

UNIVERSITY ALLIANCE RUHR



Transatlantic Ruhr Fellowship Program

Professional Skills in the Age of Digitalization

August 2 - August 20, 2021



Manhattan Bridge, New York City

Welcome, Transatlantic Ruhr Fellows!

On behalf of everyone at the University Alliance Ruhr, I am delighted to welcome you to the 2021 cohort of the Transatlantic Ruhr Fellowship: Professional Skills in the Age of Digitalization.

The ongoing pandemic has permanently altered the social, economic, “digital”, and cultural landscape over the past year. It has brought to centerstage the divisions and inequities of our global community, while at the same time highlighting the human drive to find common solutions. Workplaces in all sectors, from health care to manufacturing, have had to necessarily adapt rapidly to new health and safety guidelines which leaned heavily on digital tools and technologies.

This year our program will spotlight the importance of constantly developing your

individual professional skills and the entrepreneurial mindset especially against the backdrop of digital consumption. Although you will not be in New York this summer, we will bring the city to you. You will have the unique opportunity to meet with experts in our region who will fine tune your transatlantic viewpoint and participate in cultural activities that will offer you a different perspective on this city. At the same time, it is the goal of our fellowship program that you will utilize this time to build your international community.

During our three-week certificate program – you will assess your strengths and develop skills that will help you tackle new challenges. You will practice identifying problems and designing solutions. Entrepreneurs, business leaders,

academics and representatives from international organizations will provide you with valuable insights on diversity, ethics, business communication, organizational management, labor laws, innovation, technology and more.

It is unmistakably apparent to us that the pandemic has fast-forwarded digital trends which were already brewing and are now shaping the culture of a post-pandemic world. Our fellowship program, limited by international travel restrictions, remains largely on a virtual platform with some opportunities to gather in person.

It is my sincere hope that this fellowship program will empower you with the perspectives, the tools and the conversations that will enable you to be leaders in finding solutions to real world

problems and that it will enrich your professional path as you move towards your future.

On this note, I look forward to you showing up to #trf2021. I am happy to welcome you on board. Welcome Cohort #TRF2021!

Priya S. Nayar



Priya S. Nayar
Executive Director
UA Ruhr New York



RUHR
UNIVERSITÄT
BOCHUM **RUB**

© Ruhr-Universität Bochum

tu technische universität
dortmund

UNIVERSITÄT
DUISBURG
ESSEN

Open-Minded

© Universität Duisburg-Essen

University Alliance Ruhr

The academic hub for research, teaching, studying, and networking in Germany's vibrant Ruhr area

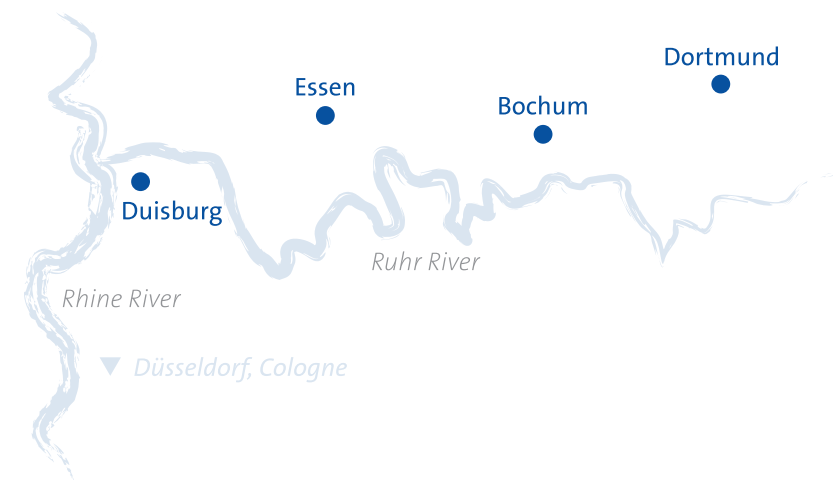
The University Alliance Ruhr is an alliance between Ruhr University Bochum, TU Dortmund University, and the University of Duisburg-Essen, the three largest universities in Germany's thriving Ruhr area. Each of our institutions has a strong tradition of breaking down walls between disciplines. We believe in the benefits of collaboration on all levels of scholarship and research, which is one of the reasons we came together in this unique university alliance.

More than 120,000 students, of which 19,000 are international, as well as over 14,000 researchers study and work within the UA Ruhr universities.

Together, the three universities have 850 partnerships with universities in over 130 countries, which provides our students and researchers with virtually unlimited possibilities for exchange and resources for development. To support our already strong global network of international exchange and collaboration, UA Ruhr has also created academic liaison offices for North America and Russia.

The Ruhr area is not only Germany's largest academic hub, but also an epicenter of innovation that fosters close interaction between academia and the private sector – and our alliance provides students and researchers from around the world with an open gateway to our region.

We invite you to learn more about the UA Ruhr alliance and our universities, and we look forward to welcoming you in the Ruhr area soon!





George Washington Bridge, New York City

Program Focus Topics

Innovation and Entrepreneurial Mindset

We will find out what it takes to be an entrepreneur and how you can discover, assess and further develop your strengths. We will learn how to define a problem, work on live case models, practice pitching and develop business models. Throughout this course, we will connect with entrepreneurs and discuss with them what it takes to translate your idea into a business and reach global impact.

Business Communication

Within an organization and when interacting with supply chains and clients, effective communication is essential to the sustainability of a business. We will be discussing the skills and strategies to ensure everyone is consistently working toward common goals and that

critical information is shared to make those goals attainable. We will also cover communication boundaries, such as geographic, cultural, and technological.

Innovation/Technology

As technological change continues to accelerate and market demand changes, innovation is critical to a business's success. How does an organization decide what technologies to concentrate on, what products and services are ripe for innovation, and how change will be received by the market? What are the aspects of the German and American markets that drive innovation, and how do companies adapt to different demands when serving different markets?

Ethics/Diversity

The long and continuing history of relationships across cultures is an

important context for all business considerations. When managing a diverse workforce and presenting products and services to a broad market, ethical practices not only ensure a business is perceived as a community partner but also provide a more stable foundation for long term sustainability. We will discuss best practices and personal experiences as perspectives have evolved in Germany and the U.S.

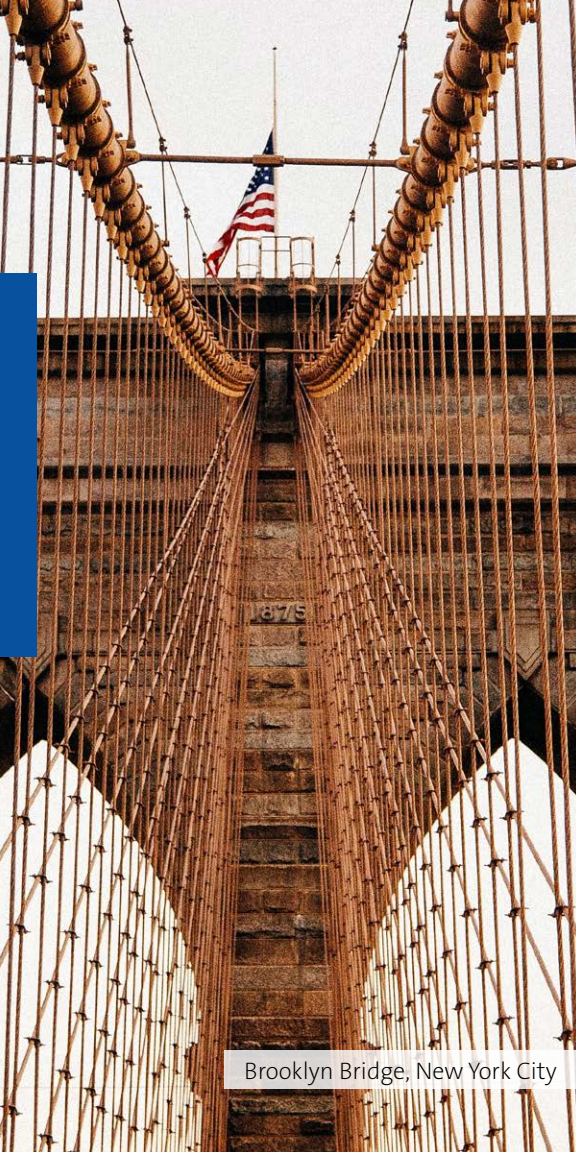
Organizational Management

As businesses grow, the complexity of operations requires careful and intentional guidance in order to compete effectively. Managers can implement various strategies to address challenges as they arise, but a culture of continuous improvement can position a company to respond nimbly to issues that may not yet be visible. We will consider

how company leaders balance risk and opportunity in changing environments and multinational markets.

Labor Laws/Labor Relations

Labor laws continue to develop in both Germany and the U.S. as employers, employees, and governments coordinate toward safe and successful workplaces. Collective bargaining organizations (unions) can play a major role in representing the needs of workers. Companies often work with advisors to ensure they have the best understanding of their obligations and what may be subject to change. We will discuss the current state of labor relations as well as development worth paying attention to.



Brooklyn Bridge, New York City

Program Week 1

Every day, all participants are encouraged to prepare their daily classes and seminars for approx. 3 hours in independent, individual work blocks before the program starts at 3 pm CEST, respectively 9 am EDT.

AUGUST 11-6, 2021 CAREER DEVELOPMENT WEEK

in cooperation with the
**GERMAN AMERICAN CHAMBER OF COMMERCE
 NEW YORK**



AHK German American
 Chambers of Commerce
 Deutsch-Amerikanische
 Handelskammern

Sunday – August 1, 2021

CEST 14:00 - 16:00 WELCOME BRUNCH
 EDT 8:00 am - 10:00 am

Monday – August 2, 2021

CEST 15:00 - 16:30 INTRODUCTION
 EDT 9:00 am - 10:30 am Welcome & Intercultural Orientation
[Preparation Link](#)
Matthew Allen,
Director, Careers & Education
Sandy Jones,
Manager, Careers & Education
German American Chamber of
Commerce, Inc. (GACC)

CEST 16:30 - 17:00 BREAK
 EDT 10:30 am - 11:00 am

CEST 17:00 - 18:30 COMMUNICATION AND
 EDT 11:00 pm - 12:30 pm MOTIVATION
[Preparation Link](#)
 How to elevate your communication skills
Lindsay Bongj,
Manager, Careers & Education
 GACC

CEST 18:30 - 19:00 WRAP UP
 EDT 12:30 pm - 1:00 pm *Matthew Allen,*
Director, Careers & Education
 GACC
[Stay in the previous Zoom room](#)

Tuesday – August 3, 2021

CEST 15:00 - 16:30 ORGANIZATIONAL
 EDT 9:00 am - 10:30 am MANAGEMENT
[Preparation Link](#)
 German-American Business Insights
Dietmar Rieg, President & CEO,
 GACC

CEST 16:30 - 17:00 BREAK
 EDT 10:30 am - 11:00 am

CEST 17:00 - 18:30 LINKEDIN
 EDT 11:00 pm - 12:30 pm COMPANY RESEARCH
 How to use your network and how to prepare for an interview
Cindy Klarwasser,
Senior Manager, Careers & Education, GACC

Wednesday – August 4, 2021

CEST 15:00 - 16:00 INTERACTIVE SESSION
 EDT 9:00 am - 10:00 am ON HIGHER EDUCATION
 Transatlantic Relations: Focus on Education
Benedikt Brisch, Director,
 DAAD

CEST 16:00 - 17:30 CAREER ADVICE
 EDT 10:00 am - 11:30 am *Robert Napoli, Founder & CEO*
Riseup Coaching,
Hapday

CEST 17:30 - 18:00 BREAK
 EDT 11:30 am - 12:00 pm

CEST 18:00 - 19:00 DEBRIEF AFTER
 EDT 12:00 pm - 1:00 pm CAREER WORKSHOP
 What did we learn and how can we apply it?
Cindy Klarwasser, GACC

Thursday – August 5, 2021

CEST 15:00 - 16:00 RESUME OPTIMIZATION
 EDT 9:00 am - 10:00 am *Cindy Klarwasser, GACC*

CEST 16:00 - 16:30 BREAK
 EDT 10:00 am - 10:30 am

CEST 17:00 - 18:30 COMPANY PROFILE
 EDT 11:00 am - 12:30 pm Berlin Business Office (BBO)
Kristina Garcia, Director, BBO

CEST 18:30 - 20:00 THIRSTY THURSDAY
 EDT 12:30 pm - 2:00 pm *Optional Virtual Social Gathering*

Friday – August 6, 2021

CEST 15:00 - 16:00 COMPANY PROFILE
 EDT 9:00 am - 10:00 am Mercedes Benz
Mary-Jane Goodson,
Talent Acquisition Specialist,
 Mercedes Benz USA

CEST 16:00 - 16:30 BREAK
 EDT 10:00 am - 10:30 am

CEST 16:30 - 18:00 INTERCULTURAL TALKS
 EDT 10:30 am - 12:00 pm German in America: How To Work, Play & Live
Felix Zeltner, Co-Founder,
Remote Daily

CEST 18:00 - 19:00 WRAP UP WEEK 1
 EDT 12:00 pm - 1:00 pm *Cindy Klarwasser, GACC*



Williamsburg Bridge, New York City

Program Week 2

Monday – August 9, 2021

GERMAN CONSULATE GENERAL NEW YORK & UNITED NATIONS

CEST 15:00 - 16:30
EDT 9:00 am - 10:30 am COFFEE CHAT
German Consulate General New York:
The role of the Consulate in Society,
Education, and Policy
Consul Yasemin Pamuk,
Head of the Cultural Affairs and
Science Department, German
Consulate General New York

CEST 16:30 - 18:00
EDT 10:30 am - 12:00 pm BREAK

CEST 18:00 - 20:00
EDT 12:00 pm - 2:00 pm UN-TOUR AND BRIEFING
UN Black History Tour &
Orientation
Briefing on UN Careers
Joan Ampah, Office of Human
Resources of the UN, UN Department
of Global Communications,
United Nations

[Preparation Link](#)

AUGUST 10-12, 2021 INNOVATION & ENTREPRENEURIAL MINDSET INTENSIVE

in cooperation with the
BAKER INSTITUTE
at Lehigh University



Lisa Getzler, Executive Director, Baker Institute
Renée Baran, Innovation Programs Manager, Baker
Institute
Chris Kauzmann, '13, '14G, Innovator in Residence,
Baker Institute and Adjunct Faculty

Tuesday – August 10, 2021

CEST 15:00 - 16:00
EDT 9:00 am - 10:00 am WELCOME INTRODUCTIONS
Welcome Discussion
Lisa Getzler, Renée Baran,
Chris Kauzmann
Lehigh University, Baker Institute

CEST 16:00 - 16:50
EDT 10:00 am - 10:50 am DEFINING AND FRAMING
A PROBLEM
Discussion Workshop
Chris Kauzmann

CEST 17:00 - 17:30
EDT 11:00 am - 11:30 am LIVE CASE:
MODEL EXPLANATION
Discussion/Demo
Chris Kauzmann

CEST 17:30 - 19:00
EDT 11:30 am - 1:00 pm LIVE CASE WORK BLOCK
RESEARCH & DINNER BREAK
Team/Individual Work

CEST 19:00 - 20:00
EDT 1:00 pm - 2:00 pm LIVE CASE:
OCUTRAP FOUNDER'S SESSION
Discussion
Chris Kauzmann

Wednesday – August 11, 2021

CEST 10:00 - 15:00 LIVE CASE WORK BLOCK:
DEVINE
Team/Individual Work

CEST 15:00 - 16:00
EDT 9:00 am - 10:00 am BRAINSTORMING RULES AND
CREATIVITY TECHNIQUES
WORKSHOP
Chris Kauzmann

CEST 16:00 - 17:00
EDT 10:00 am - 11:00 am OFFICE HOURS BY REQUEST

CEST 17:00 - 18:00
EDT 11:00 am - 12:00 pm LIVE CASE WORK BLOCK
IDEATE AND SELECT
Team/Individual Work

CEST 18:00 - 18:50
EDT 12:00 pm - 12:50 pm BUSINESS MODEL CANVAS
Discussion & Workshop
Chris Kauzmann

Thursday – August 12, 2021

CEST 10:00 - 15:00 LIVE CASE WORK BLOCK:
BMC AND PITCH DEVELOPMENT
Team/Individual Work

CEST 15:00 - 16:30
EDT 9:00 am - 10:30 am LIVE CASE SHARE OUTS
AND FEEDBACK
Share Out/Discussion
Graham Patterson,
Brian Quispe, Founders, OcuTrap

CEST 17:00 - 18:00
EDT 11:00 am - 12:00 pm ENTREPRENEURIAL LEADERSHIP
FOR GLOBAL IMPACT
Discussion
Kira Mendez, Iacocca Institute
at Lehigh University

CEST 18:00 - 18:50
EDT 12:00 pm - 12:50 pm WRAP UP AND
APPRECIATIONS
Discussion
Lisa Getzler, Chris Kauzmann

CEST 18:50 - 20:00
EDT 12:50 pm - 2:00 pm THIRSTY THURSDAY
Optional Virtual
Social Gathering

Friday – August 13, 2021

CULTURAL ACTIVITIES DAY

CEST 16:00 - 17:00
EDT 10:00 am - 11:00 am TENEMENT MUSEUM
The Moore Family

CEST 17:00 - 18:00
EDT 11:00 am - 12:00 pm BREAK

CEST 18:00 - 20:00
EDT 12:00 pm - 2:00 pm TRF 2021 COOKOUT
Long Do Hoang,
Communications Officer,
University Alliance Ruhr



Program Week 3

AUGUST 16-20, 2021 ENTREPREURSHIP & INNOVATION WEEK

Monday – August 16, 2021

- CEST 15:00 - 16:00** WORKSHOP
- EDT 9:00 am - 10:00 am** Resumé Optimization
Matthew Allen, Director, GACC
- CEST 16:00 - 17:00** BREAK
- EDT 10:00 am - 11:00 am**
- CEST 17:00 - 18:00** WORKSHOP
- EDT 11:00 am - 12:00 pm** Start-up Career Path
Thomas Menzefricke, Vice President of Business Development and Strategy, FlexIt Fitness
- CEST 18:00 - 19:00** WORKSHOP
- EDT 12:00 pm - 1:00 pm** Building Your Global Career
Dr. Joann Halpern, Director, Hasso Plattner Institute

Tuesday – August 17, 2021

- CEST 15:00 - 16:30** TALK
- EDT 9:00 am - 10:30 am** Entrepreneurship
Kurt Becker, Vice Dean for Research, Innovation, and Entrepreneurship, NYU Tandon School of Engineering
- CEST 16:30 - 17:00** BREAK
- EDT 10:00 am - 11:00 am**
- CEST 17:00 - 19:00** COMPANY PROFILE
- EDT 11:00 am - 1:00 pm** One Earth Rising (Start-up)
Beryl Basham, Jan Roessner, Founders, One Earth Rising
- CEST 19:00 - 21:00** TALK
- EDT 1:00 pm - 3:00 pm** The Art & Science of Innovation & Entrepreneurship
Charles H. Matthews, PhD, Distinguished Teaching Professor of Entrepreneurship and Strategy, Founder, UC Center for Entrepreneurship, Carl H. Lindner College of Business, University of Cincinnati

Wednesday – August 18, 2021

- CEST 15:00 - 16:30** START-UP PRESENTATION
- EDT 9:00 am - 10:30 am** Ifesca
Marco Gittmann, Managing Partner, Ifesca
- CEST 16:30 - 17:00** BREAK
- EDT 10:30 am - 11:00 am**
- CEST 17:00 - 18:00** TRANSATLANTIC RELATIONS
- EDT 11:00 am - 12:00 pm** Corporate Development
Viola Meyerweissflog, Senior Manager, Consulting & Corporate Development, AHK Washington

Thursday – August 19, 2021

- CEST 15:00 - 16:00** COMPANY PROFILE
- EDT 9:00 am - 10:00 am** BMW
Mirja Hoffmann, Associate HR Business Partner, BMW AG
- CEST 16:00 - 16:30** BREAK
- EDT 10:00 am - 10:30 am**
- CEST 16:30 - 18:30** ELEVATOR PITCH
- EDT 10:30 am - 12:30 pm** Practice your Elevator Pitch
Cindy Klarwasser, GACC
- CEST 18:30 - 20:00** THIRSTY THURSDAY
- EDT 12:30 pm - 2:00 pm** Optional Virtual Social Gathering

Friday – August 20, 2021

- CEST 15:00 - 16:00** GERMAN ACCELERATOR
- EDT 9:00 am - 10:00 am** Virtual Tour
Christian Busch, Managing Partner, German Accelerator
- CEST 16:00 - 16:30** BREAK
- EDT 10:00 am - 10:30 am**
- CEST 16:30 - 17:45** WRAP UP
- EDT 10:30 am - 11:45 am** Evaluation
Cindy Klarwasser, GACC
- CEST 18:00 - 19:00** FAREWELL
- EDT 12:00 pm - 1:00 pm** *Cindy Klarwasser, GACC*

Queensboro Bridge (Ed Koch Bridge), New York City



Tinatin Davitashvili



Caroline Hoyer



Dalida Licina



Andreas Palik

Participants

Tinatin Davitashvili

is a student in M.A. Social Science with focus on international relations and politics at Ruhr University Bochum. She completed her B.A. degree in sociology with a minor in psychology in Georgia, where she was also born and grew up in. She has always been passionate about foreign cultures what led to several exchange trips to Germany and the U.S., as well as professional work in international foundations in the field of politics, peace, and conflict- and migration studies. Her hobbies include outdoor activities, sports and travelling. Tinatin also volunteers for different social causes. Right now, she is a student volunteer at the International Office of the Ruhr Uni Bochum and supports exchange students with social and administrative challenges.

Caroline Hoyer

is enrolled in the master's program in economics at TU Dortmund University where she is in her final semester. Her focus lies on management and organizations with a strength in marketing. During her studies, Caroline has gained work experience in global HR management, and digital marketing. She was also engaged in the student organization AIESEC which promotes intercultural understanding by providing global volunteering projects. She is interested in experiencing other cultures and learning how to adapt to new circumstances. That is also why she decided to spend an Erasmus semester in Portugal. In her free time, Caroline enjoys sports, spending time in nature and meeting with friends.

Dalida Licina

is in her final semester of her master's degree in economics at the Technical University Dortmund while she is also completing her exchange semester at the University of Algarve in Portugal. As an undergraduate she also completed an abroad Marketing internship at CyberLabs in Indonesia. Afterwards, Dalida gained some additional professional experience at RWE Power AG where she supported the Development & Management team as a working student. Dalida currently serves as Vice President for the volunteering students' organization AIESEC. As a part of the executive board of that volunteering organization, she is working on implementing sustainable development goals and intercultural exchange in the Ruhr area.

Andreas Palik

After his bachelor's degree in political science and media studies at the University of Düsseldorf, Andreas is currently in his master's degree in socioeconomics at the University of Duisburg-Essen. Besides his studies, he was able to gain some experience in different newsrooms and completed an internship in Brussels. He is currently working as a political journalist for the Westdeutscher Rundfunk. His goal is to become a full-time political journalist. He is particularly interested in EU politics and its' transatlantic relationships. He hopes to acquire intercultural skills, as well as knowledge on the economy to help him better classify topics for his coverage.



Linda Pannhausen



Milad Parhamfar



Abdur Rehmann



Philipp Schulz

Participants (continued)

Linda Pannhausen

is in her final BA year of Communications and Anglophone Studies at the University of Duisburg-Essen. By exploring various career options, she worked in advertising and corporate communications. Currently, Linda is part of the HR strategy team at thyssenkrupp elevator and works on development projects with colleagues worldwide. Linda is convinced, that an international and creative environment with dedicated people from all walks of life is essential for her professional and personal growth. She wants to build a career in organization & leadership strategy and wants to build diversity and gender equality across all levels. Linda is also a freelance songwriter and loves modern art, dancing and true crime.

Milad Parhamfar

finished his bachelor's degree in Chemical Engineering in Iran and then, as a DAAD scholarship holder, came to Germany to continue his education in M.Sc Water Science at Duisburg-Essen University. Thereafter he decided to pursue his goals in Management and Technology of Water and Wastewater at the Duisburg-Essen University. He gained work experience in an R&D team of a petrochemical company in Iran and Germany. The title of his master's thesis was: Improvement of UF membranes with enhanced antifouling properties using hydrophilic polymeric additives. Music is Milad's passion and usually, he is playing Piano or Guitar in his leisure time.

Abdur Rehmann

studies in the master's program Automation and Robotics (Electrical Engineering and IT) at TU Dortmund University. His primary areas of interest include process automation and data analysis. Passionate about intercultural exchange, Abdur joined the Global UGRAD program and got the chance to spend a semester at the University of Southern Indiana, USA. Having been selected as a Transatlantic Ruhr Fellow, he is excited to use this experience to evolve personally and professionally. In his freetime, Abdur likes to be outdoors in nature and playing sports.

Philipp Schulz

is a graduate student at the University of Duisburg-Essen. His field of study is Automation and Safety, with a focus in Control Engineering. He obtained intercultural experience as an undergraduate in the U.S., where he completed his studies with an exchange program at Florida International University. Beyond his academic studies, he gained practical experience at Audi AG. There, he worked in technical development, as part of the project-lead team for driving assistance and autonomous driving technology. Philipp enjoys traveling and is passionate about international exchange. His research interests include the development and implementation of autonomous systems.

Participants (continued)



Tobias Wirtz



Merle Marie Wittig



Alina Wolski



Wei Fang Wu

Tobias Wirtz

is in the final stages of his master's program philosophy and political science at TU Dortmund. He gained practical experience in various fields, such as the Bertelsmann Foundation, European Parliament, the KfW development bank in the financial development cooperation sector, and a think tank for climate and energy policy. As these fields are strongly tied to working in an international context as well as founding new projects with innovative ideas, the TRF adds some valuable knowledge to his previous experiences. Adding to this, his research for the last steps of his master's covers the area of economic ethics, which is one more connecting factor to the TRF.

Merle Marie Wittig

studies Cultural Studies and Business Administration with a focus on English at the University of Duisburg-Essen. This degree combines her previous banking apprenticeship with her interest in different cultures. Merle believes that getting to know a culture you requires to immerse in it. To gain international experience, she spent a semester abroad in the United Kingdom and worked as an au pair in the United States and China. Besides her studies, Merle works as a Meeting Leader at Cultural Care Au Pair. In her free time she enjoys archery, roller skating, and lacrosse.

Alina Wolski

holds both a Bachelor of Arts in General and Comparative Literature and History from the Ruhr University Bochum and a Bachelor of Laws in German and French Economic Law from the Universities of Bochum and Tours in France where she also spent an academic year. In addition to her PhD-studies in literature and law in Bochum, she is preparing for the legal state examination. Internships took her to the ZDF foreign studio in Warsaw and to the German embassy in Kazakhstan, where she was able to deepen her enthusiasm for languages, different cultures and international world affairs.

Wei Fang Wu

is enrolled in the master's program Management at the Ruhr-University Bochum. After her internship at Deloitte, she is now working at RWE Technology International where she is expanding her experience in Business Development and Market. As an undergraduate, Wei Fang gained intercultural experience by participating in a summer school at the Tongji-University in Shanghai, China. Having a passion in intercultural exchange, she also travelled different parts of Asia, United Kingdom and Europe. Her time abroad inspired her to broaden her horizon and connect with people from various cultural backgrounds. Wei Fang volunteers for the student initiative *bonding*. She also enjoys reading, doing acryl/oil painting, spending time with friends, and yoga.

Partner

We would like to thank our partner companies and organizations for their support in providing our students with the opportunity to gain valuable hands-on experience in a range of industries in the Tri-State area.



The German American Chamber of Commerce, Inc. in New York (GACC NY) was established more than 70 years ago as an impartial promoter of commerce between Germany and the U.S. The GACC NY, together with its chapters in Philadelphia and Pittsburgh, has distinguished itself as an innovative and relevant service provider as well as a reliable partner in German-American business inquiries. The German American Chambers of Commerce in Atlanta, Chicago and New York, as well as the Representative of German Business in San Francisco, collaborate under the umbrella AHK USA. With more than 2,500 member companies and an extensive national and international business network, AHK USA offers a broad spectrum

www.gaccny.com

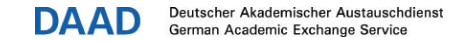
of activities and services. Comprised of a highly qualified and dedicated team of professionals, the GACCs support companies by facilitating market entry & business development, legal services, intern visas, recruitment and start-up guidance.



The Baker Institute for Entrepreneurship, Creativity & Innovation is Lehigh University's premier organization dedicated to the advancement of entrepreneurial education for the entire university community. The Baker Institute provides authentic opportunities for Lehigh students from every discipline to deeply engage in the entrepreneurial process. In the course of an average year, its programming reaches thousands of students and alumni from the South Mountains of Pennsylvania to the Silicon Valley of California. The Baker Institute's network of students, faculty and alumni is inclusive, diverse and dedicated to inspiring and educating the next generation of entrepreneurial thinkers.

www.lehighbakerinstitute.com

This program was made possible in part by the generous support of the German Academic Exchange Service DAAD.



Since DAAD was founded in 1925, more than 1.9 million scholars in Germany and abroad have received DAAD funding. DAAD is a registered association and its members are German institutions of higher education and student bodies. Its activities go far beyond simply awarding grants and scholarships. DAAD supports the internationalization of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.

www.daad.org

University Alliance Ruhr, Inc.

871 United Nations Plaza
New York, NY 10017, USA

Telephone +1 212-758-3384

Fax +1 212-758-1629

E-Mail office@uaruhr.de

Web www.northamerica.uaruhr.de

in cooperation with

