersey



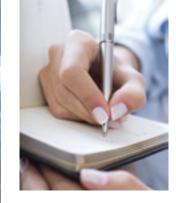
- Princeton University
- Psychology Today
- Ralph Lauren
- Reuters
- ► SAP
- ▶ SCHOTT North America, Inc.
- Science Friday NPR
- ► Scientific American
- Siemens Corporation
- ► Skidmore Owings & Merrill LLP (SOM)
- Social Sciences and Humanities Research Council of Canada (SSHRC)
- Stanford University
- Stevens Institute of Technology
- ► Swissnex
- ▶ Technische Universität München (TUM)
- ▶ The Andrew W. Mellon Foundation
- ► The Aspen Institute
- ► The Brookings Institution
- ▶ The Chronicle of Higher Education
- ▶ The Dana Foundation
- ▶ The Earth Institute, Columbia University
- ▶ The Feinstein Institute for Medical Research
- ▶ The Henry Luce Foundation
- The Information Technology & Innovation Foundation (ITIF)
- ► The National Academies
- ▶ The National Museum of Mathematics
- ▶ The New School
- ▶ The New York Academy of Sciences
- ▶ The New York Times
- The Paul H. Nitze School of Advanced International Studies (SAIS), Johns Hopkins University
- ► The Rockefeller University

- ▶ UBS
- U.S. Agency for International Development (USAID)
- ▶ U.S. Council for International Business (USCIB)
- ▶ U.S. Department of Commerce
- ▶ U.S. Department of Energy
- U.S. Department of Health and Human Services (HHS)
- ▶ U.S. Department of Homeland Security
- ▶ U.S. Department of State
- ► U.S. House of Representatives
- ▶ U.S. Public Health Service (USPHS)
- ▶ UBH International Ltd
- United Nations
- United Nations Development Programme (UNDP)
- ▶ University of California, Berkeley
- University of Michigan



- ▶ WABC-TV
- ▶ Weill Cornell Medical College
- Wharton School of Business, University of Pennsylvania
- World Economic Forum
- WQXR New York Public Radio
- ► Yale University
- ZEIT-Stiftung Ebelin und Gerd Bucerius
- Zweites Deutsches Fernsehen (ZDF)





Calendar of Events

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

German Center for Research and Innovation Student Outreach: How International Experience Can Enhance Your Career

February 28 The Crisis of the European State System **Co-Sponsors:**

American Council on Germany (ACG) German Research Foundation (DFG) The New School for Social Research

March 14 Global Logistics: Challenges and Solutions Co-Sponsors: ConRuhr North America EffizienzCluster LogistikRuhr

March 27

Climate-proofing Cities **Co-Sponsors:** American Friends of Bucerius (AFB) 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 Finals Co-Sponsors: Boehringer Ingelheim Healthcare Innovation and Technology (HIT) Lab

May 16 The Temptations of Big Data

Co-Sponsor: WZB Berlin Social Science Center

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-Sponsor: 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 14 NYC MedTech Summer Networking Event Co-Sponsors: Kaye Scholer LLP NYC MedTech Perelson Weiner LLP



August 30

Third Transatlantic GAIN Entrepreneurial Breakfast **Co-Sponsors:** Consulate General of the Federal Republic of Germany in San Francisco German Academic International Network (GAIN) **Event Location:** San Francisco, CA

September 6 Entrepreneurship in Germany Luncheon

September 10 Translating Cancer Gene Discovery to the Clinic Co-Sponsor: Carl Zeiss, Inc.

September 12 & 13 German Innovation Showcase Co-Sponsors: Consulate General of the Federal Republic of Germany in New York ifridge & Company

October 8

FOCUS: Logistics: Current Trends, Opportunities, and Challenges **Co-Sponsors:** DB Schenker Consulate General of the Federal Republic of Germany in New York German American Chambers of Commerce, Inc. (GACC)

October 10

The European Financial Crisis and the Future of the European Union **Co-Sponsor:**

WZB Berlin Social Science Center

October 16

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

November 4

Transforming an Idea into a Disruptive Technology: ResearchGate: A Professional Network for Researchers

Co-Sponsor: ResearchGate

November 7

Moving the World by Thought: Dimensions and Perspectives of Brain-Computer Interfaces

Co-Sponsor: German Research Foundation (DFG)

November 18

Great Minds Think Alike - Or Do They? Unexpected Evolutionary Paths in Thought and Language **Co-Sponsors:**

ConRuhr North America German Research Foundation (DFG)

November 21

FOCUS: Smart Grid

Co-Sponsors:

German American Chambers of Commerce, Inc. (GACC) Polytechnic Institute of New York University (NYU-Poly)

December 11

Engaging Women in STEM: Perspectives from the United States and Germany

Co-Sponsor: German Aerospace Center (DLR)

December 13 Translating International Experience into Career Success

Co-Sponsor: Heidelberg University Association **Event Location:**

Goethe-Institut, Chicago, IL







Global Logistics: Challenges and Solutions

n today's globalized world, the distribution of goods is the backbone of international economics. Disruptions in the transportation network have a far-reaching impact on both suppliers and individual consumers. In order to guarantee a steady global supply in the near future, logistics processes have to become more sustainable and secure. As part of GCRI's Logistics Series, German and U.S. experts convened in New York to discuss the latest trends in developing efficient, sustainable, and secure transportation networks worldwide. Prof. Dr. Uwe Clausen explained how improving logistics is not only about meeting customers' demands, but also about promoting environmental and social sustainability as well as creating efficient structures and processes. Dr. John-Paul Clarke addressed the importance of aviation as a viable part of worldwide mobility and supply, whereas James LoBello presented on data-driven security and visibility in maritime transportation networks. Jan Hinz introduced DB Schenker's smartbox, an innovative freight security solution for real-time visibility throughout the supply chain.

The German Center for Research and Innovation does a great job connecting communities and organizing top events with U.S. and European professionals. For me, as a panelist of the 2013 Global Logistics event, GCRI provided a great opportunity to get valuable feedback, to strengthen existing relations and to establish new ones...and they are also great on Twitter.

Prof. Dr.-Ing. Uwe Clausen

Director, Fraunhofer Institute for Material Flow and Logistics (IML) & Institute for Transport Logistics (ITL), TU Dortmund University



Event Location:

German House, New York, NY

Event Speakers:

Dr. John-Paul Clarke, Associate Professor, The Daniel Guggenheim School of Aerospace Engineering and H. Milton Stewart School of Industrial and Systems Engineering; Director, Air Transportation Laboratory, Georgia Institute of Technology

Prof. Dr.-Ing. Uwe Clausen, Director, Fraunhofer Institute for Material Flow and Logistics (IML) & Institute for Transport Logistics (ITL), TU Dortmund University

Larry Fannin, Director, Trade Compliance & Regional Logistics in the Americas, Carl Zeiss, Inc. (Moderator)

Dr. Joann Halpern, Director, German Center for Research and Innovation (Introduction)

Jan Hinz, Director, Transatlantic Trade Lane, Ocean Freight -Region Americas, DB Schenker, Inc.

James LoBello, Head of Security, The Americas, Lufthansa Cargo

Dr. Oliver Schnakenberg, Deputy Consul General, Consulate General of the Federal Republic of Germany in New York (Introduction)

Co-Sponsors:





March 27, 2013 _____

Climate-proofing Cities

uperstorm Sandy wreaked economic, social, and structural havoc, resulting in an estimated 25 billion dollars in lost business activity, 8.1 million homes without power across 17 states, and over 305,000 damaged or destroyed housing units in New York alone. The long-lasting effects of this natural disaster served as a wake-up call, heightening public discourse on the topic of the vulnerability and resilience of major cities like New York. A panel of experts discussed the conclusions drawn from "Sandy" and what kind of actions need to be taken to mitigate the effects of extreme weather events in the future. Dr. Klaus H. Jacob emphasized the need to think beyond sea barriers when adapting infrastructures, since rising levels will likely overtake them in the long run. James Gallagher agreed, warning listeners about the city's aging power system and the time required to develop and build new technologies. An increasingly plausible flood of 14 feet, he said, would lead to a shutdown of the power system affecting around seven million residents. On a more optimistic note, David Armour from Siemens noted that there is infrastructure to build on and that the technology to adapt it is available. It just needs analysis and investment from both the public and the private sector. Bob Yaro warned against complacency, calling upon politicians to look at strategies to get things moving, not least to avoid the budgetary disaster another total shutdown of the MTA would cause. 🔶







Event Location: _

German House, New York, NY

Event Speakers:

David Armour, Chief City Executive for New York City, Siemens Corporation

James T. Gallagher, Senior Manager for Strategic and Business Planning, New York Independent System Operator (Moderator)

Dr. Klaus H. Jacob, Special Research Scientist, Seismology, Geology, and Tectonophysics, Lamont-Doherty Earth Observatory, Columbia University Earth Institute; Adjunct Professor, School of International and Public Affairs, Columbia University

Dr. Oliver Schnakenberg, Deputy Consul General, Consulate General of the Federal Republic of Germany New York (Introduction)

Robert D. Yaro, President, Regional Plan Association

Co-Sponsors:







April 4, 2013



Aging: Changing Attitudes and Successful Coping Mechanisms

/ ith age, people confront many challenges that impact their overall well-being and longevity. Attitudes towards growing older can determine how people age and may affect their quality of life. Additionally, societal attitudes towards growing older can define how people internalize the aging process. Expert panelists Dr. Hans-Werner Wahl and Dr. Laura N. Gitlin discussed the practical implications of their research. Advances in medical treatment and technological developments have led to a larger cohort of older people, which offers challenges and opportunities for individuals and society. Dr. Wahl focused on the effects of attitudes towards aging in the 21st century. Since negative age stereotypes are easily triggered and tenaciously prevail, it is important to change the societal mindset. Developing a positive perception and understanding the benefits of aging are two important attitude adjustments. Dr. Gitlin discussed the physical, social, and cognitive challenges aging people face and presented solutions to coping with these age-related problems. Adaptive strategies, such as physical alterations of the home environment and active socialization, efficiently counter these effects. Eventually, these strategies can help reduce functional disabilities and enhance self-efficacy. As a result, increased well-being and health can lead to higher life expectancy.

I attend as many GCRI events as I can, even if the topic is not close to my field of expertise. What entices me is that the GCRI is a forum where exchanging crossdisciplinary ideas is the focus. The event, "Aging: Changing Attitudes and Successful Coping Mechanisms," was one example of this cross-fertilization of ideas between neurobiology, the social sciences, and psychology. The GCRI should be congratulated for having created a fertile cultural and scientific venue with a series of very joyful and civilized events.

Ivan Bodis-Wollner, M.D., D.Sc. Professor, Neurology and Ophthalmology, State University of New York Downstate Medical School





Event Location: _____ German House, New York, NY

Event Speakers:

Prof. Laura N. Gitlin, Professor, School of Nursing, Johns Hopkins University; Founding Director, Center for Innovative Care in Aging

Dr. Joann Halpern, Director, German Center for Research and Innovation (Moderator)

Irmintraud Jost, Executive Director, Heidelberg University Association (Introduction)

Prof. Dr. Hans-Werner Wahl, Professor, Chair, Division of Psychological Aging Research, Department of Psychology, Heidelberg University

Co-Sponsor:





April 17, 2013

The Tech Campus: A Catalyst for Innovation and Regional Development

ech campuses merge entrepreneurial spirit and academic research, promote tech transfer, and cultivate an innovation ecosystem. While New York's Cornell NYC Tech campus is still at an early stage of its development, TU Dortmund has already established one of Germany's most successful tech campuses. Located in the heart of Germany's largest metropolitan region, the Ruhr area, Dortmund is a hub of research and science with one university, two universities of applied sciences, and 17 research institutes. One reason for its long-lasting success, according to Albrecht Ehlers, is the matching of research fields such as IT, biomedicine, and nanotechnology, which allows TU Dortmund students to find the respective specialized counterpart at the tech park's incubators. Incubators, such as the BioMedizinZentrum, provide startups with infrastructure, consulting, funding, and equipment. Especially advantageous, André van Hall explained, are the synergistic effects between the different incubators. Prof. Craig Gotsman outlined plans for the Cornell NYC Tech campus, the young joint venture between Haifa's Technion-Israel Institute of Technology and New York's Cornell University. Based on the vision "from New York City to New Tech City," Cornell NYC Tech will feature all necessary platforms to support entrepreneurship and innovation, including room for start-up accelerators and industrial co-locations. Currently housed in New York City's Chelsea neighborhood, in space donated by Google, Cornell NYC Tech's temporary campus will move to its permanent location on Roosevelt Island in 2017.



UThe German Center for Research and Innovation acts as key enabler for German-American information exchange. The Tech Campus event jointly organized with ConRuhr provided excellent insight into best practices in technology transfer on each side of the Atlantic and significantly enhanced the visibility of TU Dortmund University and its adjoining technology center and park.

Prof. Dr.-Ing. Gerhard Schembecker President, ConRuhr North America

Event Location:

German House, New York, NY

Event Speakers:

Albrecht Ehlers, Chancellor, TU Dortmund University

Prof. Craig Gotsman, Founding Director, Technion-Cornell Innovation Institute (TCII), Cornell NYC Tech

André van Hall, Director, BioMedizinZentrumDortmund, TechnologieZentrumDortmund

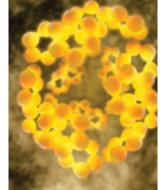
Dr. Joann Halpern, Director, German Center for Research and Innovation (Moderator)

Co-Sponsor:









Healthcare Innovation World Cup Finals

he Healthcare Innovation World Cup challenges entrepreneurs and innovators in healthcare and information technology to tackle global public health issues. In 2013, the competition invited participants worldwide to propose solutions for improving diabetes prevention and management. More than 100 teams representing 20 countries around the globe submitted diabetes innovations for the competition, which awarded a total \$75,000 in prizes to semifinalists and finalists. AdhereTech, the creators of wireless pill bottles to help improve medication adherence, won the \$50,000 first prize. The bottles, according to AdhereTech, measure the exact number of pills in the bottle in real-time, wirelessly send this HIPAA-compliant data into the cloud, and remind patients to take their medication via an automated phone call or text message. Team IITKgp, the second place winners, received \$10,000. Team IITKgp is developing a non-invasive blood glucose measurement device, based on photoacoustic spectroscopy, to enable painless, sample-free, and accurate glucose measurement for diabetics. Team SmartSense, the third place winners, received \$5,000. SmartSense is a multianalyte sensing device for diabetic ketoacidosis (DKA). Team EndoGoal, the fourth finalist, presented a mobile and web-based rewards program for people with insulin-dependent diabetes who track daily alucose levels.

Co-Sponsors:





The GCRI does an incredible job of matching U.S.-based earlystage companies with German partners and investors - and vice versa. AdhereTech won the Healthcare Innovation World Cup, which was sponsored by Boehringer Ingelheim and the German Center for Research and Innovation. The GCRI maintains a fruitful relationship with our company

Josh Stein, CEO, AdhereTech

as we continue to grow. 77





When KISI first arrived in New York City, the German Center for Research and Innovation was a tremendous help in getting us connected very quickly with key stakeholders in the city. The center's events are always a great opportunity to meet interesting people and to get in touch with other New York entrepreneurs.

Maximilian Schuetz, Co-Founder, KISI







Event Location: German House, New York, NY

Presenting Teams:

AdhereTech, New York, New York EndoGoal, Columbus, Ohio IITKgp, Kharagpur, India SmartSense, Bombay, India

Event Outcome:

The Healthcare Innovation World Cup was featured in 35 media publications, including The Wall Street Journal

The HCIWC provided immense value to AdhereTech, according to the company's CEO, Josh Stein. In addition to the incredible press coverage and award funding, AdhereTech also benefited from being able to build a solid relationship with Boehringer Ingelheim, an innovative pharmaceutical company. According to Stein, the company has since secured a pilot with BI and a leading BI executive has become one of his company's most helpful advisors.







The Future of Contact Sports: **Sports-related Head Injuries** and Their Effect on Memory

ports-related brain injuries have become a major area of scientific investigation over the past years. The Consequences of these injuries range from short-term effects, like dizziness and nausea, to long-term effects, like depression, dementia, and memory loss. Clinical research developments in neuroimaging have heightened public awareness, spurring greater industry action and regulation on the issue of better protecting players. Appropriate diagnosis and regulation, however, will continue to require a better understanding of chronic brain trauma. At this panel discussion, Prof. Dr. med. Inga Koerte, M.D., and Robert Stern, Ph.D., discussed the long-term implications resulting from concussions as well as from the accumulation of sub-concussive blows. A possible long-term repercussion of these repetitive brain injuries can be Chronic Traumatic Encephalopathy (CTE), a neurodegenerative disease similar to Alzheimer's. Unfortunately, at present, CTE can only be diagnosed post-mortem, according to Stern. A study conducted by Koerte and her team, however, paves the way for a possible future diagnosis of CTE while an individual is alive. The usage of an advanced neuroimaging technique has helped to visualize heading-related sub-concussive brain traumas in living subjects.

The German Center for Research and Innovation did an outstanding job organizing an exceptional event focused on sports-related concussions, a field of research that is both timely and important. This event enhanced the visibility of a highly productive transatlantic collaboration between German and U.S. scientists and paved the way for new collaborations with leaders in the field. 77

Prof. Dr. med. Inga Katharina Koerte, M.D.

Professor of Neurobiological Research. Department of Child and Adolescent Psychiatry and Psychotherapy, Ludwig-Maximilians-Universität München, Germany







Event Location:

German House, New York, NY

Event Speakers:

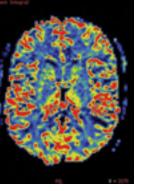
Prof. Dr. med. Inga Katharina Koerte M.D., Professor of Neurobiological Research, Department of Child and Adolescent Psychiatry and Psychotherapy, Ludwig-Maximilians-Universität München, Germany

Alan Schwarz, National Correspondent, The New York Times (Moderator)

Robert A. Stern, Ph.D., Director, Alzheimer's Disease Center Clinical Core, Boston University School of Medicine

Event Outcome:

Jeffrey Bazarian, M.D., M.P.H., a very well-known researcher in the field of traumatic brain injuries and Professor of Emergency Medicine, Neurology, and Neurosurgery at the University of Rochester Medical Center, was in the audience. Following the event, he visited Prof. Dr. med. Inaa Katharina Koerte in Boston and they began a collaboration on sports-related concussions



The Neuroscience of Gender

June 17, 2013

ender differences in the brain and in behavior are influenced by sex hormones and gender stereotypes. Univ.-Prof. Dr. rer. soc. Ute Habel and Prof. Bruce McEwen, Ph.D., discussed the possible implications of these structural and functional factors. Prof. McEwen, Ph.D., explained how sex hormones affect memory, motor coordination, pain sensitivity, and mood. He also addressed how sex hormones lead to gender-specific strategies when dealing with social and physical environments. Univ.-Prof. Dr. rer. soc. Habel, whose research focuses on neuropsychological factors of gender differences in healthy and psychiatric patients, addressed possible functional gender differences in the brain. According to her, men and women often display the same emotional and behavioral reactions, despite demonstrating clear differences in cerebral activity. One possible interpretation of this fact, Univ.-Prof. Dr. rer. soc. Habel said, is that men and women use different processing strategies to reach the same conclusion. Further functional contributions to gender differences in cognitive abilities are sociologically-induced gender stereotypes. For this reason, conforming to a certain negative gender stereotype often results in a dramatic drop in performance of a given activity.



Co-Sponsor:



Event Location: German House, New York, NY

Event Speakers:

Univ.-Prof. Dr. rer. soc. Ute Habel, Professor of Neuropsychological Gender Research, Section Head Neuropsychology Department of Psychiatry, Psychotherapy, and Psychosomatics, RWTH Aachen University

Prof. Bruce S. McEwen, Ph.D., Alfred E. Mirsky Professor, Harold and Margaret Milliken Hatch Laboratory of Neuroendocrinology, The Rockefeller University

Anke A. Ehrhardt, Ph.D., Vice Chair for Faculty Affairs & Professor of Medical Psychology (in Psychiatry), Columbia University Medical Center; Research Division Chief, Division of Gender, Sexuality, and Health, New York State Psychiatric Institute (Moderator)

Event Outcome:

Elsevier Connect reported on the event, publishing an online article entitled, "Can brain biology explain why men and women think and act differently?"

RWTH Aachen University's Tagespressespiegel re-published the Elsevier Connect article in Germany.



The German Center for Research and Innovation's discussion on "The Neuroscience of Gender" broke new ground in revealing critical gender differences in cognition. These powerful findings on the link between gender stereotypes and performance provide the basis for crafting actionable strategies to more effectively manage female staff and harness their talents for maximum benefit to any organization - be it a corporation, government or academic institution. 77

Sefi Shliselberg Founder and President. Women in Sovereign Entities



June 25, 2013



From University Innovation to the Marketplace

niversity research is a key component of a nation's capacity for innovation. Increasingly, research universities are being seen as sources of innovation that can drive economic development, as opposed to institutions created exclusively for scientific discovery and teaching. This event focused on how German and U.S. universities address these competing priorities. Prof. Dietmar Harhoff, Ph.D., provided a historic overview of university-industry collaboration in Germany and the science-based innovation field today. Despite challenges, such as relatively low venture capital spending in comparison to other countries and high-speed knowledge turnover, Prof. Harhoff, Ph.D., believes that public-private partnerships will facilitate technology transfer while ambitious targets for R&D and education budgets will lay the groundwork on a policy level. Orin Herskowitz drew upon his experiences at Columbia University and Columbia Technology Ventures (CTV) to provide the U.S. perspective on academic tech transfer. He examined the history of U.S. regulations as well as the various metrics of productivity, such as tech transfer revenues and license agreements. At CTV, for example, only one in six inventions gets licensed. Once licensed, just one in ten venture investments becomes a significant hit. In general, the majority of a university's technology transfer revenue is generated by "blockbusters," which constitute less than one percent of all licenses and generate more than \$1M per year.



Orin Herskowitz



Co-Sponsor: HodgsonRuss

The German Center for Research and Innovation has been an absolutely invaluable partner for Sparkup Inc. GCRI has worked tirelessly on our behalf, connecting us to German and U.S. organizations. Their "From University Innovation to the Marketplace" event introduced us to mission-critical individuals and greatly accelerated our development as the global marketplace for innovation.

Jeremy Lee Jonas, Founding CEO, Sparkup Inc.

Event Location:

German House, New York, NY

Event Speakers:

Imke Ehlers-Surur, Ph.D., Licensing Manager, Office of Technology Development, Memorial Sloan-Kettering Cancer Center (Moderator)

Prof. Dietmar Harhoff, Ph.D., Chair, Commission of Experts for Research and Innovation (EFI); Director, Max Planck Institute for Innovation and Competition; Honorary Professor, Ludwigs-Maximilians-Universität München (LMU)

Orin Herskowitz, Executive Director, VP of Intellectual Property and Tech Transfer, Columbia Technology Ventures

Ranjana Kadle, Partner, Hodgson Russ LLP (Welcome Remarks)

Event Outcome:

GCRI helped connect the Canadian start-up Sparkup Inc. to a variety of institutions and German companies. Sparkup Inc. Founding CEO Jeremy Lee Jonas and Founding COO John Knechtel were selected to build an innovation marketplace whose original conception came from Boehringer Ingelheim. Together, Sparkup Inc. and Boehringer Ingelheim established a collaboration with Columbia University Tech Ventures. Sparkup Inc. has also engaged with BASF as a result of a connection with the company's Manager for Government Liaison Innovation and Technology who is a frequent attendee and supporter of GCRI events. GCRI also helped Sparkup Inc. engage with firms such as Lufthansa Systems and Siemens.



The Many Faces of Big Data

s data flows through every sector of our global economy, questions emerge from commercial, governmental, and non-profit organizations interested in the vast possibilities of this information. Big Data provides tremendous opportunities, while also raising practical, legal, and ethical challenges. Prof. Juliana Freire addressed the practical difficulties that arise from Big Data analysis. The problem is not the volume of data, she said, but rather the need for human interpretation. Data integration and exploration are complex and time-consuming processes. To date, the right tools for optimal usability are still missing. Gerhard Weikum presented the three dimensions of Big Data analysis - length, width, and depth, using sustainable city traffic as an example. Length represents the action of collecting and comparing bicycle traffic data of different cities. Width relates to discovering and integrating the data as structured and unstructured content are matched and linked together. The analytical interpretation of the data in the depth dimension can then lead to deeper insights, for instance, the energy cost per commute in different cities. Raghu Ramakrishnan's presentation focused on the applications of Big Data. It transforms business models and scientific disciplines and allows unprecedented new apps in every area. Heterogenous data, real-time analysis, and 'instant on' cloud access are innovations resulting from this technology.



GCRI is on the cutting-edge of science and technology, bringing together outstanding experts from around the world, applying intellect and passion to crafting a safer, healthier, and more prosperous world.

Dr. William Grassie Executive Director, Metanexus Institute

Event Location: _____ German House, New York, NY

Event Speakers:

Prof. Juliana Freire, Professor of Computer Science and Engineering, Polytechnic Institute of New York University (NYU-Poly)

Dr. Raghu Ramakrishnan, Technical Fellow, CTO Information Services, Microsoft

Prof. Claudio T. Silva, Head of Disciplines, Center for Urban Science and Progress (CUSP), New York University; Professor of Computer Science and Engineering, Polytechnic Institute of New York University (NYU-Poly) (Moderator)

Dr.-Ing. Gerhard Weikum, Research Director, Max-Planck Institute for Informatics (MPII)

Co-Sponsors:

NYUpoly







Translating Cancer Gene Discovery to the Clinic

his discussion focused on how normal cells evolve into cancer cells. Our understanding of this process has been fueled by powerful technological advances and insights gained from the study of tumor viruses. It is now possible to biologically target tumors using increasingly personalized approaches to therapy by identifying genes and signaling pathways. The speakers discussed current understandings of breast cancer as well as opportunities and challenges for the future.

September 10, 2013



The GCRI provides a broad array of programs and lecture events covering cutting-edge topics spanning technology, science, and business. The knowledgeable speakers and informed audience make for a dynamic environment of idea exchange.

Jason Sherwin, Ph.D.

U.S. Army Research Laboratory Post-Doctoral Fellow, Post-Doctoral Research Scientist, Department of Biomedical Engineering, Laboratory for Intelligent Imaging and Neural Computing, Columbia University

Event Location:

German House, New York, NY

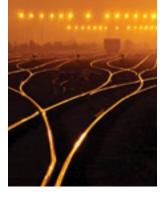
Event Speakers:

Stuart A. Aaronson, M.D., Professor and Founding Chair, Emeritus, Department of Oncological Sciences, Mount Sinai School of Medicine

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

Co-Sponsor:





October 8, 2013 _

FOCUS: Logistics: Current Trends, Opportunities, and Challenges

ogistics is an essential component of the global economy given today's international production processes, supply chains, and distribution networks. Logistics is especially important for an export-oriented economy like Germany, which depends on reliable partners for transportation and distribution. The lunchtime panelists discussed several of the major trends in logistics, including accelerated globalization with a regional shift towards developing countries and rising oil prices. The panel also addressed several other trends currently shaping the future of logistics, including increasing environmental regulations, the growing volatility of all relevant elements within the transportation process, and technological developments that require companies to focus on data and e-commerce in addition to the physical movement of goods. All of the speakers emphasized the importance of close collaboration between companies and their logistics providers in order to optimize the transportation process.

The German Center of Research and Innovation, an important think tank for German-American business relationships, did an excellent job organizing a top-of-the-line event on alobal transport and logistics, which was very successful and extremely well-attended. An impressive panel of experts from Germany and the United States discussed very openly and frankly strategies and trends with an actively engaged audience. 77

Dr. Josef Blank, CEO & President, DB US Holding Corporation

Co-Sponsors:



Consulate General New York







Event Location:

German House, New York, NY

Event Speakers:

Jack Allen, Senior Director, Logistics and Manufacturing Solutions, Cisco Systems, Inc.

John-Paul Clarke, Associate Professor, The Daniel Guggenheim School of Aerospace Engineering and H. Milton Stewart School of Industrial and Systems Engineering, Director, Air Transportation Laboratory, Georgia Institute of Technology (Moderator)

Gary Cleave, Senior Vice President, Regional Sales & Customer Service, Hapag-Lloyd (A), Inc.

Alexander Karst, Director, Sales & Handling, USA Northeast & Mid-Atlantic, Lufthansa Cargo ÅG

Heiner Murmann, Member of the Board for Air and Ocean Freights, Schenker AG/DB US Holding (Keynote Speech)

of the Federal Republic of Germany



German American Chambers of Commerce Deutsch-Amerikanische Handelskammern







Strategies for Recruitment, Retention, and Mentoring of Women in STEM: U.S.-German Perspectives

thorough understanding of the complexities of recruitment, retention, and mentoring of women in STEM needs to be grounded in empirical research and best practices. As part of the GCRI's Women in STEM event series, the panelists discussed how social scientists, university administrators, and state officials can work together to assess employment practices on campus. They further addressed which strategies can help to implement improved decision-making processes on issues such as hiring, tenure, and promotion, as well as to what extent research universities support the evolution towards a better campus climate. The keynote speakers, Dr. Beth Mitchneck and Dr. Anja Steinbeck, discussed these multidimensional gender equality strategies of universities in Germany and the United States.

The German Center for Research and Innovation has been an invaluable partner in helping Lehigh University realize its goals in international outreach, research exchange, and interinstitutional collaboration. Their sponsorship of the workshop "Strategies for Recruitment, Retention, and Mentoring of Women in STEM" was crucial for furthering our relationship with the University of Cologne.

Donald Hall

Herbert and Ann Siegel Dean of the College of Arts and Sciences, Lehigh University



Event Location:

German House, New York, NY

Event Speakers:

Dr. Shobha Bhatia, Professor, Department of Civil and Environmental Engineering, Co-Director of the Women in Science and Engineering Initiative, Syracuse University

Dr. Britt Dahmen, Director, Gender Management Unit, University of Cologne

Dr. Jackie Krasas, Associate Professor, Department of Sociology and Anthropology, Director of Women, Gender and Sexuality Studies, Lehigh University (Moderator for Keynote Session and Speaker)

Dr. Beth Mitchneck, Professor, School of Geography and Development, University of Arizona; Lead Program Director for ADVANCE, National Science Foundation (Keynote)

Dr. Anja Steinbeck, Professor of Law, Pro-Rector for Planning, Finances and Gender, University of Cologne; Judge, Higher Regional Court in Cologne (Keynote)

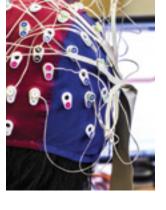
Event Outcome:

A Memorandum of Understanding (MoU) Cooperation Agreement between Lehigh University and the University of Cologne was signed during the daytime event. Donald Hall from Lehigh University will now send students to the University of Cologne's summer school program on European law, thereby broadening the two institutions' cooperation beyond exchanges in gender equality best practices to student exchanges for political science majors and beyond.

Co-Sponsors:







November 7, 2013

Moving the World by Thought: Dimensions and Perspectives of **Brain-Computer Interfaces**

t is an old dream of humankind to communicate and interact with the environment by only using the power of thoughts. Recent advances in sensor technology and computational capacities suggest that this dream might become a reality in the near future. Brain-computer interfaces (BCI) translate electric or metabolic brain activity into control signals of external devices. People unable to communicate or move can learn to use such systems to interact with their environment and regain lost functions. Driven by the enormous growth of computational capacities and technological advancements over the last two decades, unprecedented progress in the field of neurotechnology has been made. In this context, BCI uses brain activity to activate machines, computers, and other devices without any motor system involvement, providing promising options to restore lost or impaired abilities. The panelists discussed their pioneering interventions on brain metabolic self-regulations and how this technology will change the general view of brain function and self-control.

The German Center for Research and Innovation has been a beacon for promoting scientific and interdisciplinary exchanges between eminent scientists on both sides of the Atlantic and contributing to a global network of communications, especially in the areas of brain research, medicine, and the field of mental health. **77**

Henry Lothane, M.D.

Clinical Professor of Psychiatry, Mount Sinai School of Medicine





Event Location:

German House, New York, NY

Event Speakers:

Dr. Niels Birbaumer, Senior Professor and Director, Institute of Medical Psychology and Behavioral Neurobiology, University of Tübingen, Leibniz Prize Recipient 1995

Dr. Leonardo G. Cohen, Chief, Human Cortical Physiology and Stroke Neurorehabilitation Section, National Institute of Neurological Disorders and Stroke, National Institutes of Health (NIH)

Dr. Eva-Maria Streier, German Research Foundation (DFG) North America, New York Office (Moderator)

Busso von Alvensleben, Consul General, Consulate General of the Federal Republic of Germany in New York (Introduction)

Co-Sponsor:



Deutsche Forschungsgemeinschaft German Research Foundation





November 18, 2013 Great Minds Think Alike -Or Do They? Unexpected Turns in Evolutionary Paths of Thought and Language

he emergence of human cognition, language, and speech has been a subject of fascination for hundreds of years. Language enables people to share and cooperate, make plans, preserve knowledge, and tell stories. It allows humans to be sophisticated social creatures. Language facilitates and shapes our thought processes and plays an important role in human cognition and consciousness. Recent comparative studies of apes and monkeys as well as non-mammalian animals like birds, reptiles, and fish suggest that cognitive abilities and language evolution have taken different paths. Expert speakers discussed the evolutionary routes of complex cognition and language development to advance our understanding of the human brain. Prof. Onur Güntürkün addressed whether neural dearees of freedom exist - i.e. identical mental processes that develop despite different neural wiring whereas Prof. William Hopkins presented on whether apes have a language-ready brain.

The German Center

for Research and Innovation, GCRI, has consistently presented thoughtprovoking programs on a variety of highly relevant topics, including a fascinating series about new developments in neuroscience. Joann's great instinct for interesting topics and her network within the highest levels of academia have allowed her and her team to put Germany on the map as a center for innovation and great contemporary thinkers. 77

Yvonne Bendinger-Rothschild

Chamber of Commerce

(EACC New York)

Executive Director, European-American

The Nov 18th event, "Great Minds Think Alike"

was highly entertaining. More importantly, the presentations by Dr. Güntürkün and Dr. Hopkins revealed the evolutionary roots of the human higher cognitive process. These elegant talks left a lasting impression. The GCRI has done a wonderful job organizing symposia where brilliant speakers explain cutting-edge ideas accessible to both lay audiences and specialists.

John Kubie, Ph.D.

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



Event Location: German House, New York, NY

Event Speakers:

Dr. Onur Güntürkün, Professor of Biological Psychology, Ruhr-Universität Bochum; Leibniz Prize Recipient 2013

Dr. William Hopkins, Professor of Neuroscience and Psychology, Georgia State University

Prof. Dr. Nils Metzler-Nolte, Chair of Inorganic Chemistry I - Bioinorganic Čhemistry, Ruhr-Universität Bochum (Introduction)

Dr. Herbert Terrace, Professor of Psychology and Psychiatry, Columbia University (Moderator)

Co-Sponsors:





November 21, 2013

FOCUS: **Smart Grid**

fter sequential hurricanes in 2011 and 2012, New Yorkers experienced firsthand how an electricity disruption can have a domino effect - a series of failures that affect transportation, communications, and security. A smarter grid adds resiliency to electrical power systems and makes them better prepared to address emergencies, such as severe storms, earthquakes, heat waves, and terrorist attacks. In addition, the Smart Grid is one way to address an aging energy infrastructure that needs to be upgraded or replaced. It has the capacity to increase energy efficiency by enhancing awareness among consumers about the connection between electricity use and the environment. Thus, the Smart Grid not only provides a unique opportunity to propel the energy industry into a new era of reliability, availability, and efficiency, but it can also have a positive impact on the economy and the environment. As part of the GCRI-GACC Smart Grid discussion series, which was launched in 2010, a dynamic panel of German and U.S. experts convened to review the technology's past successes and discuss its future challenges. Matthew Fairy predicts that there will eventually be hundreds to thousands of individual microgrids that will be able to support each other in case of power outages. This structure offers a major advantage over the traditional power transmission system, which is prone to cascading failures, as recently demonstrated by widespread blackouts during Hurricane Sandy. Dr. Christian Höpfner described the technical aspects of microgrids, but then noted that the economic and societal motivation remains the largest hurdle to overcome for widespread implementation of this technology. Brian Jones stated that the demand for a reliable grid will continue to arow due to an increasing population with a modern-day lifestyle of high energy consumption. Jim Gallagher stressed the need for getting "some real world projects up and running" now rather than just constructing theoretical project roadmaps for years on end. He also noted that microgrids can further be utilized to promote a vision for what the arid of the future could look like as well as the benefits they will provide to those producing, delivering, and consuming energy.

Co-Sponsors:







Yet again, GCRI pulls together informative panelists to address an important, strategic issue. GCRI is leading the way with a Smart Grid panel that brought forward the issues that need to be addressed to bring us to the energy infrastructure of the future.

Lucas Finco

Manager, Analytics, Energy Efficiency and Demand Management, Con Edison Company of New York, Inc.



Event Location:

German House, New York, NY

Event Speakers:

Matthew Fairy, Founder & President, Emergent **Energy Solutions**

Jim Gallagher, Executive Director, New York State Smart Grid Consortium

Dr. Christian Höpfner, Scientific Director, Fraunhofer Center for Sustainable Energy Systems (CSE)

Brian Jones, Senior Principal, Energy & Utilities,

Dr. Kurt Becker, Vice Dean for Academic Affairs, Professor of Applied Physics, Professor of Mechanical & Aerospace Engineering, Polytechnic Institute of New York University (Moderator)





Engaging Women in STEM: Perspectives from the United States and Germany

nnovation capability in science and engineering is integral to a society's economic development. Workforce diversity is among the factors that fuel this innovation. Education and science policies in the U.S. and Germany identify promoting female talent as a top priority, with the goal of increasing female interest and participation in STEM disciplines and careers. Despite targeted measures, however, women and girls still remain significantly underrepresented in scientific and technical fields. As part of the GCRI's Women in STEM event series, the panelists addressed the strategic challenges facing universities and research establishments as well as their national and international partners in fostering gender equity and workforce preparation in STEM. Dr. Jan Wörner noted the importance of acknowledging that men and women often have different motivations when pursuing fields of study and career choices. He also cited the need for more visible and age-appropriate role models. Andrea Boese explained that in the past decade, DLR has focused on the reconciliation of maternity time and career, offering flexible working models, support for child care, and mentoring for women. In the future, however, the DLR board aims to attract more women to its institution by raising the number of female Ph.D. students, scientists, leading employees, and professors. This commitment from top management is integral to the success of the organization's diversity policies. Dr. Iraj Kalkhoran stressed that it is imperative to demonstrate the importance of engineering in today's global society and to emphasize that the discipline extends beyond "just math and physics." The field also requires creativity, communication skills, team work, and recognition of societal needs. All of the event's speakers agreed that successfully engaging women in STEM will ultimately enable companies to capitalize on diverse personalities, backgrounds, and viewpoints to create disruptive ideas leading to innovation.

December 11, 2013

The German Center for Research and Innovation hosted an enlightening panel discussion with leaders in STEM from the U.S. and Germany. The lively presentations fueled conversations during the networking reception about the importance of increasing diversity in the future by inspiring girls during their secondary education.

Dr. Joera Schlatterer

Assistant Dean, Faculty Professional Development, Columbia University Medical Center



Event Location: German House, New York, NY

Event Speakers:

Andrea Boese, Head of Department of Diversity, Equal Opportunities and Chief Diversity Officer, German Aerospace Center (DLR)

Associate Prof. Irai Kalkhoran Associate Provost for Undergraduate Academics, Polytechnic Institute of New York University

Prof. Dr.-Ing. Jan Wörner, Chairman of the Executive Board, German Aerospace Center (DLR)

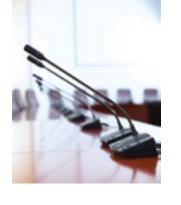
Dr. Joann Halpern, Director, German Center for Research and Innovation (Moderator)

Event Outcome:

Elsevier Connect, which features articles and resources for the global science and health communities, published an article on the event, entitled "STEM diversity initiatives what works, what doesn't,"

Co-Sponsor:





February 21

3rd Annual Conference on Sustainable Real Estate - Bia Data and Disruptive Innovation Location: NYU Schack Institute of Real Estate, New York, NY

February 22 - 24

The 17th European Career Fair (ECF) at Massachusetts Institute of Technology (MIT) Location: Cambridge, MA

February 24

Research in Germany: Career Opportunities Symposium Location: Cambridge, MA

March 8

2013 Columbia University Spring Career Fair Location: Columbia University, New York, NY

March 13

New York City Next Idea Global New Venture Competition Location: New York, NY

April 23

German Culture Week Location: Loyola University, Baltimore, MD

April 30 - May 1 Advanced Energy Conference Location: New York, NY

May 1

RGIT Manufacturing Conference Location: Washington, D.C.

2013 Conferences & Symposia

May 6 - 7

Global Conference & Workshop of the Deutsche Wissenschaftsund Innovationshäuser (DWIHs) Location: Berlin, Germany

May 23

Max Delbrück Center: Best Practices in the Life Sciences: Germany and North America -Livestream Symposium **Locations:** Berlin, New York, Silicon Valley, and Toronto

June 1 - 2

World Science Festival Location: New York NY

August 10 - 13

American Sociological Association (ASA) Annual Meeting, Research in Germany Booth Location: New York, NY

August 30 – September 1

German Academic International Network (GAIN) Annual Meetina Location: San Francisco, CA

September 26

German Study Abroad and Career Symposium Location: East Stroudsburg, PA

October 1

Livingston Securities Transatlantic Innovation Summit Location: New York, NY

October 1

German Mittelstand Conference Location: New York, NY

October 9 - 11

World Summit on Innovation and Entrepreneurship Location: New York, NY

October 25

Engineering Consortium Career Fair Location: Columbia University, New York, NY

October 29 - 30

Building a Smarter University: Big Data, Innovation, and Ingenuity Conference Location: SUNY Downstate, NY

November 2 – 3

"What Can You Be with a PhD?" Research in Germany Booth Location: New York NY

November 9 - 12

Society for Neuroscience (SfN) Annual Meeting, Research in Germany Booth Location: San Diego, CA

December 6

Electron-Driven Processes: From Single Collisions to Complex Plasmas Location: NYU Polytechnic School of Engineering, Brooklyn, NY



Whe GCRI organizes events that are on the forefront of the scientific debate. The presentations on "The Neuroscience of Gender" stimulated lively discussion about brain effects on the behavior of men and women. Those effects may be exerted and influenced by genes as well as by social factors and pharmacological agents throughout an individual's life.

Anke A. Ehrhardt, Ph.D. Professor, Columbia University

GCRI Event Series

GCRI Neuroscience Series

The Future of Contact Sports: Sports-related Head Injuries and Their Effect on Memory	June 3, 2013
The Neuroscience of Gender	June 17, 2013
Moving the World by Thought: Dimensions and Perspectives of Brain-Computer Interfaces	November 7, 2013
Great Minds Think Alike – Or Do They? Unexpected Evolutionary Paths of Thought and Language	November 18, 2013

GCRI Energy Series

Energy Revolution 2.0 - Opportunities and Challenges of Shale Gas in the U.S	January 17, 2013
The Paradigm Shift in the Energy World	February 25, 2013
Climate-proofing Cities	March 27, 2013
FOCUS: Smart Grid	November 21, 2013

GCRI Big Data Series

May 16, 2013	The Temptations of Big Data
June 27, 2013	The Many Faces of Big Data
November 2014	The Ethics of Big Data

GCRI Women in STEM Series

Strategies for Recruitment, Retention, Mentoring of Women in STEM: U.SGerman Perspectives	October 16, 2013	
Engaging Women in STEM: Perspectives from the United States and Germany	December 11, 2013	

GCRI Innovation/Entrepreneurship Series

The Tech Campus: A Catalyst for Innovation and Regional Development	Apr
Healthcare Innovation World Cup Finals	Ма
From University Innovation to the Marketpla	ce Jun
Third Transatlantic GAIN Entrepreneurial Breakfast	Augu
Entrepreneurship in Germany Luncheon	Septemb
German Innovation Showcase S	eptember 12 a
Transforming an Idea into a Disruptive Technology - ResearchGate: A Professional Network for Researchers	Novemb

GCRI Logistics Series

Global Logistics: Challenges and Solutions	March
FOCUS: Logistics: Current Trends, Opportunities, and Challenges	Octob
Green Logistics	December

Coming up in 2014: Cyber Security



ril	17,	201	3

ay 10, 2013

ne 25, 2013

ust 30, 2013

nber 6, 2013

& 13, 2013

nber 4, 2013

ch 14, 2013

ber 8, 2013 er 11, 2014

The German Center for Research and Innovation serves as an invaluable forum for transatlantic exchange and progress on current challenges and opportunities in all research disciplines.

Kirsten Weiss, Ph.D. Director of Strategic Initiatives & Development, Association for Women in Science

The events at the GCRI are a great place to meet and network with like-minded professionals. I have met some very interesting people including technology transfer professionals from academia and government labs, members of the NY area entrepreneurial community, and investment professionals.

Mansoor A. Khan, Ph.D. Managing Director, Candor IP Ventures





January 28

GCRI Student Outreach: How International Experience Can Enhance Your Career

February 10

Is Aging Reversible? Can We Reset the Clock? **Co-Sponsor:** Leopoldina, the German National Academy of Sciences

March 12

EU - USA Research Collaboration and Funding Opportunities in Horizon 2020, the European Framework Programme for Research and Innovation

Co-Sponsor: Delegation of the European Union to the United States of America

March 18

Bridging the Innovation Gap Between Academia and Industry **Co-Sponsor:** Max Planck Innovation

March 19

"Ausgezeichnete Orte im Land der Ideen" Award Ceremony for the BronxBerlinConnection

Co-Sponsors: Deutsche Bank Germany - Land of Ideas Location: Bronx Music Heritage Center, Bronx, NY

March 20

The Origins of Mass, Matter, and the Early Universe

Co-Sponsor: German Research Foundation (DFG)

2014 Outlook

March 27

Who Owns Your Body? The Ethical, Legal, and Economic Implications of Gene Patenting Co-Sponsor: McCarter & English,

ΠP

March 31

The Global Energy Challenge: Germany's "Energiewende" and Beyond

Co-Sponsor: German Research Foundation (DFG)

April 5

The Power of Education Research for Innovation in Practice and Policy

Co-Sponsor: German Institute for International Educational Research (DIPF) **Location:** Philadelphia, PA

April 14

GCRI Student Outreach: Ohio University and Leipzig University

April 22

The European Unified Patent System & Its Impact on U.S. Businesses

Co-Sponsors:

Boehmert & Boehmert German American Chambers of Commerce, Inc. (GACC)

April 30

GCRI Student Outreach: Fresenius University of Applied Sciences

May 1-2

International Perspectives on the Development of

Co-Sponsor: Edmonton Economic German Canadian Centre for

May 15

Where is "Knowledge" in the Globalization of Higher Education and Research?

Co-Sponsor: American Friends of Alexander von Humboldt Foundation (AFAvH)

May 20

Science or Fiction: Design Thinking Workshop for Digital Media Innovators

Co-Sponsor: Brandenbura Economic Development Board (ZAB)

May 22

The Challenges of Building an External Innovation Pipeline and Solutions

Co-Sponsors: Sparkup Inc. European American Chamber of Commerce New York (EACCNY)

June 12

Max Planck Images of Science Exhibition **Co-Sponsor:** Max Planck Society

June 17

Skills Training for a Modern Manufacturing Workforce: Does the German Model Have Lessons for the United States?

Co-Sponsors: The Aspen Institute Program on Manufacturing and Society in the 21st Century The Embassy of the Federal Republic of Germany The Representative of German Industry & Trade (RGIT) Location: Washington, D.C.

July 15

Accelerating German Entrepreneurship in the United States

Co-Sponsors:

German American Chambers of Commerce, Inc. (GACC) German Silicon Valley Accelerator (GSVA)

July 24

Cyber Security Co-Sponsor: AT&T Security Research Center

August 14

Understanding Telomeres for Cancer/ Aging Using High-Resolution Imaging **Co-Sponsor:** Carl Zeiss Microscopy, LLC

September 2

Building Bridges, Climbing Ladders: Mathematical Philosophy at Work

Co-Sponsors:

German University Alliance Ludwigs-Maximilians-Universität München (LMU) Alexander von Humboldt Foundation (AvH)

September 3

The Changing Landscape of Higher Education **Co-Sponsor:** German Rectors' Conference (HRK)

September 5

Fourth Transatlantic GAIN Entrepreneurial Breakfast Co-Sponsors: German Academic International Network (GAIN) Consulate General of the Federal Republic of Germany

Boston

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

October 15

U.S. and German Universities and the Globalization of Research: How Strategic are Internationalization Strategies?

Co-Sponsor: American Friends of Alexander von Humboldt Foundation (AFAvH)

October

Green Manufacturina **Co-Sponsor:** Volkswagen Location: Chattanooga. Tennessee

October 22

Healthcare Delivery to Developing Countries Using Mobile Technology

Co-Sponsor: Physicians Interactive

Entrepreneurship: From Education to Ecosystem Development Council Innovation and Research TEC Edmonton University of Alberta Location: Alberta, Canada

November 5

FOCUS: Smart Grid

Co-Sponsors:

German American Chambers of Commerce, Inc. (GACC) Consulate General of the Federal Republic of Germany, New York UAS7 German Universities of Applied Sciences

November 14

Secure Electronic Payment Technologies **Co-Sponsor:** TeleTrusT - Bundesverband IT Sicherheit e V

November 18

Patent Law Co-Sponsor: American Friends of Bucerius (AFB) German Research Foundation (DFG)

December 2

The Impact of Innovation on the Efficacy of Central Banks

Co-Sponsor: Women in Sovereign Entities (WSE)

December 9

Basic Research vs. Product Development

Co-Sponsor: German Aerospace Center (DLR)

December 11

Green Logistics

Co-Sponsors: ConRuhr North America Fraunhofer



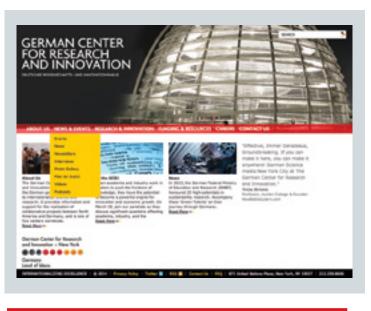
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The GCRI Website – www.germaninnovation.org

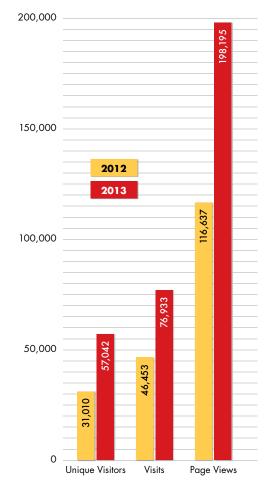
he GCRI's web presence is a key instrument in fulfilling GCRI's mission by providing an information platform for individuals who are interested in the German science and innovation landscape and wish to conduct research or business. In addition to presenting GCRI events and related media, such as videos, 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-stopshop, 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 2013. These included the creation of the Entrepreneurship Funding & Resources page, which links to subpages about funding on a federal and state level with a filter system by category and topic. The Events page was also enhanced for improved usability with a filter system by event title, speaker name, topic, date range, and type of event.



	2012	2013	change	% change
Unique Visitors	31,010	57,042	26,032	+83.95 %
Visits	46,453	76,933	30,480	+65.61%
Page Views	116,637	198,195	81,558	+69.92%

Visitors & Page Views

In 2013, the GCRI website tracked 198,195 page views and 76,933 visits from 57,042 visitors.



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.

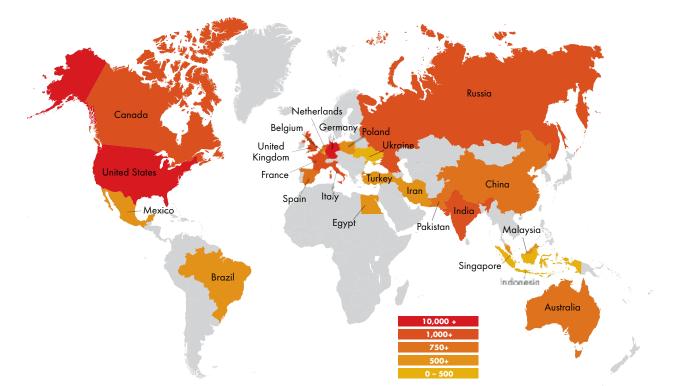
2. A visit occurs when someone visits a website. A visit consists of one or more page views.

3. A page view is a request to load a single HTML file ("page") of an Internet site.

Most Popular Pages

The Most Popular Pages in 2012	The Most F
Job Postings	Job Postings
Centers of Innovation in Germany	Home
Resources for Graduates & Doctoral Students	Ph.D. in Ger
Homepage	Technology I
Resources for Undergraduates	Resources fo
About Us	Resources fo
Resources for Postdocs	Centers of In
Technology Parks & Centers	Events Caler
GCRI Team	Centers of In
German Innovations	Careers





Country	Visits	Country	Visits
United States	21,657	France	1,360
Germany	13,619	Russia	1,148
India	7,194	Spain	970
United Kingdom	3,266	Netherlands	957
Italy	2,014	Pakistan	827
Canada	1,680	Australia	791

Popular Pages in 2013

- rmany
- Parks & Centers
- or Graduates & Doctoral Students
- or Postdocs
- nnovation in Germany
- ndar
- nnovation Details

Country	Visits	Country	Visits
China	786	Mexico	573
Turkey	673	Singapore	563
Iran	601	Egypt	505
Malaysia	598	Belgium	478
Brazil	581	Ukraine	471
Poland	577	Indonesia	453



-NNOVATION GERMANY

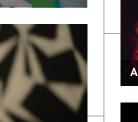
ach month, GCRI's newsletter - E-NNOVATION GERMANY highlights a different topic from the German science, research, and innovation landscapes. Since its launch in April 2010, E-NNOVATION GERMANY has captured the attention of a growing readership in North America and Germany. During the past year, the number of readers increased by 68.2%.

GCRI newsletter articles and interviews have been 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.

Selected Images from E-NNOVATION GERMANY in 2013

The following images demonstrate the diversity of topics addressed in GCRI newsletters throughout the year.

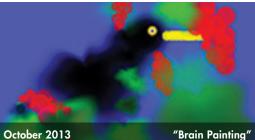




"3D-Printed Life-Like Figurines of Yourself by TWINKIND"



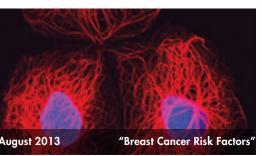
ulv 2013



GCRI Newsletter Subscribers in 2013

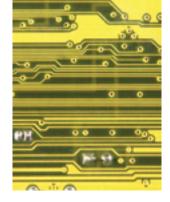
January	Aging Society and Lifelong Learning	2,367			
February	Logistics - Securing Supply Efficiently and Sustainably	2,429			
March	Big Data	2,571			
April	Sports-related Head Injuries and Memory	2,683			
Мау	The Neuroscience of Gender	2,729			
June	Entrepreneurship	2,8	373		
July	3D Printing	:	2,960		
August	Breast Cancer	:	2,948		
September	STEM Education		3,078		
October	Brain-Computer Interface			3,350	
November	Smart Cities			3,555	
December	2013 Review & 2014 Preview				3,901











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.

January 2013



HepaChip[®] – Improving the Drug Development Process NMI Natural and Medical Sciences Institute at the University

February 2013



The Intelligent Bin

of Tübingen, Reutlingen

Fraunhofer Institute for Material Flow and Logistics IML; Chair for Materials Handling and Warehousing, TU Dortmund University

March 2013



SAP HANA® - An In-Memory **Data Platform** SAP HANA®





The Armchair as a Fitness Trainer

Fraunhofer Institute for Integrated Circuits IIS

May 2013



mini-NIRS – Brain Activity Measurement

Bernstein Focus: Neurotechnology Berlin (BFNT-B); Neurology, Charité University Medicine, Berlin; NIRx Medizintechnik GmbH, Berlin

June 2013





August 2013



September 2013



Up Transforms Education K.lab Berlin

DLR Bionic Arm and Hand

October 2013



- Controlling Movement Through Thought Deutsches Zentrum für Luft- und Raumfahrt (German Aerospace

Center, DLR)

November 2013



FixMyCity - Direct Contact to **Public Authorities in Smart** Cities

Fraunhofer FOKUS



GCRI Interviews

Each newsletter features an interview with a leading German expert to highlight the month's topic. In 2013, GCRI conducted interviews with authorities from academia, industry, and government.

Prof. Jutta Allmendinger, Ph.D.



President, WZB Berlin Social Science Center (Wissenschaftszentrum Berlin für Sozialforschung): Professor of Educational Sociology and Labor Market Research, Humboldt University, Berlin

Aging Society and Lifelong Learning, Issue 34, January 2013

Prof. Dr.-Ing. Uwe Clausen



Director, Fraunhofer Institute for Material Flow and Loaistics (Fraunhofer IML): Chairman, Fraunhofer Transport Alliance & Managing Director, Institute of Transport and Logistics, TU Dortmund University

Logistics - Securing Supply Efficiently and Sustainably, Issue 35, February 2013

Prof. Dieter Kempf



Big Data, Issue 36, March 2013



Professor of Neurobiological Research, Department of Child and Adolescent Psychiatry and Psychotherapy, Ludwig-Maximilians-Universität München

Prof. Dr. med. Inga Katharina Koerte, M.D.

Sports-Related Head Injuries and Memory, Issue 37, April 2013

Univ.-Prof. Dr. rer. soc. Ute Habel



Professor of Neuropsychological Gender Research, Section Head Neuropsychology, Department of Psychiatry, Psychotherapy, and Psychosomatics, RWTH Aachen University

Neuroscience of Gender, Issue 38, May 2013

Prof. Dietmar Harhoff, Ph.D.



Chair, Commission of Experts for Research and Innovation (EFI); Director, Max Planck Institute for Innovation and Competition; Honorary Professor, Ludwigs-Maximilians-Universität München (LMU)

Entrepreneurship, Issue 39, June 2013



K.lab Berlin – German Start-

KISI – Keyless Home Access

Management Platform

KISI

Everyone

SPARTA - Intelligent Software for Patient-Friendly **Radiation Therapy** Fraunhofer MEVIS

fabbsterG - 3D Printing for Sintermask GmbH







Dr. Hans J. Langer

Founder and CEO of EOS GmbH Electro Optical Systems

3D Printing Issue 40, July 2013

Prof. Dr. Rita Schmutzler

Professor and Head of the Centre for Familial and Ovarian Cancer at the University Hospital Cologne

Breast Cancer, Issue 41, August 2013



Dr. Ulrike Struwe

Executive Director of Go MINT!

STEM Education. Issue 42, September 2013





Prof. Dr. Niels Birbaumer

Senior Professor and Director, Institute of Medical Psychology and Behavioral Neurobiology, Eberhard-Karls Universität Tübingen

Brain-Computer Interface. Issue 43, October 2013

Mr. Alanus von Radecki

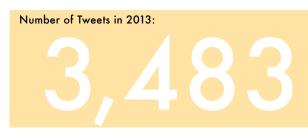
Project Manager, "Morgenstadt - City Insights," Fraunhofer IAO

Smart Cities. Issue 44, November 2013



GCRI Twitter - @gcri_ny

he 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, 2013, GCRI had sent 7,285 tweets to over 1,175 followers. As part of its social media strategy, GCRI's tweets correspond to the monthly newsletter topics of *E-NNOVATION GERMANY*. In addition to these topics, GCRI tweets about funding opportunities for research as well as jobs and internships in Germany.



GCRI 2013 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.



Most Successful Tweets in 2013

Apply for @DAADnewyork #grant & spend an unforgettable summer abroad learning abt #German language & culture!

Reached 39,369 people via 6 tweets*

From #Hannover to #Boston to #Berlin: @ResearchGate's CEO @IjadMadisch shares his success story tonight @gcri_ny. Tune in for live tweets

Reached 22,556 people via 4 tweets*

#German is hard to learn? Accept the challenge & apply for a @DAADnewyork 8-wk intensive language course #grant!

Reached 19,217 people via 5 tweets*

Everyone's a #scientist! Don't miss talk by headline-making student #cancer #researcher @JackAndraka. Nov 19, #Berlin

Reached 18,609 people via 9 tweets*

Times Higher Education World #University Rankings 2013-2014 list 6 #German universities among top 100 Reached 17,567 people via 4 tweets*

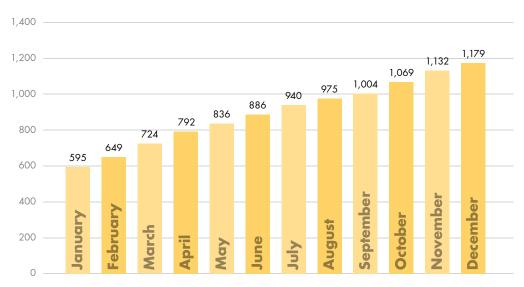
*as calculated via the measuring tool TweetReach

GCRI's Most Retweeted Tweet of 2013

How can regions respond to climate change? Find out at the int'l conference on #climatechange in #Dresden as calculated via the measuring tool Vizify



GCRI Follower Development in 2013





GCRI Follower Profiles



GCRI Twitter - @gcri_ny

Top 10 GCRI Follower Interests

1.	Science/Research
2.	Education, University, Study Abroad Higher Education, Learning
3.	Business, Entrepreneurship, Economy, Investment, Marketing
4	

- International/Transatlantic Relations, Politics, Diplomacy
- 5. Technology, High-Tech
- 6. Innovation, Research & Development
- 7. Environment, Climate, Ecology, Sustainability
- 8. Medicine, Health, Life Sciences, Medical Technology
- 9. Energy, Renewables
- 10. Society

Countries of Origin of GCRI's

Most Engaged Twitter Followers



Sample Live Tweets at GCRI Events

By end of 2012 #Germany had 32 GW #photovoltaics capacity installed - approx. 50% of all PV capacity in Europe #Energy-World

The Paradigm Shift in the Energy World (February 25, 2013) #EnergyWorld

David Armour @Siemens: Resilience needs to be in place, it's a matter of general life guality, like installed traffic lights. #ClimateCities

Climate-proofing Cities (March 27, 2013) #ClimateCities

@Microsoft's Raghu Ramakrishnan: #tech is best thought of in terms of what it enables -**#bigdata** is not new, but what we're doing w/it is

The Many Faces of Big Data (June 27, 2013) #bigdata

If you trust in online banking, you can trust in @KISI! - M. Schütz #germaninnovation @ifridge

The perfect **#pitch**: Start strong, be awesome, use stunning visuals, create drama, be passionate, & tell a story - Soorjoo #germaninnovation

German Innovation Showcase (September 12, 2013) #germaninnovation

#Cancer is a complex issue. There is no single silver bullet to treat it. - J. Sharp #breastcancer @zeiss_micro @Carl_Zeiss

Translating Cancer Gene Discovery to the Clinic (September 10, 2013) #breastcancer

Most Commonly Used GCRI Hashtags in 2013 _



Reach per Tweet Unique Accounts:



Estimated accounts reached as calculated via the measuring tool TweetReach using the @gcri_ny handle

Users Mentioned Most Frequently by @gcri_ny ____

German Center for Research and Innovation - New York

@gcri_ny



@maxplanckpress

Research in Germany

Land of Ideas @ResearchGermany



@DAADnewyork



#nyc

W Follow

@MP Innovation



@Fraunhofer



@UniHeidelbera



@HCIWC



Germany @GermanyMeetings



@WorldHealthSmt



GCRI Videos & Podcasts

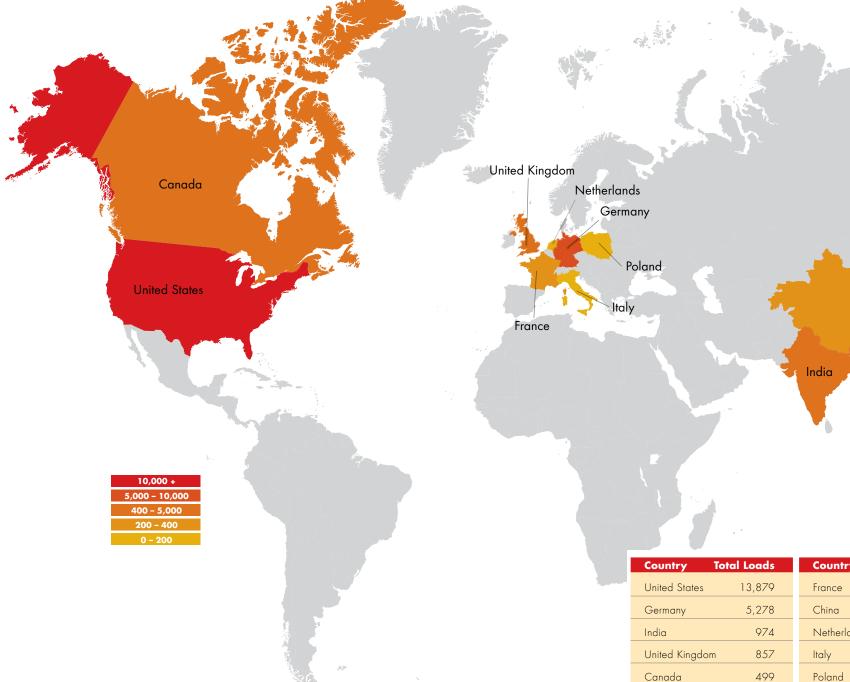
From Albania to Zimbabwe, people who watche GCRI event videos came from 121 countries.

f 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 2013, 47 videos were loaded 26,114 times and embedded 16,777 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:

- 1. Global Logistics: Challenges and Solutions
- 2. Leibniz Lecture: "Das ist doch keine Kunst!" Ten Images from Mathematics
- 3. The Many Faces of Big Data
- 4. From University Innovation to the Marketplace
- 5. The Paradigm Shift in the Energy World
- 6. Aging: Changing Attitudes and Successful Coping Mechanisms
- 7. Keeping Manufacturing Competitive: Industry-University Collaboration in Germany and the U.S.
- 8. Translating Cancer Gene Discovery to the Clinic
- 9. Energy Revolution 2.0 Opportunities and Challenges of Shale Gas in the U.S.
- 10. The Neuroscience of Gender



ed				
Ϊα	China			
ountry	Total Loads			905
ance	202			
			7	
hina	266			
etherlands	199	le l		
aly	176			

128



GCRI Media Coverage

n 2013, GCRI was mentioned 186 times in more than 84 different international media outlets, ranging from print to web.

Highlights included mentions in The Wall Street Journal, Nature. com, ElsevierConnect.com, Wallstreet-Online.de, Yahoo! News, News10ABC, Yahoo! Finance, InnovationDaily, Phys.org, BioSpectrum Asia, Research in Germany, and Bio-Medicine.org.

Press Releases

GCRI published 32 press releases in 2013.

Top Five Press Releases:

Global Logistics: Challenges and Solutions

Transforming an Idea into a Disruptive Technology: ResearchGate A Professional Network for Researchers

German Center for Research and Innovation Releases Third Annual Report

The Temptations of Big Data

From University Innovation to the Marketplace

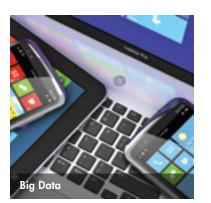
Most Popular GCRI Topics in the Media:







The Future of Contact Sports





he Healthcare Innovation World Cup was featured in 35 publications, spanning the alobe from Canada and Germany to India and Japan.



Boehringer 'world cup' to aid antidiabetes project

BioSpectrum Asia February 26, 2013

Boehringer Ingelheim is funding the 'Healthcare Innovation World Cup' in order to provide support to the global cause of diabetes. The cup gives entrepreneurs and innovators a chance to win part of \$75,000 and will

Healthcare Innovation World Cup: Innovative Ideen zur Bekämpfung von Diabetes gesucht

02elf Düsseldorfer Abendblatt February 29, 2013

GCRI in the News Healthcare Innovation World Cup

Wireless Pill Bottle Wins Healthcare Innovation World Cup

The Wall Street Jour

NEW YORK, Deve measures medicati grand prize winne

Winning team mer Morena of Team A \$50,000 in prize money. They earned the top spot by demonstrating the exceptional impact, innovation, feasibility and financial sustainability f their idea for engaging community bers

Healthcare Innovation World Cup: Call for **Breakthrough Ideas to Tackle Diabetes**

Yahoo! Finance

NEW YORK, Starting today, entrepreneurs and innovators with novel solutions for tackling the worldwide diabetes epidemic are invited to enter the Healthcare Innovation World Cup for a chance to win part of \$75,000 in total funding and key visibility with industry leaders.

"Diabetes imposes a staggering medical and financial toll, and the epidemic is only growing. We must give nascent entrepreneurs and innovators a platform to demonstrate the disruptive technology re deliver i ations needed solutions n this tide

Competition funded by Boehringer **Ingelheim offers** entrepreneurs and innovators chance at start-up money, industry connections

DNA-India

nal May 16, 2013
elopers of a pill bottle that wirelessly transmits data, on and sends patient reminders have emerged as rs in the Healthcare Innovation World Cup
nbers Josh Stein, John Langhauser and Mike AdhereTech from the United States will receive

February 25, 2013

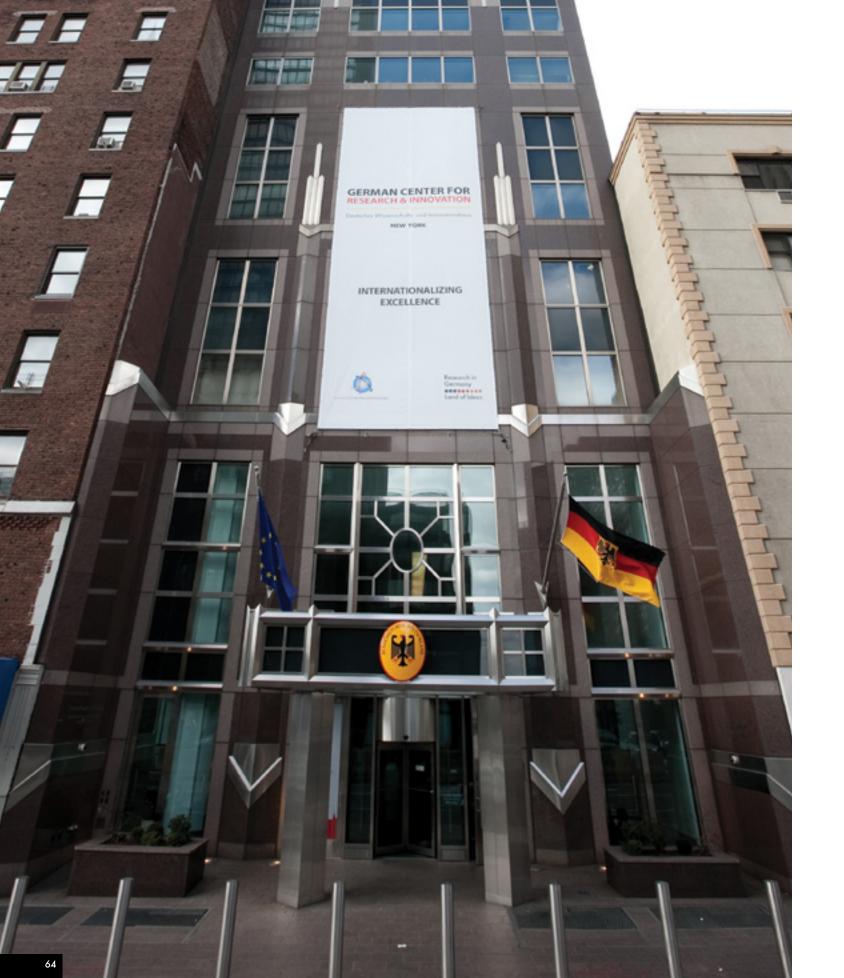
February 28, 2013

IIT-KGP students won 2nd place in Healthcare Innovation World Cup 2013

One India Education

May 22, 2013

Team IITKgp, a team of researchers from IIT Kharagpur, has come second at the r e Hoald





Contact Us

German Center for Research and Innovation – New York



Germany Land of Ideas



German Center for Research and Innovation Deutsches Wissenschafts- und Innovationshaus New York (DWIH New York)

871 United Nations Plaza New York, NY 10017, USA Phone: + 1 (212) 339 8606 Fax: + 1 (212) 339 0062

www.germaninnovation.org Follow GCRI on Twitter: @GCRI_NY

General questions: info@germaninnovation.org

Newsletter subscription: newsletter@germaninnovation.org

Event information and applications: events@germaninnovation.org

Media inquiries: press@germaninnovation.org



Imprint

he German Center for Research and Innovation is a cornerstone of the German government's Internationalization Strategy and the Federal Foreign Office's Research and Academic Relations Initiative.

German Center for Research and Innovation

German Center for Research and Innovation – New York

Germany Land of Ideas

DAAD	Deutscher Akademischer Austausch Dienst German Academic Exchange Service
DFO	G Deutsche Forschungsgemeinschaft German Research Foundation
Funding Prov	rided by:
F	ederal Foreign Office

Printer:

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