



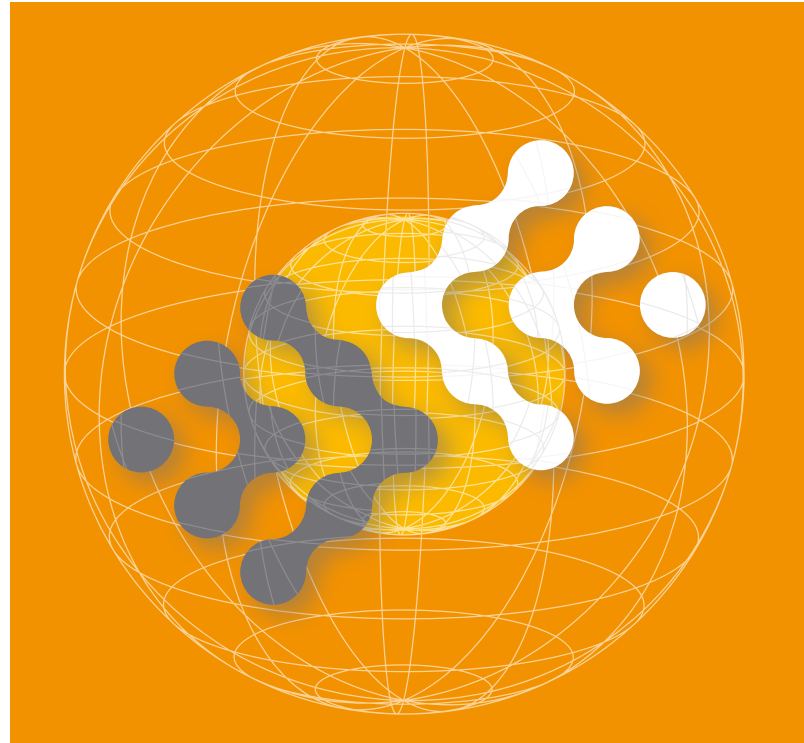
Research in Germany

The initiative „Research in Germany – Land of Ideas“ is launched and funded by the Federal Ministry of Education and Research (BMBF) to foster innovation and research in Germany. Under the brand “Research in Germany”, several German organizations, such as the German Academic Exchange Service (DAAD), the German Research Foundation (DFG), the Fraunhofer-Gesellschaft and the International Bureau of the BMBF organize marketing activities and events to present Germany’s research achievements and opportunities to the international community.

The initiative aims to strengthen and expand R&D collaboration between Germany and international partners. One goal is the establishment of long-term cooperation with countries that have a dynamic research environment and have become attractive partners for Germany in science and technology. Other goals are to promote selected research areas of the German High-Tech Strategy internationally and to enhance the visibility of German research institutions and funding programs abroad.



InnoHealth 2019–2023



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AN INITIATIVE OF THE




**Federal Ministry
of Education
and Research**

**Research in
Germany**



Land of Ideas



Join German Research and Industry across the world

Since 2011, Fraunhofer has been conducting targeted campaigns within the initiative „Research in Germany“, to connect German and foreign research and industrial sectors. The current campaigns – annually concentrating on different country and research focuses – involve selected representatives from science and industry who are jointly developing innovative technologies and processes.

Thus, we are looking for cooperating stakeholders from:

- research institutions and universities
- small and medium-sized enterprises (SME) and start-ups

The campaigns include presentations and delegation trips abroad, as well as innovation tours in Germany – all this providing the chance to involve exclusive research institutions, alliances and enterprises.

Major goals of all campaigns are as follows:

- Linking foreign stakeholders of the particular research sector with those of German high-tech competencies and research excellence to initiate new cooperation ideas and research perspectives
- Identifying opportunities for projects which have the potential to progress in the specific research sector in both countries
- Indicating funding possibilities for participants for their innovative and collaborative project ideas
- Giving all attendees the ability to learn more about research, business approach and culture of the other country to establish a sustainable network


The first campaign „InnoHealth China 2020“ is aimed to connect science and industry representatives of the German and Chinese healthcare sectors. Two more campaigns – focussing on other regions and topics – will follow by 2023.

Our Project Modules




Matchmaking Tours

aim to foster a dialogue between leading German researchers and entrepreneurs and those of the respective country and research area of each campaign. During this 1-week tour to the other country's institutions and companies, the German participants will learn about regional opportunities related to their specific research sector as well as get the chance to network with local stakeholders.



Idea2Project Workshops

take place in Germany for one day. Here, the German participants of each campaign will learn about adequate potential financing options of different funding organizations, agencies and research institutions. They will meet experts of German Federal Ministries, giving them an insight into funding structures and programs.



German R&D Tours

focus on establishing a network between the German and the respective country's research sectors. During this 1-week tour, selected foreign researchers and entrepreneurs will visit German institutions and companies that are active in the same field of interest to strengthen possible cooperation for research or business projects.

