

New. Name. Services. Annual Report 2014/15.

REPOSITIONING OF THE FRAUNHOFER CENTER LEIPZIG ON JULY, 2nd 2015

OPENING OF THE BIG DATA CENTER AT THE FRAUNHOFER CENTER LEIPZIG

ANNUAL REPORT 2014/2015 ANNOUNCEMENT

NEW FACES AT THE FRAUNHOFER CENTER

NEW PUBLICATIONS

PROJECT LAUNCH:

POTFRUGINNO –
CHANCES AND
RISKS OF FRUGAL
INNOVATION



WE ARE THE ECONOMISTS OF FRAUNHOFER.



Professor Dr. Thorsten Posselt,
Director of the Fraunhofer
Center for International
Management and Knowledge
Economy

Dear reader,

On July 2nd, 2015 the Leipzig Fraunhofer Center was delighted to welcome experts, partners and guests from business, industry, politics and science to an information event unveiling our new focus, followed by a complementary symposium. We used this setting to generate a knowledge-intensive dialogue about current developments and trends in the areas of innovation, internationalization, international management and the knowledge economy. These are the core topics that drive both us and our researchers on a daily basis.

The [information event](#), focusing on the institute's new key areas and its change of name, was followed by the inaugural "[International Management and Knowledge Economy](#)" symposium. In future, this specialist conference will take place at a minimum every two years, and will bring together decision makers, developers, operators and researchers while establishing new networks.

We expect to gain stimulus and ideas to inspire our socio-economic research work. These ideas are described in our annual report, which is currently in production, where both ongoing and completed applied research work from 2014 and 2015 is presented through project portraits. One focus of the information event was the opening of the institute's [Big Data Center](#). This was a special moment for me because we are now even better positioned to fulfill the Fraunhofer mandate to safeguard the international competitiveness of German and European companies. Thanks to this data infrastructure, we find ourselves in an advantageous position from which to study the digitalization of business and the social sphere and the processes associated with it. We are able to embrace these changes as an opportunity while exchanging knowledge with other experts, decision-makers and researchers; together we work to shape the future.

We are happy that by working together we have successfully laid the foundation from which the Fraunhofer-Gesellschaft's new socio-economic institute in Leipzig will grow.

We – the Fraunhofer economists – invite you to participate in an intensive dialogue and networking process. Please do not hesitate to contact the institute if you would like to join the conversation!

Yours sincerely,

A handwritten signature in blue ink, which appears to read "Thorsten Posselt". The signature is fluid and cursive, written in a professional but personal style.

Professor Dr. Thorsten Posselt



Fraunhofer Center for International Management and Knowledge Economy

The Fraunhofer Center for Central and Eastern Europe, as of July 2nd, 2015 the Fraunhofer Center for International Management and Knowledge Economy, is a socio-economic institute of applied research within the Fraunhofer-Gesellschaft.

Our international and interdisciplinary team of experts advises customers from industry, business, institutions, governments, politics and regions. Many of our researchers have several years of international experience. They come from 16 countries, speak around 30 languages and pool their expertise in economic, social, political and cultural sciences in order to investigate and answer questions related to:

- *knowledge and technology transfer*
- *corporate development in international competition*
- *sustainability management and infrastructure economics.*

We work together with researchers from the fields of technology, natural sciences and medicine, particularly from our technological sister institutes in the Fraunhofer-Gesellschaft, in a solution-oriented, practice-related way. We develop scientifically substantiated solutions to the challenges of globalization, take intercultural differences into account and concentrate on specific tasks in a particular country or region, industry or policy area.

Companies, institutions, governments and regions benefit from capability analyses, the conception, funding and implementation of international projects and networking activities, the analysis and optimization of business models, and our expertise in the fields of internationalization, innovation and technology management, innovation funding, strategy development, the knowledge economy and research marketing.

www.moez.fraunhofer.de

»With its core competences in international management and the knowledge economy, the Leipzig Fraunhofer Center is assuming a key role among those Fraunhofer institutes that are not focused exclusively on technology research.«

Professor Reimund Neugebauer,
President of the Fraunhofer- Gesellschaft ([more info](#))

»Our work up to this point shows that developing technology on an ongoing basis and launching it effectively onto the market is the key to the success for German-made innovation.«

Professor Dr. Thorsten Posselt, Institute Director ([more info](#))

»The Big Data Center enables us to realize to our aspiration to provide first-class support to our clients in the process of digitizing their own processes and business models. All research projects comply with data-protection and IT-security requirements.«

Dr. Lutz Maicher, Head of Big Data Center ([more info](#))

Using data innovatively and efficiently — at the Big Data Center of the Fraunhofer Center in Leipzig

Digitalization was an important buzzword in 2014. For some time now, the Fraunhofer Center for International Management and Knowledge Economy in Leipzig has been addressing the digital revolution in industry, business, politics and the social sphere – the implementation of the Big Data Center at the Leipzig institute is one of the projects that now facilitates the large-scale storage and analysis of digital data. It has more than 220 processors and approximately 450 terabytes of memory capacity. With this technical infrastructure and the institute's economic expertise, the Fraunhofer Center supports customers as they go about digitizing their own processes and business models. With prototypes we show how digital innovations can be implemented in a company with the aid of smart data. You can find a detailed discussion in the annual report 2014/15 and on the [Big Data Center Blog](#).

REPOSITIONING: INFORMATION EVENT AND SYMPOSIUM ON JULY, 2nd 2015



top: (f.l.t.r.) Dr. Wilhelm Krull (Board of Trustees of the Fraunhofer Center, Secretary General of the VolkswagenStiftung), Prof. Dr. Thorsten Posselt (Director of Fraunhofer Center Leipzig), Prof. Dr. Reimund Neugebauer (President of Fraunhofer-Gesellschaft) and Dr. Fritz Jaeckel (Chief of the State Chancellery in Saxony and State Minister)

center: (f.l.t.r.) Prof. Dr. Reimund Neugebauer (President of Fraunhofer-Gesellschaft), Dr. Fritz Jaeckel (Chief of the State Chancellery in Saxony and State Minister), Klaudia Kunze (Head of Communications Fraunhofer-Gesellschaft)



bottom left: (f.l.t.r.) 1. Steffen Preissler (Fraunhofer Center Leipzig) and Andre Koberg (Board Member at Sächsische AufbauBank), 2. Hendrik Kondziella (Fraunhofer Center Leipzig), Christian Güthert (Head of the Group at GASAG Berliner Gaswerke AG), Prof. Dr. Thomas Bruckner (Fraunhofer Center Leipzig) and Ulrich Milde (Leipziger Volkszeitung) at the symposium "International Management and Knowledge Economy 2015"

For more pictures of the Fraunhofer Center information event and symposium, please go [here](#).

REPOSITIONING: INFORMATION EVENT AND SYMPOSIUM ON JULY, 2nd 2015



top center: Information event and symposium “International Management and Knowledge Economy” focusing on the new name and key areas of the Fraunhofer Center Leipzig on July, 2nd 2015

top left: (f.l.t.r.) Dr. Wilhelm Krull (Board of Trustees of the Fraunhofer Center, Secretary General of the VolkswagenStiftung), Prof. Dr. Lutz Maicher (Fraunhofer Center Leipzig), Dr. Fritz Jaeckel (Chief of the State Chancellery in Saxony and State Minister) and Prof. Dr. Thorsten Posselt (Director of Fraunhofer Center Leipzig) reveal the Big Data Center.

top right: Data stream of the Big Data Center

center right: (f.l.t.r.) Klaudia Kunze (Head of Communications Fraunhofer-Gesellschaft), Prof. Dr. Thorsten Posselt (Fraunhofer Center Leipzig) and Prof. Dr. Reimund Neugebauer (President of Fraunhofer-Gesellschaft)

bottom right: (f.l.t.r.) Don Sawyer (Deutsche Bank), Dr. Marija Radic (Fraunhofer Center Leipzig), Prof. Dr. Nizar Abdelkafi (Fraunhofer Center Leipzig) and Ulrich Milde (Leipziger Volkszeitung) at the symposium “International Management and Knowledge Economy 2015”



FRAUNHOFER CENTER FOR INTERNATIONAL MANAGEMENT AND KNOWLEDGE ECONOMY

**1. Digital revolution in industry, business, politics and the social sphere
— the handling of big data**

2. Profile of the Fraunhofer Center in Leipzig

3. Extracts from the projects of our working areas

A. CORPORATE DEVELOPMENT IN INTERNATIONAL COMPETITION

- A.1 From cultural exchange to technology adaptation – the roadmap of the first German-Indian Economic Forum
- A.2 Innovation and standardization in companies
- A.3 Medical services must be economically viable
- A.4 Qualification program for Polish research managers
- A.5 Regional branding – a concept for every region

B. KNOWLEDGE AND TECHNOLOGY TRANSFER

- B.1 Transatlantic bridges for research and development
- B.2 accelerapp – boosting innovation and value creation internationally
- B.3 Professionalizing technology transfer in Europe
- B.4 Doing business sustainably through more resource efficiency in small and medium-sized companies
- B.5 Interview with the Representative for Central and Eastern Europe of the Deutsche Bundesstiftung Umwelt at Fraunhofer Center Leipzig

C. SUSTAINABILITY MANAGEMENT AND INFRASTRUCTURE ECONOMICS

- C.1 From municipal power supplier to resource-saving energy manager
- C.2 Establishing a network for the energy and environment sector in the Danube region

4. Partnerships

5. Publications



The annual report for 2014 / 15 will be published soon. For ordering information please refer to the last page.

NEW FACES AT THE FRAUNHOFER CENTER



Tobias Dauth

Tobias Dauth officially joined the Fraunhofer Center for International Management and Knowledge Economy on August 1st, 2015. He is taking over management of the units “Entering New Markets” and “Regional Positioning and Location Development”. Mr. Dauth studied Business Administration at the University of Applied Sciences in Pforzheim and at the Kelley School of Business in the United States. Following his studies he spent two years at a marketing-oriented management consultancy in Munich (BBDO Consulting, today Batten & Company) but in 2008 returned to the scientific field, beginning his PhD at the Chair of International Management and Strategic Management at ESCP Europe in Berlin. He completed his doctorate in 2012 after which he was promoted to a post-doc position at ESCP Europe. In January 2013, Mr. Dauth accepted a professorship at the Rouen Business School in France. During April 2013 he accepted an appointment at the Leipzig Graduate School of Management (HHL) and has since worked there as an Assistant Professor of International Management.



Utz Dornberger

On August 1, 2015, Professor Dr. Utz Dornberger assumed leadership of the “Knowledge Intensive Services and Development Policy” business unit within the “Knowledge and Technology Transfer” division of the Leipzig Fraunhofer Center. Professor Dornberger, who was born in Weimar in 1970, studied biology at the universities of Jena, Bilbao (Spain) and Paris Du Nord (France), and earned the doctoral designation Dr. rer. nat. (Biochemistry) at the University of Jena. He further completed a Masters in Small Business Studies and graduated from the postgraduate course Small Enterprise Promotion + Training (SEPT) at the University of Leipzig, where he worked as a researcher and lecturer until 2004. Here Professor Dornberger acted as project manager for international research projects in the field of development and promotion strategies for high-tech industries. Since 2004 he has also been the Director in charge of the university’s international SEPT program (SEPT - Small Enterprise Promotion and Training). Professor Dornberger is professor of development economics, focusing in particular on small and medium enterprise development. His main activities include analysis, consulting, implementation, training and coaching in the areas of SME promotion and support.

NEW PUBLICATIONS

Working Papers



Techview Report -
Electric Buses

Projects



C³ - Carbon Concrete
Composite

will follow shortly



Transboundary
cooperation between
small and medium
enterprises in the
fields of research,
development and
qualification

OUR NEW RANGE OF SERVICES

FRAUNHOFER CENTER FOR INTERNATIONAL MANAGEMENT AND KNOWLEDGE ECONOMY

DIVISION CORPORATE DEVELOPMENT IN INTERNATIONAL COMPETITION

Entering New Markets

- Market development strategies and concepts
- Technology adaptation
- Selecting and assessing locations
- IP-Management

Business Models: Engineering and Innovation

- Business model engineering and standardization
- Strategic positioning and business model audits
- Business model innovations

Price and Service Management

- Developing innovative revenue
- Price and product optimization
- Development and quality management of services

Professional Development and Competence Management

- Designing and implementing skills management models
- Human resource management (staff recruitment, staff development and staff planning, work-life balance, preventive work and health management, culture specific human resource management)
- Managing learning process

Regional Positioning and Location Development

- Location benchmarking and development
- Employer branding at new locations
- Regional branding

DIVISION KNOWLEDGE AND TECHNOLOGY TRANSFER

Professionalization of Transfer Processes

- Organization of knowledge and technology transfer services
- Processes, structures and stakeholders in public transfer funding
- Science communication and participatory research

Innovation Financing

- Implementation of funding strategies/ instruments, particularly in the context of EU projects
- Analysis of perfectly suited funding options for innovators and international investors
- Further development and transnational transfer of innovative financial instruments, particularly in the field of environmental innovations

Competitive Intelligence

- Customized solutions for continuous competition monitoring
- Finding and assessing global competitors and experts
- Analysis of fields of technology

Knowledge Intensive Services and Development Policy

- Designing, implementing and evaluating the public funding of transnational cooperation in research and development
- Devising, analyzing, reporting on and supporting international innovation policy

DIVISION SUSTAINABILITY MANAGEMENT AND INFRASTRUCTURE ECONOMICS

Energy Management and Energy Economics

- Economic optimization of innovative energy systems
- Modelling and analysis of national and supranational energy markets
- Analysis and design of instruments for energy and climate policy

Stakeholder Dialogue and Social Acceptance

- Development of innovative methods to cope with transformation processes in companies, regions and nations resulting from energy transition
- Social acceptance research regarding innovative technologies in the energy sector
- Integrated evaluation of infrastructure projects and conducting stakeholder dialogues (taking economic, ecological and social aspects into consideration)
- Designing strategies that make it possible to achieve cooperative solutions in international negotiation processes related to environmental protection



**Research, Develop, Advise —
The Annual Report for 2014 / 15
of the Fraunhofer Center for
International Management and
Knowledge Economy**

Order your copy of the annual report 2014/15
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Online: www.moez.fraunhofer.de/de/presse.html

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Fraunhofer Center in Leipzig (MOEZ) is
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standard [DIN EN ISO 9001:2008](https://www.iso.org/standard/54554.html).