

Press release

9. July 2015

Leipzig Fraunhofer Center for International Management and Knowledge Economy Presents its Service Portfolio

Leipzig, 2 July 2015 – The Leipzig Fraunhofer Center presented its expanded portfolio of socio-economic services and its new name "Fraunhofer Center for International Management and Knowledge Economy" for the first time. Institute Director Professor Thorsten Posselt, President of the Fraunhofer-Gesellschaft Professor Reimund Neugebauer, State Minister and Head of the State Chancellery of the Free State of Saxony Dr. Fritz Jaeckel, and Secretary General of the Volkswagen Foundation and Member of the Board of Trustees of the Leipzig Fraunhofer Center Dr. Wilhelm Krull all spoke at the Institute's information session.

"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," said Professor Reimund Neugebauer, President of the Fraunhofer-Gesellschaft, during his opening remarks for the July 2nd event. He recognized the key contribution made by the institute to the internationalization strategies of its technically focused sister institutes: "The economists at the Leipzig Fraunhofer Center are key partners in helping to promote a trans-disciplinary approach to research and development in joint projects. The excellent research conducted by the technical sister institutes in the fields of engineering, natural sciences and life sciences is complemented by the equally high calibre work of the systemic institutes, including this institute, on the socio-economic dimension of technical development."

Dr. Fritz Jaeckel, State Minister and Head of the State Chancellery of the Free State of Saxony, also underscored the tremendous potential that the Leipzig Fraunhofer Center offers for Saxony through its holistic approach to economic issues and research. "We want to see Saxony become one of Europe's leading regions for research and innovation by 2020. The Leipzig Fraunhofer Center is making a unique contribution to this end."

Dr. Wilhelm Krull, Secretary General of the Volkswagen Foundation and Member of the Board of Trustees of the Leipzig Fraunhofer Center, has been supporting the realignment process over the last three years. "With its new business areas, the Leipzig Fraunhofer Center is now able to take the 'raw material' of knowledge and convert it into practical applications for industry, institutions, regions and governments." Professor Thorsten Posselt, Director of the Leipzig Fraunhofer Center for International Management and

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Knowledge Economy, added: "We know how markets and companies work. And we know how to tap new markets for companies. Our practically oriented research and our solutions are always focused on specific problems in business, politics and society, which is why we are an integral part of Fraunhofer. Our new name and service portfolio raise the profile of our work in the field of economics. We are fulfilling our mission to safeguard the international competitiveness of German and European companies."

Leipzig Fraunhofer Center

The Leipzig Fraunhofer Center has undergone major structural and subject-related developments since it was established in 2006. Originally a research center primarily bringing together political, social and economics researchers from Germany and Central and Eastern Europe, it has now become a highly sought after partner for companies, regions, institutions and governments in Europe and around the world. With an international team of 110 staff from 16 nations, the Leipzig Fraunhofer Center for International Management and Knowledge Economy, previously known until July 1st, 2015 as the Fraunhofer Center for Central and Eastern Europe (MOEZ), researches the internationalization of the business and research sectors. Building on the results of this work, the research staff develop strategies, policy instruments and options for action to enable their clients to respond appropriately to the opportunities and challenges of globalization.

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The **Fraunhofer Center for International Management and Knowledge Economy** develops scientifically substantiated solutions to the challenges of globalization. Companies and regions benefit from a whole range of such solutions, including potential analyses, the design, financing and implementation of international projects and networking activities, analysis and optimization of business models, and knowledge and technology transfer. The institute and its experts possess proven expertise in internationalization, innovation and technology management, innovation finance, strategy development, the knowledge economy and research marketing. Currently, some 50 full-time staff are working on projects for companies, especially small and medium-sized enterprises, as well as projects forming part of the European Union's Seventh Framework Programme for Research, and projects of the German Federal Ministry of Education and Research, the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, the German Federal Ministry for Economic Affairs and Energy, and the German Federal Environmental Foundation.