

**Introduction to the DAAD Conference on
„University- enterprise cooperation: Building on new challenges from past experience“**

Dr. Siegbert Wuttig, DAAD
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Good afternoon Ladies and Gentlemen,

My name is Siegbert Wuttig. I am head of EU department in the German Academic Exchange Service and Director of the German National Agency for EU programmes in the field of higher education. It's my pleasure to welcome you here in Bonn on behalf of the DAAD to our conference on university-enterprise cooperation and I am delighted to see that this conference has gathered such a great number of participants here.

As you certainly all know, the conference is an important part of a SOCRATES project run by the DAAD in cooperation with the European Centre of Strategic Management of Universities (ESMU), EDUCONSULT, Europe and Projects, Sanon Developpement International and last but not least nine National SOCRATES Agencies from Austria, Finland, France, Hungary, Lithuania, the Netherlands, Norway and Portugal. I would like to take the opportunity to thank the European Commission represented today by Stylianos Katsoulakis for funding the project and to express my sincere gratitude to all our project partners and friends for their continuous support and hard work in making our project a success. Special thanks go out to my colleague Alexandra Angress and her team for their tireless work in coordinating the project and organizing this conference.

What are project and the conference all about? The project aims at identifying the role and critical success factors of university-enterprise cooperation in education and training and at assessing how universities have integrated this dimension in their strategic developments and activities. Nadine Burquel from ESMU will tell you more about the project and a snap shot study in this context a little bit later. The aim of the conference today and tomorrow is to discuss with you the key messages from the project and to come to some recommendations on how university-enterprise cooperation can be better promoted in Europe and become a more normal part of the universities' strategies.

Ladies and Gentlemen, the fact that we are running a project and organising a conference on university-enterprise cooperation is not surprising in these days. The strengthening of university-enterprise cooperation is high on European and national political agendas. The Lisbon strategy, the Bologna Process, the EU policies and programmes such as the new Life-long learning Programme are well-known in this context. Stylianos Katsoulakis certainly will talk about the European agenda more in detail and so I leave it at that.

At national level, we also have interesting policies and initiatives regarding the cooperation of science and economy. I just would like to give you an example from Germany. For the first time ever, the German government has developed a comprehensive national strategy for all its ministries with the aim of putting Germany at the top of the world's ranks in tomorrow's most important markets. Until 2009, the German government with its so-called High Tech strategy will allocate a total of some 15 billion EUR for cutting-edge technologies. This initiative will contribute substantially to achieving the goal of increasing the investments in research and development to three percent of the gross domestic product by 2010, as was agreed in the Lisbon strategy. One important objective of the High-Tech strategy is to improve the cooperation between science and industry. A special initiative for our new Länder in this context is the “Industry meets Science” competition aiming at improving the transfer of technology and to support universities of applied sciences –together with local companies- in developing into regional “anchors” of innovation. Under the High Tech-Strategy joint projects will receive more funds than ever before and the support for the highly talented and for young researchers will be extended.

Let me now highlight the DAAD’s contribution to the cooperation of universities and enterprises.

With more than 200 programmes and an annual budget of 273 Mio EUR, the DAAD aims at reaching five strategic objectives. Two of them might be of particular interest in the context of our conference:

1. to promote outstanding young international academics as a means of winning future managers, executives and leaders in education, science and research, politics, business and industry etc. as partners and friends of Germany
2. to promote outstanding German academics in order to qualify them as open-minded future managers, executives and leaders in education, science and research, politics, business and industry in the spirit of international and intercultural experience

The DAAD, therefore, supports the best brains from all over the world and from all disciplines to gain international qualifications and competencies which are increasingly required in education, science and industry.

Although most of DAAD’s funding schemes are focused on academic exchange, the cooperation with enterprises and industry has been gaining ground since some years in quite a number of DAAD programmes.

Let me give you some examples. In 2006, the DAAD funded more than 84.000 international and German students, academics and researchers. 8.100 of the students were trainees (mainly funded under the IAESTE and LEONARDO schemes). We expect that with the additional funds from the new LLP the number of students who will go for a placement to a company somewhere in Europe will increase significantly.

Our programme “Language and Practice in Japan and China” aims at qualifying German graduates in becoming regional experts and future leaders in science and industry by offering them a one-year language course and a placement of 10 months in Japan or China.

In the framework of the European Recovery Programme, the DAAD supports students from the Community of Independent States to study in Germany. Placements in a German company are an integral part of this programme.

In addition, our MBA and LLM programmes for German graduates contribute to educate future leaders in enterprises and industry.

All these programmes are publicly funded. The DAAD, however, also runs some programmes which are funded by industry. I would like to give you only one prominent example of this kind. It is a new joint scholarship programme called „Siemens/DAAD Post Graduate Program“ launched by the DAAD and Siemens in October 2006. This new program has a budget of 2.56 million euros and is scheduled to run for up to 6 years. It will give young engineers from China, India und Russia the opportunity to do research in Germany in order to gain a doctorate at a university in Germany or in their home country. In offering this new programme the DAAD and Siemens continue their successful cooperation on promoting young graduates from selected countries in Asia and Central and Eastern Europe (CEE). The cooperation started already in 1999 with the „DAAD Siemens Scholarship Program 21st Century“ and "DAAD/Siemens initiative for young engineers from CEE“). Altogether 215 young engineers gained a Master’s degree of a selected German university thanks to these scholarship programs.

DAAD’s cooperation with industry, however, is not limited to scholarship programmes for individuals. I’m going to give you 3 examples. The Chinese-German College at Tongji University in Shanghai with the support of DAAD and German industry gives highly qualified Chinese students the opportunity to do their Master’s degree in bilingual study programmes. German industry supports this project by financing endowed chairs and providing placements for students.

Close cooperation with industry can also be seen in our programme “German study programmes abroad” focussing on the export of German higher education and so-called off-shore activities of German universities. The foundation of the German-University in Cairo and the German-Jordan University in Amman are well-known examples in this context. In many of the projects industry is an important partner by financing endowed chairs, by providing placements and by involving representatives of companies in the development of curricula and in teaching.

Last but not least, industry is a partner in DAAD’s international marketing initiatives for German higher education and, occasionally, in DAAD’s alumni activities.

How university-enterprise cooperation can be intensified in the future?

From our perspective and according to the lessons learnt from our experience in the field of international cooperation, we would like to make 5 suggestions:

1. Enterprises should provide more placements for students and universities should significantly increase the number of mobile students who go abroad for a placement. Increasing quantity has to go hand in hand with improving the quality of student mobility.
2. Staff exchange between universities and enterprises for training, teaching and research purposes is rather modest so far. In order to intensify the transfer of knowledge between universities and enterprises, staff exchange has to be promoted much more than in the past. The new LLP could be an adequate instrument to make progress in this field.
3. The involvement of industry in funding and developing Master programmes should be increased. Especially Master degree students are potential future leaders in enterprises. The same goes for the joint development of international sandwich doctoral programmes involving the home and the host institutions as well as enterprises. For industry this type of doctoral programmes could lead to interesting tailor-made profiles of the doctoral candidates.
4. To improve the visibility and the activities of enterprises in certain regions of the world, industry could cooperate more closely with universities and national agencies such as DAAD in the field of marketing and by intensifying their financial support for specific projects of excellence such as endowed chairs.
5. Last but not least, I would like to emphasize that the potential of alumni from national or European programmes has been used too little for recruiting future

leaders in industry. We, therefore, would welcome much more involvement of enterprises in this field.

Let me conclude by wishing all of you an interesting and fruitful conference with some concrete recommendations tomorrow on how to organise and improve the cooperation of universities and enterprises in the future.