

AGENDA:

INFORMATION SESSION FOR THE INTERNATIONAL REPOSITIONING OF THE LEIPZIG FRAUNHOFER CENTER AND THE SYMPOSIUM „INTERNATIONAL MANAGEMENT AND KNOWLEDGE ECONOMY“ 2015

INFORMATION SESSION

12.30 P.M. REGISTRATION

1.00 P.M. WELCOME

Kludia Kunze, Head of Communications, Fraunhofer-Gesellschaft

Dirk Langolf, Communications, Fraunhofer Center Leipzig

1.05 P.M.

Prof. Dr. Reimund Neugebauer, President and Chairman of the Executive Board, Fraunhofer-Gesellschaft

International management and the knowledge economy – the problem solvers of the modern knowledge society in the globalized world

1.15 P.M.

Dr. Fritz Jaeckel, State Minister and Head of the State Chancellery of the Free State of Saxony

The Free State of Saxony's cross-border policy for technology, research and innovation

1.25 P.M.

Dr. Wilhelm Krull, Secretary General of the VolkswagenStiftung, Chairman of the Board of Trustees, Fraunhofer Center Leipzig

The Fraunhofer Center Leipzig from the Board of Trustees' point of view

1.35 P.M.

Dr. Wilhelm Krull and Director **Prof. Dr. Thorsten Posselt** receive the certificate of name change from the President of the Fraunhofer-Gesellschaft.

Prof. Dr. Neugebauer, **Dr. Jaeckel**, **Dr. Krull** and **Prof. Dr. Posselt** unveil the new name.

1.45 P.M.

Prof. Dr. Thorsten Posselt briefly explains the DNA of the new Fraunhofer Center for International Management and Knowledge Economy: **research, develop, advise**

2.00 P.M. OFFICIAL OPENING: BIG DATA CENTER

Dr. Lutz Maicher, Head of the Competitive Intelligence Unit, Junior Professor for Technology Transfer at Friedrich Schiller University of Jena, presents the Big Data Center:

From Big Data to Smart Data

State Minister **Dr. Jaeckel**, **Prof. Dr. Neugebauer** and **Dr. Krull** assume sponsorship of the Big Data Center and receive sponsorship certificates from Director **Prof. Dr. Posselt** and Head of the Big Data Center, Junior Professor **Dr. Maicher**

2.20 P.M. COFFEE BREAK

SYMPOSIUM

2.00 P.M. REGISTRATION

Presented by: **Ulrich Milde**, Leipziger Volkszeitung

2.40 P.M. WELCOME

Director **Prof. Dr. Thorsten Posselt** welcomes the attendees of the symposium.

2.45 P.M.

Presentation of the three working areas of the Fraunhofer Center Leipzig

2.50 P.M. KNOWLEDGE AND TECHNOLOGY TRANSFER

Steffen Preissler, Head of Division Knowledge and Technology Transfer

Expert: **André Koberg**, Deputy Member of the Managing Board, Sächsische AufbauBank

Q & A session

3.05 P.M. CORPORATE DEVELOPMENT IN INTERNATIONAL COMPETITION

Dr. Nizar Abdelkafi, Head of Business Models: Engineering and Innovation Unit and

Dr. Marija Radić, Head of Price and Service Management Unit

Expert: **Don Sawyer**, Head of Client Feedback and Quality Management, Deutsche Bank

Q & A session

3.20 P.M. SUSTAINABILITY MANAGEMENT AND INFRASTRUCTURE ECONOMICS

Prof. Dr. Thomas Bruckner, Head of Division Sustainability Management and Infrastructure Economics and

Hendrik Kondziella, Deputy Head of Division, Head of Energy Management and Energy Economics Unit

Expert: **Christian Güthert**, Head of Strategy Formation, GASAG Berliner Gaswerke AG

Q & A session

3.40 P.M. WRAP UP

3.55 P.M. GET TOGETHER